Appendix 1

Auto Leaks Workshop Evaluation Report
REPORT

Program Evaluation: Don’t Drip and Drive: Auto Leaks Workshop Program

September, 2014
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Executive Summary

The Free Auto Leaks Workshop program, a collaboration between the Department of Ecology and Seattle Public Utilities, was designed to improve vehicle owner awareness of the benefits of checking for and repairing leaks. The four-hour long workshops consisted of a lecture, instructional video, inspection of participants’ vehicles and distribution of vehicle maintenance check kits. In all 95 workshops were held over 13 months with an estimated 1,120 people attending. The program evaluation included data from end-of-workshop exit surveys, a post-workshop online survey conducted in August 2014, and interviews with workshop instructors.

Post Workshop Exit Surveys

All together 356 participants completed exit surveys upon completing the workshops. Participants said that as a result of the workshop they were very likely to:

- Check for leaks on their cars (88%)
- Use the vehicle maintenance checklist (86%)
- Change how they maintained their cars (78%)

The main reason participants gave that they might not repair their leaks was cost (61%). Many said that having money, discounts or being able to make payments would make repairing leaks easier (35%). Some also said the knowing how to fix it would make it easier (27%).

Follow-Up Participant Survey

A total of 269 participants responded to the online survey. Most said that the instructor found a leak or problem with their vehicle(s) during the workshop (65%). Of those 76% had repaired all or some of the problems at the time of the survey. Most said their motivation for getting their car repaired was to extend the life of my vehicle (66%) or that they didn’t want to pollute the waterways of Puget Sound (61%).

Among those who still had problems needing repairs, many said they had not done so because they didn’t have the money (40%). Most said they would definitely have completed repairs if they had been offered as much as a $100 rebate (63%).

Respondents were asked if they had checked their car or any other cars for leaks since the workshop and 70% said they had. Among those who conducted their own inspection after the workshop, 62% used the vehicle maintenance check kits and just over one
quarter detected leaks (26%). Of those detecting leaks, 69% had done some or all of the repairs needed. In addition:

- 88% of participants had checked fluid levels in their cars since completing the workshop.
- 78% said they were *much more or somewhat more confident* in taking care of their car as a result of the workshop.
- 87% said they were *somewhat or much more motivated* to maintain their vehicles than before the workshop.
- Participants are referring others to the workshop; 85% said they’d talked to others about it and 77% of those said they’d recommended that others attend.
- Program materials proved useful to participants; 68% said they had read or used written materials or handouts from the workshop. Some requested more be offered to take away.
- Increased knowledge about their cars was the benefit most commonly noted by participants (48%).

**INSTRUCTOR INTERVIEWS**

Interviews were conducted with four instructors from three of the workshop locations.

All the instructors said that the participant feedback was overwhelmingly positive. They felt that most participants probably found that the workshop exceeded their expectations.

Instructors said that their participants left the workshop

- Knowing about how their car runs
- Understanding the importance of checking fluids
- Intending to be more responsible with their car’s maintenance
- Showing much more confidence in their ability to effectively communicate with a mechanic

The primary constructive criticism that instructors were aware of had to do with use of time. Some participants shared that they wanted more time with the instructor under their car.

Instructors cited compelling information about environmental impacts, hands-on experience and interaction with other participants as the most effective elements of the program.

When instructors were asked to comment on their own experience being a part of this project they were very positive. They felt like the project had been successful, that the participants were grateful, and they liked being involved.
CONCLUSION AND RECOMMENDATIONS

The Don’t Drip and Drive Free Auto Leaks Workshops proved effective at addressing all four of the program goals that were assessed in the evaluation.

1. Increase awareness about automotive leaks and vehicle maintenance as owner Best Management Practices (BMP)
2. Increase repair of automotive leaks
3. Foster renewed interest in vehicle maintenance and reduce pollution through vehicle repairs
4. Instill a new sense of knowledge and confidence in responsible vehicle ownership

Findings from survey respondents were extrapolated to the entire program participant group to identify the likely impacts of the full program. The survey findings suggest that:

- 1,005 vehicles were inspected as part of the program over the course of the year.
- 65% of respondents had leaks, about 650 vehicles total.
- 43% repaired all leaks or problems that they had; 280 vehicles were repaired.
- 33% completed partial repairs another 215 vehicles.
- Of those with no repairs complete (155 vehicles) 73% intended to have the repairs done in the future – 113 vehicles.
- Only 42 vehicles are certain to remain without repairs after their owners attended the Free Auto Leaks Workshops.

The overall impacts of the program suggest this program is effective in enhancing car maintenance behaviors that can help protect Puget Sound. With long-term funding, the program’s expansion could create better access to a larger audience and expand up and down Puget Sound and help prevent non-point pollution from storm water. Fees and sponsorships may help offset some of the program costs.

A slightly more sophisticated approach to the program’s evaluation could also serve to enhance instructor and program manager understanding of the program impacts. Simply tracking a few key characteristics of each car inspected would provide more certain counts of how many people participated and clearer details on what kinds of vehicles have leaks and problems and what type.

Following up with participants 2-3 months after they complete the workshop (rather than at the close of the grant) could provide a stronger representation of all participants’ experiences (a higher response rate) as well as more accurate tracking of repair behavior. The follow-up could also point to opportunities to add incentives, such as a $50 rebate for those who were unable to complete repairs due to cost. Putting an
expiration date on the rebate could motivate those with less time to prioritize the repairs more effectively.

Participants and instructors both see benefits in reducing the number of students per class sufficiently to lessen the time required to participate, as well as balancing the hands-on portion of the class with the presentation. Expanding the program to additional locations, varying time of day and days of the week each would increase access for more people. Having follow-up classes on special topics could further engage an already willing audience. Stronger advertising (presenting a clearer picture of what to expect) was another important recommendation.

Uncertainty about where to have vehicles repaired was a clear barrier. If the instructors and program managers can’t make recommendations of where to take vehicles, perhaps other workshop participants can. Creating a forum (or finding one that already exists that can be recommended by the program) where participants can report their experiences with mechanics and make recommendations might provide a way for the program to meet a participant need and diffuse responsibility for the recommendations.

The program appears to have created some buzz as almost all the participants have talked to others about the workshop, what they learned and best practices. There may eventually be some diffusion of the information beyond workshop participants to the broader audience. A periodic survey (every three years, if funding allows) could identify whether checking for leaks, repairing leaks and understanding the impacts on automotive health and Puget Sound are becoming more normative. Setting a baseline soon would be beneficial.
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INTRODUCTION

The Washington State Department of Ecology estimates that 6,100 tons of oil leaks from vehicles around the Puget Sound region.\(^1\) These toxic chemicals collect in stormwater and ultimately end up in Puget Sound. In order to prevent oil leaks, vehicle owners need to check for leaks and repair their vehicles if a leak is found. Understanding how to check for leaks as well as knowing the benefits of checking for and repairing leaks may motivate some vehicle owners to do so more frequently.

The Free Auto Leaks Workshop program, a collaboration between the Department of Ecology and Seattle Public Utilities, was designed to improve vehicle owner awareness of the benefits of checking for and repairing leaks. This program evaluation focuses on assessing the impacts of the program on four of its goals:

1. Increase awareness about automotive leaks and vehicle maintenance as owner Best Management Practices (BMP)
2. Increase repair of automotive leaks
3. Foster renewed interest in vehicle maintenance and reduce pollution through vehicle repairs.
4. Instill a new sense of knowledge and confidence in responsible vehicle ownership

The Free Auto Leaks Workshops were four hours long and held at four locations (South Seattle College, West Seattle High School, Renton Technical College and Shoreline Community College). A modified version of the full workshop was offered during Single Mom Oil Change events hosted by a church in Renton. Facilitators were automotive instructors from the schools with assistance from the program managers (from Ecology and SPU) as well as technical assistance from students in the automotive programs. The workshops consisted of a lecture, an instructional video, inspection of participants’ vehicles and distribution of vehicle maintenance check kits. Maintenance kits included a number of tools and informational items to help vehicle owners check for leaks.

The outcomes the program hoped to produce were:

- Participants would check for leaks in their vehicles
- Participants would learn about different types of automotive leaks
- Participants would be motivated to get their vehicles fixed if they did find a leak

All together 95 workshops were held between July 2013 and July 2014 with an estimated 1,120 people attending (average of 12 people per workshop).

RESEARCH METHODS

Three tools were used to assess the impacts of the Free Auto Leaks Workshops: 1. An end of workshop survey to assess participant experience, 2. An online survey to assess impacts at the close of the program and 3. Interviews with workshop instructors. For a detailed description of the research methods, please see Appendix A of this report.
SURVEY FINDINGS

This section describes the findings from the three data sources gathered together to assess the program’s impacts.

POST WORKSHOP EXIT SURVEY

Workshop participants were asked to complete a brief, pen and paper survey at the end of their learning experience. In all, 356 participants completed the survey, or about 37% of all participants.

Participants were asked to answer four questions about next steps they might take after the workshop. Many were very motivated by the experience, as shown in Figure 1. The large majority of the respondents said they would be *very likely* to check for leaks, use the vehicle maintenance checklist, repair their leaks and that they’d change how they maintained their cars as a result of the workshop.

Figure 1. As a result of the workshop, how likely are you to…? (*Very likely* response)

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Check for leaks on your car</td>
<td>88%</td>
</tr>
<tr>
<td>Use the vehicle maintenance checklist</td>
<td>86%</td>
</tr>
<tr>
<td>Repair your leak</td>
<td>82%</td>
</tr>
<tr>
<td>Change how you maintain your car</td>
<td>78%</td>
</tr>
</tbody>
</table>

n=356

In social marketing, program managers often explore barriers to behaviors as well as incentives or motivators for doing a behavior. With this knowledge, program elements can be customized to help participants execute the desired behaviors (checking for and fixing leaks) more often. Several of the questions in the post-workshop survey asked about barriers:

1. What might prevent you from repairing your leak?
2. What would make it easier for you to repair your leak?
3. What would prevent you from using the vehicle maintenance check kit?
Responses to these questions are presented and discussed below.

Participants were asked “What might prevent you from repairing your leak?” Their open-ended responses were reviewed and classified into several categories (see Table 1). Most responded that cost was the main barrier (61%). Many said “nothing” would prevent them from fixing their leak (15%, though this may be an under estimate since 47 people did not respond to the question). Some responded that they did not have the skills, tools or place to do the work themselves (16%).

Many of the participants’ responses were varied and did not fit into a specific theme. Those “other” responses included items such as weather, age, inconvenience, motivation to test for leaks, age of the car, and complexity of the problem.

<table>
<thead>
<tr>
<th>What might prevent you from repairing your leak?</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost, not affordable</td>
<td>190</td>
<td>61</td>
</tr>
<tr>
<td>Nothing</td>
<td>29</td>
<td>15</td>
</tr>
<tr>
<td>Time</td>
<td>27</td>
<td>14</td>
</tr>
<tr>
<td>No skills; knowledge of how to fix</td>
<td>17</td>
<td>8</td>
</tr>
<tr>
<td>Not applicable, no leak</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>No place to work on it</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>No tools or lift</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>No trustworthy mechanic</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Other</td>
<td>39</td>
<td>20</td>
</tr>
</tbody>
</table>

n=309; Multiple responses permitted; percentages may sum to more than 100%

It may be useful to rephrase the question to explicitly include having the car repaired by a mechanic.
Participants were also asked “What would make it easier to fix your leaks?” Their open-ended responses are categorized in Table 2. The predominant response was related to financing the work (35%). Also commonly mentioned was knowing how to locate and fix leaks (27%), which suggests that some participants took the question literally rather than considering taking it to a mechanic (see footnote 1). Several mentioned not having a leak (6%) Many did not appear to have ideas or did not find it applicable since 83 people skipped this question.

Table 2. What would make it easier for you to fix your leaks?

<table>
<thead>
<tr>
<th>Response</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Having enough money, discounts, being able to make payments</td>
<td>97</td>
<td>35</td>
</tr>
<tr>
<td>Education, training in how to locate/fix it</td>
<td>74</td>
<td>27</td>
</tr>
<tr>
<td>Knowing a trustworthy mechanic</td>
<td>43</td>
<td>15</td>
</tr>
<tr>
<td>Place, tools, conditions to do it myself</td>
<td>33</td>
<td>12</td>
</tr>
<tr>
<td>Not applicable, no leak</td>
<td>17</td>
<td>6</td>
</tr>
<tr>
<td>Time</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>Having someone else do it</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>24</td>
<td>8</td>
</tr>
</tbody>
</table>

n=273; Multiple responses permitted- percentages may sum to more than 100%

Participants were asked “What might prevent you from using the vehicle maintenance check kit?” Their classified responses are shown in Table 3. Many said that nothing would prevent them from using the kit (45%, though this might be an underestimate since most respondents skipped this question). Other responses included not having the time, not knowing how to use it, and not having a place to work on their car. “Other” responses included being “lazy” and losing the kit.

Table 3. What might prevent you from using the vehicle maintenance check kit?

<table>
<thead>
<tr>
<th>Response</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing, plan to use it</td>
<td>65</td>
<td>45</td>
</tr>
<tr>
<td>Not applicable, don’t need it (no leaks)</td>
<td>21</td>
<td>14</td>
</tr>
<tr>
<td>Difficult/don’t know how to use it</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td>No place to work on car, darkness or weather</td>
<td>13</td>
<td>9</td>
</tr>
<tr>
<td>Time</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
<td>19</td>
</tr>
</tbody>
</table>

n=146; Multiple responses permitted- percentages may sum to more than 100%
Participants were asked for their feedback on how to improve the workshops and many gave a response. Some suggested that a better description or better advertising would have been helpful. Others felt that fewer students and more hands on work would be helpful. More accessibility by location, times and days were also mentioned, along with suggestions for follow-up classes rather than a single session.

### Table 4. How to improve workshops

<table>
<thead>
<tr>
<th>Suggestion</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better advertising/description of what to expect</td>
<td>28</td>
<td>12</td>
</tr>
<tr>
<td>Better use of time, fewer students, more instructors for inspections</td>
<td>24</td>
<td>11</td>
</tr>
<tr>
<td>More locations, times, days, follow-up classes</td>
<td>21</td>
<td>9</td>
</tr>
<tr>
<td>Better, different video</td>
<td>17</td>
<td>8</td>
</tr>
<tr>
<td>More Handouts, diagrams, car part ids</td>
<td>15</td>
<td>7</td>
</tr>
<tr>
<td>Provide refreshments</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>More hands on</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Better directions/signage</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>50</td>
<td>22</td>
</tr>
<tr>
<td>Don’t know/Nothing</td>
<td>70</td>
<td>31</td>
</tr>
</tbody>
</table>

n=226; Multiple responses permitted- percentages may sum to more than 100%

Recycling motor oil is a secondary behavior that the program promotes, so participants were asked how they would recycle their used oil and 227 responded. Most (63%) said they would use a local recycler. Many also mentioned recycling their oil at the place of purchase (25%) or using curbside pickup (20%).

Finally, respondents were asked how they heard about the workshop and the most common response was through a Seattle Public Utilities or other utility bill insert (31%). Many others also said they heard about the workshop from other people (word of mouth 14%). A detailed table of responses is included in the appendices to this report.
FOLLOW-UP PARTICIPANT SURVEY

All respondents with an email address were invited to participate in an online survey fielded in August after the final workshops were completed. Of the 913 who were contacted, 269 responded (29%). Many were from the most recent workshops (40%, see Table 5), though some from the first workshops last year also responded (18%).

Table 5. When did you take the Free Auto Leaks workshop(s)? (check all that apply)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-July 2014</td>
<td>109</td>
<td>40</td>
</tr>
<tr>
<td>January-March 2014</td>
<td>27</td>
<td>10</td>
</tr>
<tr>
<td>October-December 2013</td>
<td>24</td>
<td>9</td>
</tr>
<tr>
<td>July-September 2013</td>
<td>48</td>
<td>18</td>
</tr>
<tr>
<td>Don't know/Don't remember</td>
<td>69</td>
<td>26</td>
</tr>
</tbody>
</table>

n=269; Multiple responses permitted- percentages may sum to more than 100%

Most respondents had attended workshops at Renton Technical or Shoreline Community College. These sites’ workshops are somewhat over represented in these findings. The least well represented are participants from the Single Mom’s Oil Change Events in Renton, where 25% of the workshops took place. Just 7% of respondents to the survey had attended workshops there.

Table 6. Where did you take the workshop(s)? (check all that apply)

<table>
<thead>
<tr>
<th>Site</th>
<th># of respondents</th>
<th>% of respondents</th>
<th>% of workshops</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renton Technical College</td>
<td>88</td>
<td>33</td>
<td>24</td>
</tr>
<tr>
<td>Shoreline Community College</td>
<td>82</td>
<td>30</td>
<td>16</td>
</tr>
<tr>
<td>South Seattle College</td>
<td>61</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>West Seattle High School</td>
<td>24</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Single Moms Oil Change Event at New Life Church in Renton</td>
<td>18</td>
<td>7</td>
<td>25</td>
</tr>
</tbody>
</table>

n=269; Multiple responses permitted- percentages may sum to more than 100%

Some survey respondents took the workshop more than once; 13 respondents took the workshop with more than one vehicle (5%). Among them, 28 vehicles were brought to the workshops. We estimate that of the 269 respondents, 284 vehicles were inspected.

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3 These events were walk-in workshops that did not require registration and so contact information was incomplete.
Reasons for attending the workshop

Respondents were asked “What most influenced you to attend the auto leak workshop?” and were instructed to choose up to two responses (see Table 7). The majority attended for the free inspection (51%). Other key motivators included wanting to learn about auto maintenance (43%) and suspecting that their car had a leak (36%).

Table 7. What most influenced you to attend the auto leak workshop? (choose one or two)

<table>
<thead>
<tr>
<th>Reason</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Free Inspection</td>
<td>139</td>
<td>51</td>
</tr>
<tr>
<td>I wanted to learn how to maintain my car</td>
<td>116</td>
<td>43</td>
</tr>
<tr>
<td>I suspected I had a leak or a problem with my car</td>
<td>98</td>
<td>36</td>
</tr>
<tr>
<td>The location of the workshop</td>
<td>35</td>
<td>13</td>
</tr>
<tr>
<td>Other, please describe:</td>
<td>18</td>
<td>7</td>
</tr>
<tr>
<td>Another participant motivated me to go</td>
<td>17</td>
<td>6</td>
</tr>
<tr>
<td>I saw a video that motivated me to go</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Don't know/Don't remember</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

n=269; Multiple responses permitted- percentages may sum to more than 100%

Leaks detected during the workshop and resulting repairs

Most respondents (65%) said that the instructor found a leak or problem with their vehicle(s) during the workshop (175 people with 180 total cars).

Those who had leaks or problems detected during the workshop were asked if they had completed any repairs. Forty-three percent (43%) said they had repaired all the leaks or problems and another 33% had their vehicles partially repaired (see Figure 2). Twenty-four percent had not addressed any of the leaks or problems.

Figure 2. Did you get any of the leaks or problems repaired?

I’ve not repaired any of the leaks or problems 24%
I’ve repaired some of the leaks or problems 33%
Yes, I’ve already repaired all the leaks or problems 43%

n=175
Motivations for repairs

Respondents who had completed repairs were also asked a series of questions. First, they were asked about their main motivation for getting the repairs done. The two most commonly chosen answers were *I wanted to extend the life of my vehicle* (66%) and *I didn’t want to pollute the waterways of Puget Sound* (61%). Many others said that they *felt more confident about getting it fixed* (30%).

<table>
<thead>
<tr>
<th>Motivation</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>I wanted to extend the life of my vehicle</td>
<td>50</td>
<td>66</td>
</tr>
<tr>
<td>I didn’t want to pollute the waterways of Puget Sound</td>
<td>46</td>
<td>61</td>
</tr>
<tr>
<td>I felt more confident about getting it fixed</td>
<td>23</td>
<td>30</td>
</tr>
<tr>
<td>I learned that it was not a big problem to fix as I thought</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>I knew who to take it to</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>It was affordable</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Something else, please describe:</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know/don’t remember</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

n=76; Multiple responses permitted- percentages may sum to more than 100%

Respondents were asked “How soon after the workshop did you get your leak or problem repaired?” and most said they’d done so within a month (81%).

Figure 3. How soon after the workshop did you get your leak or problem repaired?

Respondents who had completed all repairs were asked how they decided whom to take their vehicle to. About half took their cars to a mechanic they’d used before (49%). Some also got recommendations for a mechanic (18%) while others decided to do it
themselves or have a friend do it (17%). More detail on this item is available in the appendices to this report.

**Barriers to repairs**

All together, 57% of participants who discovered a leak during the workshop had not yet repaired all of their problems or leaks. They were asked about their intentions to repair the problems and most (73%) said that they do intend to get them repaired in the future.

When asked for reasons the repairs had not been completed, the most commonly selected answer was *didn’t have the money* (40%). Procrastinating made up 20% of responses (*just haven’t gotten around to it*). Uncertainty played into several of the answers, from *was unsure about how much it would cost*, to *not sure who to take it to for repair* and *I needed better information to make a decision* (13% each).

<table>
<thead>
<tr>
<th>Table 9. What is the main reason some or all of the leaks or problems have not been repaired? (choose up to three reasons)</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Didn’t have the money</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>Just haven’t gotten around to it</td>
<td>20</td>
<td>20</td>
</tr>
<tr>
<td>Was unsure about how much it would cost</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Not sure who to take it to for repair</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>I needed better information to make a decision</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>Was worried that the mechanic would end up charging me for other repairs that I didn’t want to do</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>I depend upon my car and can’t afford to be without it while it is being repaired</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Not enough time to have my car repaired</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Not sure how to communicate with my mechanic</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Not worried about the impact on the environment</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other, please describe</td>
<td>37</td>
<td>37</td>
</tr>
</tbody>
</table>

n=99; Multiple responses permitted- percentages may sum to more than 100%

Many responses were unique (37%). Respondents mentioned issues such as the age of the car, complexity of repairs, accidents that totaled the car, selling the car, distrust of mechanics, slow leaks and more (see appendices).

Since cost was known to be a likely barrier, respondents who had not completed repairs were asked if having a rebate would have made them more likely to do repairs. Respondents were presented first with a $50 rebate. If they said $50 would *definitely* have been more likely to get it fixed they were not asked any more rebate questions. If they said *probably* or anything with less certainty they were asked if $100 would have made a difference. Once again, if they said *definitely*, they weren’t asked about higher

rebate levels. If they were less certain they were asked if $200 would have made a difference. Among the 12 respondents who would not have been sufficiently motivated to repair their cars with a $200, they were asked to name their price. The most common response was $500 (7 people), though they ranged from $300 to $9999 (the highest value allowed in the response field).

Many respondents would have been well motivated to complete their repairs with a $50 rebate (41%), but a $200 rebate would have motivated nearly all of those who did not finish their repairs.

**Figure 4. How much of a rebate would motivate respondents to complete repairs**

![Pie chart showing rebate levels]

- $50 rebate: 41%
- $100 rebate: 22%
- $200 rebate: 24%
- $300 or more: 13%

(n=104)
Post-workshop inspections and maintenance

Respondents were asked if they had checked their car or any other cars for leaks since the workshop and 70% said they had. Among those who conducted their own inspection after the workshop, 62% used the vehicle maintenance check kits.

Just over one quarter (26%) of those who conducted a post-workshop inspection detected leaks (n=49). Those who found a leak were asked about repairs; 69% had repaired all or some of the leaks at the time of the survey (see Figure 4). Of those who hadn’t done repairs, most said they would in the future (81%).

Figure 5. Rates of repairing leaks for vehicles respondents checked after the workshop.

n=49
**Fluids checked after workshop**

Respondents were also asked if they had checked fluid levels or had a mechanic check any fluid levels in their vehicles since the workshop and 88% said they had. Table 10 shows that nearly all had checked the oil, but most had also checked their coolant, wiper fluid, brake fluid and transmission fluids. In other words, comprehensive fluid checks were the norm.

**Table 10. Which fluids were checked? (check all that apply)**

<table>
<thead>
<tr>
<th>Fluid Type</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oil</td>
<td>218</td>
<td>92</td>
</tr>
<tr>
<td>Coolant/anti-freeze</td>
<td>177</td>
<td>75</td>
</tr>
<tr>
<td>Windshield wiper fluid</td>
<td>166</td>
<td>70</td>
</tr>
<tr>
<td>Brake fluid</td>
<td>145</td>
<td>61</td>
</tr>
<tr>
<td>Transmission fluid</td>
<td>140</td>
<td>59</td>
</tr>
<tr>
<td>Power Steering fluid</td>
<td>122</td>
<td>51</td>
</tr>
<tr>
<td>Fluids were checked but I’m not sure which ones</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>Don’t know/don’t remember</td>
<td>3</td>
<td>1</td>
</tr>
</tbody>
</table>

n=237; Multiple responses permitted; percentages may sum to more than 100%

**Vehicle maintenance check kit usage**

Respondents were asked about whether they had used any of the materials from the maintenance check kit that they received at the workshop and 77% said they had. Table 11 shows that roughly half of the respondents used the funnel and rag (53% and 45%). The reusable Drip Test Sheet was used by 39%. Under a quarter (22%) said they did not use anything from the kit.

**Table 11. Which materials from the Vehicle Maintenance check kit that you were given at the workshop have you used, if any? (check all that apply)**

<table>
<thead>
<tr>
<th>Material</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funnel</td>
<td>142</td>
<td>53</td>
</tr>
<tr>
<td>Rag</td>
<td>122</td>
<td>45</td>
</tr>
<tr>
<td>The reusable Drip Test Sheet</td>
<td>106</td>
<td>39</td>
</tr>
<tr>
<td>Absorbent – Kitty Litter</td>
<td>86</td>
<td>32</td>
</tr>
<tr>
<td>Fluids test sheet for checking other fluids</td>
<td>62</td>
<td>23</td>
</tr>
<tr>
<td>Reviewed Dr. Drip Tips on the Auto Leaks website</td>
<td>33</td>
<td>12</td>
</tr>
<tr>
<td>None of the above</td>
<td>59</td>
<td>22</td>
</tr>
<tr>
<td>I did not receive a vehicle maintenance check kit</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Don’t know/don’t remember</td>
<td>7</td>
<td>3</td>
</tr>
</tbody>
</table>

n=269; Multiple responses permitted; percentages may sum to more than 100%
Post-workshop confidence and motivation
Respondents were asked to rate their confidence in taking care of their car before the workshop and then to rate how much their confidence changed as a result of taking the workshop. Figure 5 shows that over three quarters (78%) said that they are somewhat or much more confident about taking care of their car as a result of taking the workshop.

Figure 6. How much, if at all, did your confidence change as a result of the Free Auto Leaks Workshop?

(n=269)
Analysis found that the respondents who said they were no more confident after taking the workshop were especially likely to be those who indicated a high level of confidence before participation; 33% of those whose confidence did not change had rated their pre-workshop confidence extremely high.

In addition to confidence, respondents were asked to rate how much the workshop changed their motivation for maintaining their vehicle and checking for leaks. Figure 7 shows that 87% of respondents said they were somewhat or much more motivated than before the workshop. This was significantly correlated with the change in confidence—85% of those who said they were much more confident also said they were much more motivated.
**Figure 7.** How much, if at all, did the workshop change your motivation for maintaining your vehicle and checking for leaks?

- **I am much more motivated than I was before the workshop** 54%
- **I am somewhat more motivated** 33%
- **I am a little more motivated** 7%
- **I am not any more motivated than I was before the workshop** 6%

(n=269)

The large majority of respondents said they had read or used written materials or handouts from the workshop (68%). Most had also talked to others about the workshop (85%). Those conversations included recommendations that others attend (77%), and that the workshop was free (71%). Three other topics came up among almost half of the respondents: The impacts of leaks on Puget Sound, the importance of fixing leaks, and the importance of vehicle maintenance.

<table>
<thead>
<tr>
<th><strong>Table 12.</strong> What have you been telling others? (check all that apply)</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommended they attend the workshop</td>
<td>175</td>
<td>77</td>
</tr>
<tr>
<td>The workshop is free</td>
<td>163</td>
<td>71</td>
</tr>
<tr>
<td>The impact of leaking auto fluids on Puget Sound</td>
<td>111</td>
<td>49</td>
</tr>
<tr>
<td>How important it is to get leaks fixed</td>
<td>109</td>
<td>48</td>
</tr>
<tr>
<td>Importance of vehicle maintenance</td>
<td>108</td>
<td>47</td>
</tr>
<tr>
<td>How to detect leaks</td>
<td>73</td>
<td>32</td>
</tr>
<tr>
<td>Other, please describe:</td>
<td>16</td>
<td>7</td>
</tr>
</tbody>
</table>

n=228; Multiple responses permitted; percentages may sum to more than 100%

Respondents were asked to describe the “greatest benefit of the workshop”. Their open-ended responses were reviewed and categorized (see Table 13). The most common benefit was *increased knowledge about the car* (48% of respondents). Also frequently noted was the inspection, and that it was free (32%). A third common benefit noted was
the confidence it gave participants, in some cases due to the instructors being 
trustworthy (as opposed to mechanics who may have different motives).

**Table 13. What would you say is the greatest benefit of the workshop?**

<table>
<thead>
<tr>
<th>Benefit</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased knowledge about car</td>
<td>108</td>
<td>48</td>
</tr>
<tr>
<td>Free inspection, inspection is important</td>
<td>73</td>
<td>32</td>
</tr>
<tr>
<td>Confidence, trustworthy instructors</td>
<td>46</td>
<td>20</td>
</tr>
<tr>
<td>Increased knowledge about environmental impacts</td>
<td>31</td>
<td>13</td>
</tr>
<tr>
<td>Learning in a group setting – seeing others cars, hearing their questions</td>
<td>13</td>
<td>5</td>
</tr>
<tr>
<td>Increased motivation to get car fixed</td>
<td>11</td>
<td>4</td>
</tr>
<tr>
<td>Kit, handouts</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>Other, please describe:</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>

(n=222) multiple topics; responses may sum to more than 100%

When asked what they would change about the workshop, many respondents said *nothing* (41%, though this may be an underestimate since 83 people did not answer the question). Schedule and venue variations were mentioned as well as having a shorter or smaller class. Specialized classes were also mentioned, much as in the post-workshop exit survey.

**Table 14. What would you change about the workshop, if anything?**

<table>
<thead>
<tr>
<th>Change</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing</td>
<td>77</td>
<td>41</td>
</tr>
<tr>
<td>Schedule &amp; venue</td>
<td>31</td>
<td>16</td>
</tr>
<tr>
<td>Shorter/smaller class</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>More types of classes (special car types, simple or advanced, etc.)</td>
<td>17</td>
<td>9</td>
</tr>
<tr>
<td>Instructor or video</td>
<td>16</td>
<td>8</td>
</tr>
<tr>
<td>More hands on, in depth</td>
<td>11</td>
<td>5</td>
</tr>
<tr>
<td>Mechanic referral/list</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td>Handouts, diagrams or kit (missing or want more)</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Other, please describe:</td>
<td>30</td>
<td>16</td>
</tr>
</tbody>
</table>

(n=186) multiple topics; responses may sum to more than 100%

**MULTIVARIATE FINDINGS**

Two sets of additional variables were explored to see if there were differences in how participants responded to survey questions. The first set was demographic, including age, gender, ethnicity, education and income. These findings may help program managers better understand variation in effectiveness of the program and the program experience for people with different characteristics.
The second set is logistic, including the phase in the program (by three-month periods) and location of the workshops. Understanding variation in the timing of the workshop may help demonstrate how early workshop implementation differed from later versions, as well as how much time passing (or “recency”) impacts program outcomes. Since the locations were strongly tied to instructors, variation in participant experiences and outcomes might suggest differences in implementation. Findings of greater effectiveness may point to best practices that instructors at other locations could be encouraged to follow.

**Demographic findings**

**Gender**
- Men and women were almost equally represented among 269 respondents; 52% of respondents were female.
- Motivations differed. Men were more likely to suspect they had a leak prior to taking the workshop (42% vs. 30% of women), while women were more likely to say they wanted to learn more about maintaining their cars (51% vs 34% of men).
- Most women expressed low confidence about taking care of their cars prior to the workshop; 52% said they were *not very or not at all confident* compared to 25% of men.
- Women showed stronger motivational gains as a result of the workshop; 62% said they were *much more motivated* to check for leaks compared to 45% of men.
- Women were also more likely than men to recommend to others that they attend the workshop (83% vs. 69% of men), though they were equally likely to have talked to others about the workshop in general.
- Men were more likely than women to have checked a car for leaks since completing the workshop (77% vs 65% of women).
- Men were more likely than women to have had
  - Coolant/antifreeze checked (81% vs 69%)
  - Power steering fluids checked (60% vs. 44%)
  - To know what fluids were checked (1% of men did not know vs. 10% of women)
- Women were more likely than men to review Dr. Drip Tips on the Auto Leaks website (17% vs 7%).

**Age**
- Older respondents were more likely to suspect they had a leak or problem with their car as a motivation for taking the course (59% of those 65 and older compared to 18% of those under 35 years old). Indeed, 79% of older respondents reported that instructors found a leak or problem while just 48% of younger respondents reported such.
Younger respondents were more likely to specify that learning how to maintain their cars was their motivation (60% vs. 36% of those 65 and older).

Although only two age groups are noted here in the example, the relationship between age and these two motivations is strongly linear; there is a clear stair-step pattern of increasing or decreasing frequency as age increases and decreases.

- Among respondents who had not completed repairs on their vehicles, the oldest and youngest age groups were more likely to say it was because they just haven’t gotten around to it (37% of those under age 35 and 32% of those 65 and older compared to 10% of respondents ages 35-64).
- Increasing age also tended to be associated with increasing likelihood of having checked brake fluid since the workshop (44% of under 35 year olds versus 72% of those 55 and older). Windshield wiper fluids were least often checked by those 65 and older (51% versus 73% of younger age groups).
- Pre-workshop confidence in car maintenance also varied by age with the youngest respondents reporting less confidence than older respondents (55% of those under 35 not very or not at all confident vs 34% of those 35 and older). Interestingly, their confidence did not grow as much as that of older respondents as a result of the workshop (29% of those under age 35 were much more confident compared to 44% of those 35 and over)
- Older participants were most likely to say the instructor presentation was the most useful and interesting part of the workshop (31% of those 65 and older) while younger respondents preferred the hands on demonstration of how to detect leaks and maintain vehicles (47% of those under 65). Having my own car checked for leaks was popular among at least a third of all of the age groups.
- The youngest respondents were most critical of the video presented during the workshops; 46% of those under 35 rated it excellent or very good compared to over 70% of those in other age groups.

**Education**

- The free inspection was more likely to have been a motivator to respondents with college degrees or higher compared to respondents with no college degree (57% vs. 39%). They also valued having my own car checked for leaks at a higher rate than others (49% vs. 32% of those without degrees)
- Those without college degrees were more likely to say that mechanics upcharging them was a reason they didn’t get all their repairs done (22% vs. 5% of others). They also said they could not do without their cars and so had not had them repaired (16% vs 1% of others)
- Lower levels of cash rebates ($50) were more motivating to those without college degrees (90% said definitely or probably compared to 62% of others).

In addition, those without college degrees:

- Were more likely to use the vehicle maintenance kit when they checked their cars for leaks (82% vs. 53% of others).
- Checked varied fluids (brake, transmission and power steering) more often than others (a spread of more than 20% across all three items).
- Were more likely to use the Drip Test Sheet, funnel and rag (a spread of more than 20% across all three items).
- Were more likely to say that the instructor presentation was useful and interesting compared to others (20% vs. about 8% of others).
- Were more likely to rate the video as excellent than others (37% vs. 22% of others).
- Were more likely to talk to others about how to detect leaks than those with college degrees (51% vs. 24%).

The pattern suggested by these findings is that those with college degrees are more likely to highlight the services provided by the workshop, while those with less education are more likely to mention the information and resources provided.

**Ethnicity**

Respondents were asked to identify their race and ethnicity in the survey. There were two, self-identified ethnic/racial groups in the respondent pool that were represented in large enough numbers to consider statistical testing of their responses. They were white (n=162) and Asian (n=48). All others were represented by very small counts (see Appendix A for details).

There were three items with significant findings pertaining to white respondents:
- White respondents who had completed repairs (n=39) were more likely to choose a mechanic that was recommended to them or a mechanic they’d used in the past (76% vs. 56% of others). They tended to do this rather than repair it themselves or have a friend or relative repair their cars (10% vs. 24% of others).
- They were less likely to use the kit provided by the workshop (55% vs. 73% of others).
- They were more critical of the video shown (18% said excellent compared to 38% of others).

There were six items with significant findings pertaining to Asian respondents:
- Asian respondents were more likely to have repaired all of their leaks or problems (64% vs. 39%).
- Asian respondents were more likely to have repaired it themselves or had a friend repair it (33% vs. 11% of others).
- They were less likely to have had the fluid levels checked since the workshop (72% vs 95% of others).
- They were less confident prior to the workshop (49% not very or not at all confident vs. 37% of others).
They placed less value on the presentation (2% vs. 15% of others) and more on having their car checked for leaks (52% vs. 33% of others).

**Income**

Annual household income was reported by 80% of respondents. Four groups were constructed or roughly equal numbers:

- Under $30,000
- $30,000-49,000
- $50,000-74,000
- $75,000 or more

There were five items with significant findings pertaining to household income:

- 68% of those with incomes under $30,000 said that a reason they did not have all of their vehicle repairs completed was that they *didn't have the money*. This was the case for 55% of those with incomes of $30-49,000, but only 22% of those with incomes of $50,000 or more.
- Moderate income groups were more likely to say they did not complete repairs because they were *not sure who to take it to for repair* (23% of those with incomes from $30,000-74,000 vs 4% of those with incomes under $30,000 and none among those with incomes over $75,000).
- Respondents in the highest income categories were most likely to say that they didn’t have time to have their car repaired (21% vs. 4% of others).
- Among those who checked for leaks after the workshop, more were found by those in the lowest income group (40%) than in the middle income groups (26%). The highest income group found leaks least often (14%).
- The lowest income group was most likely to use the fluids test sheet to check for fluids than others (45% vs. 16% of others).

**Logistics**

**Timing**

Workshops were held from July 2013 through July 2014. Respondents reported whether they attended workshops during each of four periods:

- July-September 2013
- October-December 2013
- January-March 2014
- April-July 2014

The most prevalent findings were for those who had taken the workshops most recently, and they had mostly to do with time and timing issues. For example, people who took the workshops in the most recent months were more likely to have incomplete repairs that they planned to do in the future (86% vs. 63% of those who took the workshops
earlier). This and related findings are more due to the structure of the survey timing than qualities of the workshops. This discussion focuses on those findings that are more likely due to characteristics of the workshops, though recency of their attendance may still be a contributing factor.

- Those who attended workshops most recently gave higher ratings to the video than those who took earlier workshops; 34% rated the video as excellent compared to 21% of others. They were also more likely to have talked to others about the importance of fixing leaks (56% vs. 42% of others) and the impacts of leaks on Puget Sound (57% vs. 42% of others).

- Those who attended workshops in January-March 2014 were least likely to have suspected they had a leak prior to attending the workshop (19% vs. 38% of others). They were also more likely to have had their power steering fluid checked (73% vs 49% of others).

- Those who attended in the final months of 2013 (October-December) were more likely to have checked fluid levels since attending the workshop (100% vs. 87% of those who attended at other times). They were also more likely to have reviewed Dr. Drip Tips on the Auto Leaks website (33% vs. 10% of others).

- Those who attended in the first few months of the program (July-September 2013) were more likely to have incomplete repairs because they were not sure who to take it to for repair (39% vs. 9% of those who took the workshops later). These were also less likely to say that a $50 rebate would have definitely motivated them to get their cars fixed (15% vs 41% of others).

**Location**

Workshops were held in five locations.

- Renton’s New Life Church
- Renton Technical College
- South Seattle College
- Shoreline Community College
- West Seattle High School

Renton Technical College showed the some divergence from other sites for program findings. Respondents attending workshops there were:

- Less likely to accept a $100 rebate as an incentive to get their cars fixed (13% compared to 38% of others)
- More likely to have had their brake fluid checked (70% vs. 57% of others)
- More likely than others to have used some elements of the vehicle check kit (rag & fluids test sheet, by a spread of 15-20%)
- Less confident prior to taking the workshop (27% not at all vs. 10% of others). They also reported stronger gains with 50% saying they were much more confident after the workshop compared to 34% of others.
- More likely to give *excellent* rating to the workshop video (41% vs. 19% of those attending the workshop at other locations)
- More likely to have talked to others about the impact of leaking auto fluids on Puget Sound (58% vs. 44%).

Another unusual performer was South Seattle Community College. Participants who took the workshop at SSCC were:
- Less likely to have used the fluids test sheet (12% vs 26% of others)
- Less likely to give *excellent* ratings to the workshop video (10% vs. 31% of others)
- Less likely to have explained to others how to detect leaks (18% vs. 36%)
- Less likely to have talked to others about the impact of leaking fluids on Puget Sound (34% vs. 53% of those who attended workshops at other sites)

Shoreline Community College participants were more likely to say they were motivated to repair their vehicles because they “didn’t want to pollute the waterways of Puget Sound” (78% vs. 53% of others). However they were less likely to have checked their coolant levels or windshield wiper fluid (by a margin of 15% less often than others). They were more likely to have talked to others about the importance of vehicle maintenance (57% vs. 43%).

Participants at West Seattle High School stood out in a variety of ways. They were:
- More likely to have attended because they suspected a leak or problem (58% vs. 34% of others).
- More likely to have said they got their vehicles repaired because they “learned that it was not as big a problem to fix as I thought” (27% vs. 3% of others).
- More likely to have checked their windshield wiper fluid levels (87% vs. 68% of others)
- More likely to have used the absorbent kitty litter from the vehicle maintenance kits than others (58% vs. 29%).
- Unlikely to have reviewed Dr. Drips Tips on the Auto Leaks website (0% vs. 14% of others)
- Less likely to have talked to others about the impact of leaking auto fluids on Puget Sound (24% vs. 51% of others).

Finally, the Single Moms Oil Change event participants reported lower levels of suspicion of leaks or problems (6% vs. 39% of others) and were unlikely to have had the instructor find a leak (33% vs. 67% of others). They were more likely to say they went because another participant motivated them to go (22% vs. 5%).
INSTRUCTOR INTERVIEWS

INTRODUCTION

Interviews were conducted with four instructors from three of the locations (two community colleges and a high school). One of the instructors led a few workshops in the beginning of the program, but transitioned the project to another instructor at the same college for the remainder of the project. The other two instructors conducted workshops for the duration of the whole project. A fifth instructor led workshops at an additional location but was not available to participate in the interview.

Purpose and measure of success

Instructors were asked to explain in their own words the purpose of the auto leaks workshops. All four said that the workshops were ultimately intended to impact the environment. They talked about how the workshop was designed to increase:

- Basic knowledge about how a car runs, with a focus on automobile fluids
- Awareness of the impacts of leaks on the environment in general, and Puget Sound in specific
- Confidence and motivation to keep cars maintained

The instructors indicated that the primary measure of success would be whether participants get oil leaks fixed after leaving the workshop. Instructors also considered the comments on feedback sheets to be a measure of success.

Incidence of oil leaks

Instructors were asked to estimate what proportion of cars they inspected at the workshops had leaks. Estimates ranged from two-thirds up to 95%. Often these were engine oil, but sometimes other fluids as well.

The two instructors who estimated on the high end (90-95%) said that often their participants suspected they had a leak and that this was what motivated them to come to the workshop. They said some participants have already had an inspection and received an estimate and were using the workshop as a way to verify the assessment (second opinion). One instructor gave an example of a participant who had already had a mechanic look at his car but he was skeptical about the mechanic’s recommendation. He brought the car into the workshop and after the inspection was complete he shared that the instructor confirmed the original mechanic’s findings.
**Likelihood of repairs**

Instructors said very few participants would have the knowledge or ability to fix a leak themselves, but that all were well equipped to take their car to a mechanic to have it repaired. They believed that the participants were very motivated to repair their leaks, because it would help improve the longevity of their vehicle and would benefit the environment. However they recognized that intentions are only half the story; in some cases finances would definitely impact the likelihood of the repairs being made, and that busy lives could impede that result as well.

Another potential barrier is knowing where to take their car for repairs. One instructor said that many participants ask for recommendations for mechanics but that he didn’t feel like he could make a specific referral other than general description about looking for Automotive Service Excellence (ASE) certification. Another instructor indicated that he offers recommendations about places to go based on what he knows about the reputation of various shops. He said that he often hears the participants say “I just don’t know who to trust”.

One instructor offered a guess that half would probably go get it fixed. Another instructor mentioned that if 20% did get it fixed that would be a success. Several instructors mentioned that they received follow-up communications from participants to let them know that they did get their leak fixed.

**Feedback**

All the instructors said that the participant feedback was overwhelmingly positive. They felt that most participants probably found that the workshop exceeded their expectations.

The instructors believed that the participants came to the workshop aware of what they are were signed up for. Occasionally participants left early because it was a very long time commitment, but that even those who left early indicated that they were appropriately prepared for the time commitment.

Instructors said that their participants left the workshop

- Knowing about how their car runs
- Understanding the importance of checking fluids
- Intending to be more responsible with their car’s maintenance
- Showing much more confidence in their ability to effectively communicate with a mechanic
The primary constructive criticism that instructors were aware of had to do with use of
time. Some participants shared that they wanted more time with the instructor under
their car.

**What did you think was most effective?**

All of the instructors shared very positive comments about the workshop and believe that
it had been an effective tool for decreasing oil leaks. They were asked to comment on
what elements or characteristics of the workshop they thought were particularly effective.

**Environmental messaging**

Two of the instructors mentioned that the environmental information in the video was
compelling. They thought that this was eye-opening for workshop attendees and that
participants responded well to the statistics about how much oil is lost from cars and
ends up contaminating our water. One instructor said that this information made the
participants “more mindful” about their role in terms of the environment.

However, one instructor pointed out that the environmental statistics were far more
meaningful when coupled with actually seeing that cars of the workshop participants had
leaks in them. This discovery made the problem tangible to workshop participants.

**Hands on experience**

Instructors emphasized that the combination of classroom lecture and the hands on
experience under the cars was what really set this workshop apart from existing
opportunities. “We are taking them by the hand, underneath their car and for 99.9% of
them it’s the first time they have ever been under their car…. They can see the leak and
see where it is coming from.”

**Participant interactions with each other**

One instructor mentioned that his original approach was to have each car owner look at
their own vehicle, while the other participants waited for their turn. This method quickly
evolved into all (or most) participants looking at each car together. The instructor
observed that a lot of learning was happening when the participants were interacting
with each other, sharing experiences and discussing what they saw. Another instructor
echoed this sentiment; having them observe each car together was more effective than
taking turns. As one instructor said, “If they all participate in looking at each other’s cars
they just gain that much more experience because they have leaks in different areas of
the vehicles.”
**Dr. Drip**

Instructors were mostly favorable about the Dr. Drip video. They thought that it was well made, and although possibly a little corny, did a good job of synthesizing the most important information. Two mentioned that they preferred to use the video as a guide and not a stand-alone piece; they said that it was enhanced when they could pause the video to supplement the content with additional comments and examples. One of these instructors said he received feedback that not all participants appreciated these interruptions, but he felt strongly that they were necessary to fully cover the material.

**Single Mom’s event**

The two instructors who participated in the single mom’s event were asked to comment on that event, what kind of feedback they heard there and whether they thought it was effective. The instructors said that the auto leaks workshop was a great addition to the single mom’s event as a whole and that this was a very important target group. As one instructor pointed out, they tend to drive cars that are not in the best shape and need the most maintenance, but they are a segment that is unlikely to have the time, money, or energy to address those issues when more pressing needs are plentiful. They said that the participants were very thankful at this event and were especially likely to comment on their own lack of knowledge or ability in this area.

One instructor commented that the event was a good marketing tool for the program because it provided a lot of exposure for the program. They believed that the attendees were likely to tell other people about the workshop and that some would return themselves for the full workshop experience at a community college location.

**Instructor experience**

When instructors were asked to comment on their own experience being a part of this project they were very positive. They felt like the project had been successful, that the participants were grateful, and they liked being involved.

Two of the instructors articulated that they felt like they were doing a public service by conducting these workshops, that they were making an important impact on something that they care about deeply, and that this was very motivating to them.

“I believe in this program 1000%.”

Two instructors mentioned that the program had a rocky start. One specified that he wished that it had been better organized in the beginning. He gave examples of not having the materials that they needed and feeling unprepared when the first workshops
were scheduled. However, that instructor also pointed out that this was not totally unusual for instructors; it wasn’t something that they could not navigate. Another talked about difficulties with initial logistics; he said that the general bureaucracy was a challenge—there were a lot of hoops to jump through in terms of making arrangements and payments.

Other than the initial stumbling blocks, the instructors said that they felt fully supported by the program management and were generally appreciative of the collaboration they had with the program managers.

When asked about ways that the program has changed over time, several gave examples of how the program has been refined and improved since it started.

- The Dr. Drip video was an improvement over the video that they started with.
- The contents of the kits changed slightly (e.g. an oil pan was in the original kit).
- One change that was site specific had to do with participants having difficulty finding the workshop. Feedback from participants quickly led the program to develop better signage.

In each of the schools the instructors received some technical assistance from students. This seemed to work very well and instructors commented on how this served a dual purpose; they got help implementing the workshop and the students gained valuable experience in a real-world setting.

There was one location that was unique because it was a high school. That instructor was particularly appreciative about the opportunity it provided to his students – he explained that it gave his students the opportunity of being the “teacher” which is always an excellent learning experience. He said he couldn’t have done it without their assistance. However it was a challenge for him to get students to come every other Saturday. The instructor used his own money to buy lunch for his students as an incentive (in addition to community service hours).

**Instructor suggestions**

Each instructor had unique suggestions or ways that they think would improve the program:

- Show more about the pollution, more statistics and examples.
- More time to be dedicated to each student in the lab—possibly through smaller workshops or more instructors.
- Scale up the program to serve more cars.
- Reduce the number of workshops to ease the burden on the instructor.
- Provide more clear benchmarks of success: this instructor felt that there was a heavy emphasis on activities – the number of participants and number of autos inspected – but that this is not as meaningful as the number of leaks that get fixed.

- Start a database of all the cars that are seen. Record the findings of each inspection so that participants can come back if they forget some of the information and the instructor would be able to easily refer back to what they found.
CONCLUSION & RECOMMENDATIONS

The Free Auto Leaks Workshop program was designed to improve vehicle owner awareness of the benefits of checking for and repairing leaks. The program’s accomplishments can be partially summarized by looking at the findings alongside its original goals:

1. Increase awareness about automotive leaks and vehicle maintenance as owner Best Management Practices (BMP).
   - 78% of participants said that they were very likely to change how they maintained their cars as a result of the workshop (Figure 1)
   - 66% of those who had made repairs said they did so to extend the life of their vehicle (Table 9)
   - 70% of respondents said they had checked for leaks since attending the workshop (Page 12)
   - 77% of those who had received a Vehicle Maintenance Check Kit at the workshop had used at least one of the resources since attending the workshop (Page 13)
   - 88% of respondents said they had checked fluid levels or had them checked since the workshop (Page 13)
   - 66% of those who repaired leaks said they did so to extend the life of their vehicle (Table 9)

2. Increase repair of automotive leaks
   - 43% of survey respondents repaired all the leaks or problems found during the workshop, and 33% repaired some of them (Figure 2)
   - 69% of those who found leaks in vehicles after taking the workshop had all or some of the leaks repaired (Figure 5)
   - 73% of those who had not fixed all the problems found during the workshops and 81% of those who had not fixed problems found after the workshop said they would do so in the future (Pages 10 & 12)

3. Foster renewed interest in vehicle maintenance and reduce pollution through vehicle repairs.
   - 86% of participants said they were very likely to use the vehicle maintenance checklist provided at the workshop and 88% said they were very likely to check for leaks on their cars (Figure 1)
   - 87% of survey respondents said that they were somewhat or much more motivated to maintain their vehicles and check for leaks as a result of the workshop (Figure 7)
   - 61% of those who fixed their cars said they did so because they didn’t want to pollute the waterways of Puget Sound (Table 9)
   - 49% of survey respondents said they talked to others about the impact of leaking auto fluids on Puget Sound (Table 13)

4. Instill a new sense of knowledge and confidence in responsible vehicle ownership
   - 78% of respondents said they were somewhat or much more confident than they were before the workshop (Figure 6)
   - 48% of respondents said that increased knowledge about the car was the greatest benefit of the workshop (Table 14)

Multivariate analysis showed that participants had varied experiences of the program. Women, younger people and those with less education were drawn to the workshop more for the learning opportunity than for the service it provided (free car inspection). Participants’ learning
styles varied as well in that older participants and those with lower education levels enjoyed the presentation and video portions most while younger folks liked the hands-on part of the class more. Women and those with less education were also the less confident heading into the workshops and gained the most in motivation as a result of the workshops.

There were different impacts on people’s behavior depending on some participant characteristics though most of the effects are modest. It is especially promising that participants with varied characteristics followed through with repairs at equal rates.

Findings by site suggest there may be some variability in the emphasis that instructors are placing on different aspects of the program. Sharing those findings may help instructors standardize their work.

Cost is certainly the key barrier to completing repairs. Many of those who did not complete repairs said they *definitely* would do so if they had a $50 rebate (41%). Another 22% needed a $100 rebate, and 24% needed $200 to fix their cars. However many completed most of their repairs without a rebate. It would be helpful in the future to learn more about what types of repairs were fixed compared to those that do not. Are they more complex? More expensive? Do the cars have less value? All of these things may help the program managers design an effective incentive for participants.

Convenience is another key barrier. Helping participants prioritize getting repairs done with reminders and providing them with incentives to do it in a timely manner could increase rates of repair. Mechanic referrals and access to tools may also increase repair rates.

Participant and instructor feedback was well aligned and suggests the program is well designed. Shorter workshops with smaller numbers of people might be more enticing, and expanding the number of sites where people can take the workshop could be helpful. The free inspection and maintenance information each show great appeal. Keeping it informative and engaging are key. The program appears to have good diffusion by word of mouth – participants talked about it and what they learned with others.

**NET IMPACTS**

Findings from survey respondents were extrapolated to the entire program participant group to identify the likely impacts of the full program. The survey findings suggest that:

- 1,005 vehicles were inspected as part of the program over the course of the year
- 65% of respondents had leaks, about 650 vehicles total
- 43% repaired all leaks or problems that they had; 280 vehicles were repaired
- 33% completed partial repairs another 215 vehicles
- Of those with no repairs complete (155 vehicles) 73% intended to have the repairs done in the future – 113 vehicles.
- Only 42 vehicles are certain to remain without repairs after their owners attended the Free Auto Leaks Workshops.

RECOMMENDATIONS

The overall impacts of the program alongside reports from participants and instructors suggest this program is effective in enhancing car maintenance behaviors that can help protect Puget Sound. While it is beyond the scope of this evaluation to conduct the analysis, there may be sufficient data available to allow funders to determine the cost-benefit ratio. With long-term funding, the program’s expansion could create better access to a larger audience and expand up and down Puget Sound and help prevent non-point pollution from storm water. Fees and sponsorships may help offset some of the program costs.

The perfect comparison of program impacts would be to identify industry data or a control group to find out how much they differ from the workshops. In particular, do the workshops:

1. Identify unrecognized auto leaks that might have gone untreated
2. Speed up the rate with which people get their leaks fixed and
3. Increase overall rates of auto leak repairs

Better understanding of the main benefits of the program may help streamline approaches to generate the greatest impact.

A slightly more sophisticated approach to the program’s evaluation could also serve to enhance instructor and program manager understanding of the program impacts. Simply tracking a few key characteristics of each car inspected would provide more certain counts of how many people participated, and clearer details on what kinds of vehicles have leaks and problems and what type. Enhancing the participant database overall would benefit the program’s evaluation as well as its administration.

Following up with participants 2-3 months after they complete the workshop (rather than at the close of the grant) could provide a stronger representation of all participants’ experiences (a higher response rate) as well as more accurate tracking of repair behavior. The follow-up could also point to opportunities to add incentives, such as a $50 rebate for those who were unable to complete repairs due to cost. Putting an expiration date on the rebate could motivate those with less time to prioritize the repairs more effectively.
Participants and instructors both see benefits in reducing the number of students per class sufficiently to lessen the time required to participate, as well as balancing the hands-on portion of the class with the presentation. Expanding the program to additional locations, varying time of day and days of the week each would increase access for more people. Having follow-up classes on special topics could further engage an already willing audience. Stronger advertising (presenting a clearer picture of what to expect) was another important recommendation.

Uncertainty about where to have vehicles repaired was a clear barrier. If the instructors and program managers can’t make recommendations of where to take vehicles, perhaps other workshop participants can. Creating a forum (or finding one that already exists that can be recommended by the program) where participants can report their experiences with mechanics and make recommendations might provide a way for the program to meet a participant need and diffuse responsibility for the recommendations.

The program appears to have created some buzz as almost all the participants have talked to others about the workshop, what they learned and best practices. There may eventually be some diffusion of the information beyond workshop participants to the broader audience. A periodic survey (every three years, if funding allows) could identify whether checking for leaks, repairing leaks and understanding the impacts on automotive health and Puget Sound are becoming more normative. Setting a baseline soon would be beneficial.

Some of the exit survey findings were a little ambiguous due to the structure of the survey. Recommended changes include:

- Asking participants about how they heard of the workshop when they sign up to get more reliable data (rather than in the exit survey)
- Rephrase questions to ask about having their car fixed (not just doing it themselves) for more reliable data
- Allow for don’t know as well as not applicable/no leaks responses in the exit survey questions
APPENDIX A: RESEARCH METHODS

Survey instruments and the interview script are included in Appendix B of this report.

PARTICIPANT FOLLOW-UP SURVEY

The participant follow-up survey was developed in conjunction with program managers and reviewed and edited by the Survey Oversight Team at Seattle Public Utilities. Once finalized it was programmed for online administration. It included 44 questions.

The participant registration database was used to identify participants and recruit them for the survey. These were supplemented with data from sign-in sheets where participants attended with family and friends and did not register online. In some cases participants registered multiple times. Sometimes this was an error, while other times it was an indication that they registered for (and sometimes participated in) more than one workshop. ARN looked to see if duplicate cases included registration for different workshop dates, locations, or if the vehicle information they provided was different.

In some cases different participants shared an email address. If multiple participants registered under the same email address and registered different cars, they were each treated as a separate participant. If multiple participants registered under the same email address with the same car, only one email invitation was sent. The invitation was sent on August 6th by the project manager and customized for each participant. This allowed for unique passwords and for emails to be directed to different persons at a specific email address. Reminder emails were sent to those who had not yet completed the survey on August 11th and August 15th. In addition, program managers phoned non-responding participants at random to encourage their participation. The survey closed on August 18th.

All together, 952 people were emailed of the 1,120 participants who took part in workshops (168 did not provide email or did not have functioning email addresses). Of those, 39 responded either by email or in the survey that they did not participate in the workshops. Of the remaining 913 people who were emailed, 269 responded to the online survey for a 29% response rate. Table A1 shows the demographics of respondents to the survey. Most respondents spent 10 minutes or less completing the survey, though the average was 39 minutes (minimum 2 minutes, maximum 68 minutes). It is useful to note that some of that time may have been idle, when the respondent stepped away from the computer.
Table A1. Demographic summary (n=269)

<table>
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<th>Characteristic</th>
<th>n</th>
<th>%</th>
</tr>
</thead>
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<td>46</td>
</tr>
<tr>
<td>Female</td>
<td>141</td>
<td>52</td>
</tr>
<tr>
<td>Age</td>
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<tr>
<td>18-34</td>
<td>65</td>
<td>24</td>
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<tr>
<td>35-54</td>
<td>92</td>
<td>34</td>
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<td>55-64</td>
<td>68</td>
<td>25</td>
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<td>65 or older</td>
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<td>15</td>
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<td>2</td>
</tr>
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<td>4</td>
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<td>Some college</td>
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</tr>
<tr>
<td>4-year college degree</td>
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<td>6</td>
</tr>
<tr>
<td>White or Caucasian</td>
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<td>2</td>
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<td>Asian</td>
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<td>18</td>
</tr>
<tr>
<td>Pacific Islander or Native Hawaiian</td>
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<td>0</td>
</tr>
<tr>
<td>Other:</td>
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<td>4</td>
</tr>
<tr>
<td>Prefer not to answer</td>
<td>16</td>
<td>6</td>
</tr>
</tbody>
</table>

| Income                         |    |    |
| Under $30,000                  | 55 | 21 |
| $30,000-$39,000                | 30 | 11 |
| $40,000-$49,000                | 27 | 10 |
| $50,000-$59,000                | 21 | 8  |
| $60,000-$74,000                | 23 | 9  |
| $75,000-$99,000                | 22 | 8  |
| $100,000 and over              | 36 | 13 |
| Prefer not to answer           | 54 | 20 |

**INSTRUCTOR INTERVIEWS**

ARN contacted the five facilitators who ran the Auto Leak workshops and completed interviews with four of them (the fifth was unavailable during the study period). Interviews lasted between 29 and 47 minutes (40 minutes was typical).

**POST PROGRAM PARTICIPANT SURVEY**

Program participants were surveyed at the end of their Auto Leaks workshop. The forms were collected and data entered by program managers. In all, 1,120 people are estimated to have participated in the workshops and 352 completed survey forms for a response rate of 31%.
APPENDIX B: SURVEY INSTRUMENTS & FREQUENCIES

PROGRAM PARTICIPANT EXIT SURVEY

Thank you for attending our auto leaks workshops. The Department of Ecology and Seattle Public Utilities have teamed up with some Community Colleges and High schools (South Seattle College, Renton Technical College, Shoreline Community College, West Seattle High school) to offer this workshop to help you learn about your car and make sound choices for Puget Sound.

Please take a minute to answer this brief questionnaire. Your comments and suggestions will help us improve our education/outreach efforts to better serve you.

As a result of this workshop:
1. How likely is it that you will change the way you maintain your vehicle?
   - Very likely
   - Somewhat likely
   - Neutral
   - Not likely
   - Definitely not

2. How likely are you to check for leaks on your car?
   - Very likely
   - Somewhat likely
   - Not likely

3. As a result of this workshop, how likely are you to repair your leak?
   - Very likely
   - Somewhat likely
   - Not likely

4. What might prevent you from repairing your leak?
   ______________________________________________________________

5. What would make it easier for you to fix your leaks?
   ______________________________________________________________
6. How likely are you to use the vehicle maintenance check kit?
   - Very likely
   - Somewhat likely
   - Not likely

7. What might prevent you from using the vehicle maintenance check kit?
   ____________________________________________________________

8. If you change your own oil, how will you recycle your used oil?
   - Local recycler
   - Curbside pick up
   - Place of purchase
   - Other ______________________________

9. How did you hear about this workshop? Check ALL that apply.
   - Utility Bill Insert
   - Comcast TV Ads
   - Radio Ad
   - Email
   - Word of Mouth
   - Internet search
   - Ecology’s website
   - SPU’s website
   - City Newsletter
   - KUOW radio
   - Twitter
   - Brochure/Flyer
   - Other ________________

10. How can Ecology and SPU improve this workshop?
     __________________________________________________________

11. Is there anything else you would like to say about this workshop?
     __________________________________________________________
PROGRAM PARTICIPANT FOLLOW-UP SURVEY (ONLINE)

1. When did you take the Free Auto Leaks workshop(s)? (check all that apply)
   - April-July 2014
   - January-March 2014
   - October-December 2013
   - July-September 2013
   - Don't know/Don't remember
   - Not applicable – I did not attend the workshops → thank and terminate survey

2. Where did you take the workshop(s)? (check all that apply)
   - Renton Technical College
   - South Seattle Community College
   - Shoreline Community College
   - West Seattle High School
   - Single Moms Oil Change Event at New Life Church in Renton
   - Don't know/Don't remember

3. Did you take the workshop more than once with more than one vehicle? Y/N/DK/don’t remember

4. (if yes) How many vehicles did you bring to the Free Auto Leaks workshops? Enter a # _____

5. What most influenced you to attend the auto leak workshop? (choose one or two)
   - The Free Inspection
   - The location of the workshop
   - I suspected I had a leak or a problem with my car
   - Wanted to learn how to maintain my car
   - Another participant motivated me to go
   - I saw a video that motivated me to go
   - Other _________________________
   - Don’t know/don’t remember

6. Did the Instructor detect a leak or a problem with your vehicle/vehicles at the workshop(s)?
   - Yes/No/DK/ don’t remember

7. (if multiple cars are reported in question 4 ask) How many vehicles had leaks or other problems? ___ (leave blank if you don’t know or don’t remember)

8. (if yes) Did you get any of the leaks or problems repaired?
   - Yes, I’ve already repaired all the leaks or problems
   - I’ve repaired some of the leaks or problems
   - I’ve not repaired any of the leaks or problems
   - Don’t know/don’t remember

9. (if anything other than repaired all) Do you plan to repair any leaks or problems in the future?
   - Yes/No/DK

10. (if anything other than repaired all in Q8) What is the main reason some or all of the leaks or problems have not been repaired? (choose up to three reasons)
    - Didn’t have the money
    - Was unsure about how much it would cost
    - Was worried that the mechanic would end up charging me for other repairs that I didn’t want to do
    - Not sure who to take it to for repair
    - Not sure how to communicate with my mechanic
11. If you had been given a $50 rebate to get it fixed, would you have been more likely to get your car fixed? (Definitely/Probably/Probably Not/ Definitely not/DK)
   a. (if anything but “definitely”) what if you had received a $100 rebate? Would you have been more likely to get your car fixed? (Definitely/Probably/Probably Not/ Definitely not/DK)
   b. (if anything but “definitely”) what if you had received a $200 rebate? Would you have been more likely to get your car fixed? (Definitely/Probably/Probably Not/ Definitely not/DK)
   c. (if anything but “definitely”) What lowest rebate amount would motivate you to get your car fixed? Enter a dollar amount $__________

12. (if a leak or problem was repaired) That’s great! What was the main motivation for getting it repaired? (choose one or two reasons)
   o It was affordable
   o I learned that it was not a big problem to fix as I thought
   o I didn’t want to pollute the waterways of Puget Sound
   o I wanted to extend the life of my vehicle
   o I felt more confident about getting it fixed
   o I knew who to take it to
   o Something else________________________
   o Don’t know

13. How soon after the workshop did you get your leak or problem repaired?
   o Within a week
   o 2-4 weeks
   o 1-3 months
   o 4 or more months
   o Other _______________________
   o Don’t know/don’t remember

14. How did you decide where you would take the vehicle? What influenced your decision?
   o I decided to use a mechanic/auto shop/Dealership that I’ve used in the past
   o I chose a mechanic that was recommended to me
   o I looked for a mechanic in a location that was convenient to me
   o I used online or other consumer ratings to find a mechanic
   o The repair estimate was reasonable
   o I decided to repair it myself or had a friend or relative (who is not a professional mechanic) repair it for me
   o Other _______________________
   o Don’t know/don’t remember

15. Since taking the Free Auto Leaks Workshop, have you checked your car, or any other car for leaks? Y/N/DK/I don’t remember

16. (if yes) When you checked for leaks, did you use the kit provided by the Free Auto Leaks Workshop? Y/N/DK/I don’t remember
17. (If checked for leaks) Did you find any leaks when you checked for them? (Y/N/DK) I don't remember

18. (If yes) Did you get any of the leaks repaired?
   o Yes, I've already repaired all the leaks
   o I've repaired some of the leaks
   o I've not repaired any of the leaks
   o Don't know/don't remember

19. (If anything other than repaired all) Do you plan to repair any leaks in the future? Yes/No/DK

20. (If anything other than repaired all in Q18) What is the main reason some or all of the leaks have not been repaired? (choose up to three reasons)
   o Didn't have the money
   o Was unsure about how much it would cost
   o Was worried that the mechanic would end up charging me for other repairs that I didn't want to do
   o Not sure who to take it to for repair
   o Not sure how to communicate with my mechanic
   o Not enough time to have my car repaired
   o I depend upon my car and can't afford to be without it while it is being repaired
   o I needed better information to make a decision
   o Not worried about the impact on the environment
   o Just haven't gotten around to it
   o Other ____________________________________________

21. If you had been given a $50 rebate to get it fixed, would you have been more likely to get your car fixed? (Definitely/Probably/Probably Not/ Definitely not/DK)
   a. (if anything but “definitely”) what if you had received a $100 rebate? Would you have been more likely to get your car fixed? (Definitely/Probably/Probably Not/ Definitely not/DK)
   b. (if anything but “definitely”) what if you had received a $200 rebate? Would you have been more likely to get your car fixed? (Definitely/ Probably/Probably Not/ Definitely not/DK)
   c. (if anything but “definitely”) What lowest rebate amount would motivate you to get your car fixed? Enter a dollar amount $________

22. (If a leak or problem was repaired) That's great! What was the main motivation for getting it repaired? (choose one or two reasons)
   o It was affordable
   o I learned that it was not a big problem to fix as I thought
   o I didn’t want to pollute the waterways of Puget Sound
   o I wanted to extend the life of my vehicle
   o I felt more confident about getting it fixed
   o I knew who to take it to
   o Something else ____________________________
   o Don’t know

23. How soon after you discovered the leak did you get your leak repaired?
   o Within a week
   o 2-4 weeks
   o 1-3 months
   o 4 or more months
   o Other ____________________________
   o Don’t know/don’t remember
24. How did you decide where you would take the vehicle? What influenced your decision?
   o I decided to use a mechanic/auto shop/Dealership that I've used in the past
   o I chose a mechanic that was recommended to me
   o I looked for a mechanic in a location that was convenient to me
   o I used online or other consumer ratings to find a mechanic
   o The repair estimate was reasonable
   o I decided to repair it myself or had a friend or relative (who is not a professional
     mechanic) repair it for me
   o Other _______________________
   o Don’t know/don’t remember

25. Since taking the workshop, have you checked the fluid levels in any vehicle or had a
    mechanic check them? (Y/N/DK/don’t remember)

26. (if yes) Which fluids were checked? (check all that apply)
   o Coolant/anti-freeze
   o Oil
   o Brake fluid
   o Transmission fluid
   o Power Steering fluid
   o Windshield wiper fluid
   o Fluids were checked but I’m not sure which ones
   o Don’t know/don’t remember
   o None of these

27. Which materials from the Vehicle Maintenance check kit that you were given at the workshop
    have you used, if any? (check all that apply)
   o The reusable Drip Test Sheet
   o Funnel
   o Rag
   o Absorbent – Kitty Litter
   o Fluids Test sheet for checking other fluids?
   o Reviewed Dr Drip Tips on the Auto Leaks website
   o None of the above
   o I did not receive a Vehicle maintenance check kit
   o Don’t know/don’t remember

28. Before the workshop, how confident did you feel about taking care of your car?
   o Extremely confident
   o Very confident
   o Somewhat confident
   o Not very confident
   o Not at all confident
   o Don’t know/don’t remember

29. How much, if at all, did your confidence change as a result of the Free Auto Leaks
    Workshop?
   o I am much more confident than I was before the workshop
   o I am somewhat more confident
   o I am a little more confident
   o I am not more confident than I was before the workshop

30. How much, if at all, did the workshop change your motivation for maintaining your vehicle and
    checking for leaks?
   o I am much more motivated than I was before the workshop
31. (if more motivated or more confident) What did you learn or experience in the workshop that changed your motivation or confidence?

32. Which part of the workshop did you find most useful and interesting?
   - Instructor presentation
   - Instructional video (Dr. Drip or Castrol)
   - Handouts and written materials
   - Hands on demonstration of how to detect leaks and maintain vehicles
   - Having my own car checked for leaks
   - The free vehicle maintenance check kit
   - Something else ______________________

33. How would you rate the video you saw during the workshop? Excellent/Very good/Good/Fair/Poor/Don’t remember/Don’t know

34. Have you read or used the handouts or other written materials you received from the workshop? Y/N/NA didn’t get them/DK

35. Since completing the Free Auto Leaks workshop, have you talked to anyone about it? (Y/N/DK/I don’t remember)

36. (if yes) What have you been telling others? (check all that apply)
   - Recommended they attend the workshop
   - The workshop is free
   - Importance of vehicle maintenance
   - How to detect leaks
   - How important it is to get leaks fixed
   - The impact of leaking auto fluids on Puget Sound
   - Other ______________________

37. What would you say was the greatest benefit of the workshop?

38. What would you change about the Free Auto Leaks workshop, if anything?

39. Is there anything else you’d like to tell us about your experience or opinions?

Finally, please tell us a little about yourself so we can better understand who responded to our survey.

40. What is your gender? (male/female/prefer not to say)

41. Which of the following broad ranges includes your age?
   - 18-34/35-54/55-64/65 or older/prefer not to say

42. What is the highest level of education you have completed?
   - Something less than a high school graduate/high school graduate or GED/ Some college or Technical School or AA Degree/ 4 year college degree/ post graduate work or degree/ prefer not to say

43. How do you identify your race? Spanish, Hispanic or Latino/White or Caucasian/ Black or African American/American Indian or Alaskan Native/ Asian/ Pacific Islander or Native Hawaiian/ Other/prefer not to say
44. Please identify your annual household income
   Less than $30,000/$30,000-$39,000,$40,000-$49,000, $50,000-$59,000, $60,000-$74,000, $75,000-$99,000, $100,000 or more/ prefer not to say

Thank you so much for your answers!

AUTO LEAKS WORKSHOP INSTRUCTOR INTERVIEW SCRIPT

1. In your own words, what was the purpose of the Auto Leaks Workshops?
   Probe if needed: What is the measure of success? If the workshops were successful, how would you know?

2. Approximately what proportion of the cars that you inspected at the workshops had a leak?
   (Rough guess is fine)

3. In the cases where a leak was detected, what was your sense about the owner or participant’s knowledge and ability to take the next steps?

4. Did participants seem to know what they were getting into? How well were their expectations aligned with their experience?

5. What kind of feedback did you hear about the workshop?
   (For instructors at the Single Mom event): What about feedback specifically at the Single Mom event?

6. What did you think was most effective?
   (For instructors at the Single Mom event): What about the Single Mom event? Can you comment about what was effective there?

7. What about your experience working with the project? Can you tell me what you thought about being a part of this project? (If needed: What did you like about it? What was challenging? Did you receive appropriate support?)

8. I’m interested in hearing about the responsiveness of the workshop program. Can you give me an example of how changes were made to the program as a response to what was happening with the workshops? (If needed: Any feedback on the role of the program manager? How program as a whole was managed?)

9. If the Auto Leaks Workshop series was going to be continued, with an opportunity for refinements or modifications, what would you change?
## PROGRAM PARTICIPANT EXIT SURVEY FREQUENCIES

1: How likely is it that this workshop will change how you will maintain your vehicle?

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<th>Cumulative Percent</th>
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2: How likely are you to check for leaks on your car?

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3: As a result of this workshop, how likely are you to repair your leak?

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6: How likely are you to use the vehicle maintenance check kit?

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8: If you change your own oil, how will you recycle your used oil – Local recycler

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8: If you change your own oil, how will you recycle your used oil? –
Curbside pick up

<table>
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8: If you change your own oil, how will you recycle your used oil? –Place of purchase

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Q9: How did you hear about this workshop?

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<td>Word of mouth</td>
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<td>Email</td>
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<td>Seattle Times</td>
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<td>Radio ad (KUOW + others)</td>
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<tr>
<td>City of Renton newsletter</td>
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<tr>
<td>Seattle Public Utilities website</td>
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<tr>
<td>Ecology's website</td>
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<tr>
<td>City of Shoreline newsletter</td>
<td>9</td>
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<tr>
<td>Brochure/Flyer</td>
<td>6</td>
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<tr>
<td>Outreach event</td>
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<tr>
<td>Facebook</td>
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<td>Seattle TV</td>
<td>1</td>
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<tr>
<td>Other (newsletters, websites, organizations)</td>
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### PROGRAM PARTICIPANT FOLLOW-UP SURVEY FREQUENCIES

#### Q1_1: When did you take the Free Auto Leaks workshop(s)? April-July 2014

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#### Q1_2: When did you take the Free Auto Leaks workshop(s)? January-March 2014

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#### Q1_3: When did you take the Free Auto Leaks workshop(s)? October-December 2013

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#### Q1_4: When did you take the Free Auto Leaks workshop(s)? July-September 2013

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#### Q1_5: When did you take the Free Auto Leaks workshop(s)? Don't know/Don't remember

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## Program Evaluation: Don't Drip and Drive

### Appendix B: Survey Instruments & Frequencies

<table>
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<th>Q2_1: Where did you take the workshop(s)? Renton Technical College</th>
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<table>
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<tr>
<th>Q2_5: Where did you take the workshop(s)? Single Moms Oil Change Event at New Life Church in Renton</th>
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<table>
<thead>
<tr>
<th>Q2_6: Where did you take the workshop(s)? Don't know/Don't remember</th>
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### Q3: Did you take the workshop more than once with more than one vehicle?

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<td></td>
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### Q4: How many vehicles did you bring to the Free Auto Leaks workshops?

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### Q5_1: What most influenced you to attend the auto leak workshop? The free inspection

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### Q5_2: What most influenced you to attend the auto leak workshop? The location of the workshop

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### Q5_3: What most influenced you to attend the auto leak workshop? I suspected I had a leak or a problem with my car

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### Q5_4: What most influenced you to attend the auto leak workshop? I wanted to learn how to maintain my car

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### Q5_5: What most influenced you to attend the auto leak workshop?

**Another participant motivated me to go**

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### Q5_6: What most influenced you to attend the auto leak workshop? I saw a video that motivated me to go

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### Q5_7: What most influenced you to attend the auto leak workshop?

**Other, please describe:**

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### Q5_8: What most influenced you to attend the auto leak workshop? Don't know/Don't remember

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### Q6: Did the instructor detect a leak or a problem with your vehicle/vehicles at the workshop?

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### Q7: How many vehicles had leaks or other problems?

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**Q8: Did you get any of the leaks or problems repaired?**

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**Q9: Do you plan to repair any leaks or problems in the future?**

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**Q10_1: What is the main reason some or all of the leaks or problems have not been repaired? Didn't have the money**

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**Q10_2: What is the main reason some or all of the leaks or problems have not been repaired? Was unsure about how much it would cost**

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### Q10_3: What is the main reason some or all of the leaks or problems have not been repaired? Was worried that the mechanic would end up charging me for other repairs that I didn’t want to do

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### Q10_4: What is the main reason some or all of the leaks or problems have not been repaired? Not sure who to take it to for repair

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### Q10_5: What is the main reason some or all of the leaks or problems have not been repaired? Not sure how to communicate with my mechanic

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### Q10_6: What is the main reason some or all of the leaks or problems have not been repaired? Not enough time to have my car repaired

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### Q10_7: What is the main reason some or all of the leaks or problems have not been repaired? I depend upon my car and can't afford to be without it while it is being repaired

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**Q10_8: What is the main reason some or all of the leaks or problems have not been repaired? I needed better information to make a decision**

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**Q10_9: What is the main reason some or all of the leaks or problems have not been repaired? Not worried about the impact on the environment**

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**Q10_10: What is the main reason some or all of the leaks or problems have not been repaired? Just haven’t gotten around to it**

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**Q10_11: What is the main reason some or all of the leaks or problems have not been repaired? Other, please describe:**

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<td>170</td>
<td>63.2</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>269</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Q11b What if you had received a $100 rebate? Would you have been more likely to get your car fixed?**

<table>
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<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
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<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Definitely</td>
<td>20</td>
<td>7.4</td>
<td>32.3</td>
<td>32.3</td>
</tr>
<tr>
<td>Probably</td>
<td>21</td>
<td>7.8</td>
<td>33.9</td>
<td>66.1</td>
</tr>
<tr>
<td>Probably not</td>
<td>11</td>
<td>4.1</td>
<td>17.7</td>
<td>83.9</td>
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<tr>
<td>Definitely not</td>
<td>3</td>
<td>1.1</td>
<td>4.8</td>
<td>88.7</td>
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<td>Missing</td>
<td>System</td>
<td>170</td>
<td>63.2</td>
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<td>Total</td>
<td>269</td>
<td>100.0</td>
<td></td>
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</tr>
</tbody>
</table>
### Appendix B: Survey Instruments & Frequencies

#### Q11c What if you had received a $200 rebate? Would you have been more likely to get your car fixed?

<table>
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<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Definitely</td>
<td>13</td>
<td>4.8</td>
<td>31.0</td>
<td>31.0</td>
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<tr>
<td>Probably</td>
<td>19</td>
<td>7.1</td>
<td>45.2</td>
<td>76.2</td>
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<tr>
<td>Probably not</td>
<td>4</td>
<td>1.5</td>
<td>9.5</td>
<td>85.7</td>
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<tr>
<td>Definitely not</td>
<td>2</td>
<td>.7</td>
<td>4.8</td>
<td>90.5</td>
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<tr>
<td>Don't know</td>
<td>4</td>
<td>1.5</td>
<td>9.5</td>
<td>100.0</td>
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<tr>
<td>Total</td>
<td>42</td>
<td>15.6</td>
<td></td>
<td>100.0</td>
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<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>227</td>
<td>84.4</td>
<td></td>
<td></td>
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<tr>
<td>Total</td>
<td>269</td>
<td>100.0</td>
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</tbody>
</table>

#### Q11d Enter a dollar amount:

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<th>Cumulative Percent</th>
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<td></td>
</tr>
<tr>
<td>0</td>
<td>2</td>
<td>.7</td>
<td>6.9</td>
<td>6.9</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>.4</td>
<td>3.4</td>
<td>10.3</td>
</tr>
<tr>
<td>50</td>
<td>1</td>
<td>.4</td>
<td>3.4</td>
<td>13.8</td>
</tr>
<tr>
<td>100</td>
<td>2</td>
<td>.7</td>
<td>6.9</td>
<td>20.7</td>
</tr>
<tr>
<td>150</td>
<td>1</td>
<td>.4</td>
<td>3.4</td>
<td>24.1</td>
</tr>
<tr>
<td>200</td>
<td>10</td>
<td>3.7</td>
<td>34.5</td>
<td>58.6</td>
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<tr>
<td>300</td>
<td>1</td>
<td>.4</td>
<td>3.4</td>
<td>62.1</td>
</tr>
<tr>
<td>500</td>
<td>7</td>
<td>2.6</td>
<td>24.1</td>
<td>86.2</td>
</tr>
<tr>
<td>600</td>
<td>1</td>
<td>.4</td>
<td>3.4</td>
<td>89.7</td>
</tr>
<tr>
<td>700</td>
<td>1</td>
<td>.4</td>
<td>3.4</td>
<td>93.1</td>
</tr>
<tr>
<td>1000</td>
<td>1</td>
<td>.4</td>
<td>3.4</td>
<td>96.6</td>
</tr>
<tr>
<td>9999</td>
<td>1</td>
<td>.4</td>
<td>3.4</td>
<td>100.0</td>
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<td>Total</td>
<td>29</td>
<td>10.8</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>240</td>
<td>89.2</td>
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<tr>
<td>Total</td>
<td>269</td>
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<td></td>
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</tr>
</tbody>
</table>

#### Q12_1 It was affordable

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unchecked</td>
<td>73</td>
<td>27.1</td>
<td>96.1</td>
<td>96.1</td>
</tr>
<tr>
<td>Checked</td>
<td>3</td>
<td>1.1</td>
<td>3.9</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>76</td>
<td>28.3</td>
<td></td>
<td>100.0</td>
</tr>
<tr>
<td>Missing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>193</td>
<td>71.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>269</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Q12_2 I learned that it was not a big problem to fix as I thought

<table>
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<tr>
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<tr>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unchecked</td>
<td>71</td>
<td>26.4</td>
<td>93.4</td>
<td>93.4</td>
</tr>
<tr>
<td>Checked</td>
<td>5</td>
<td>1.9</td>
<td>6.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>76</td>
<td>28.3</td>
<td></td>
<td>100.0</td>
</tr>
</tbody>
</table>
Q12_3 I didn’t want to pollute the waterways of Puget Sound

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
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</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Unchecked</td>
<td>30</td>
<td>11.2</td>
</tr>
<tr>
<td></td>
<td>Checked</td>
<td>46</td>
<td>17.1</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>76</td>
<td>28.3</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>193</td>
<td>71.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>269</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Q12_4 I wanted to extend the life of my vehicle

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Unchecked</td>
<td>26</td>
<td>9.7</td>
</tr>
<tr>
<td></td>
<td>Checked</td>
<td>50</td>
<td>18.6</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>76</td>
<td>28.3</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>193</td>
<td>71.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>269</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Q12_5 I felt more confident about getting it fixed

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Unchecked</td>
<td>53</td>
<td>19.7</td>
</tr>
<tr>
<td></td>
<td>Checked</td>
<td>23</td>
<td>8.6</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>76</td>
<td>28.3</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>193</td>
<td>71.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>269</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Q12_6 I knew who to take it to

<table>
<thead>
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<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
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<tr>
<td>Valid</td>
<td>Unchecked</td>
<td>72</td>
<td>26.8</td>
</tr>
<tr>
<td></td>
<td>Checked</td>
<td>4</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>76</td>
<td>28.3</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>193</td>
<td>71.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>269</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Q12_7 Something else, please describe:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Unchecked</td>
<td>72</td>
<td>26.8</td>
</tr>
<tr>
<td></td>
<td>Checked</td>
<td>4</td>
<td>1.5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>76</td>
<td>28.3</td>
</tr>
<tr>
<td>Missing</td>
<td>System</td>
<td>193</td>
<td>71.7</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>269</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Q12_8 Don’t know/don’t remember
### Q13 How soon after the workshop did you get your leak or problem repaired?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Valid</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within a week</td>
<td>17</td>
<td>6.3</td>
<td>22.4</td>
<td>22.4</td>
</tr>
<tr>
<td>1-4 weeks</td>
<td>43</td>
<td>16.0</td>
<td>56.6</td>
<td>78.9</td>
</tr>
<tr>
<td>1-3 months</td>
<td>10</td>
<td>3.7</td>
<td>13.2</td>
<td>92.1</td>
</tr>
<tr>
<td>4 or more months</td>
<td>4</td>
<td>1.5</td>
<td>5.3</td>
<td>97.4</td>
</tr>
<tr>
<td>Other, please describe:</td>
<td>1</td>
<td>.4</td>
<td>1.3</td>
<td>98.7</td>
</tr>
<tr>
<td>Don’t know/don’t remember</td>
<td>1</td>
<td>.4</td>
<td>1.3</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>76</td>
<td>28.3</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td><strong>Missing</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>System</td>
<td>193</td>
<td>71.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>269</td>
<td>100.0</td>
<td></td>
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</tbody>
</table>

### Q14 How did you decide where you would take the vehicle? What influenced your decision?

<table>
<thead>
<tr>
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<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Valid</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I decided to use a mechanic/auto shop/dealership that I’ve used in the past</td>
<td>37</td>
<td>13.8</td>
<td>48.7</td>
<td>48.7</td>
</tr>
<tr>
<td>I chose a mechanic that was recommended to me</td>
<td>14</td>
<td>5.2</td>
<td>18.4</td>
<td>67.1</td>
</tr>
<tr>
<td>I looked for a mechanic in a location that was convenient to me</td>
<td>2</td>
<td>.7</td>
<td>2.6</td>
<td>69.7</td>
</tr>
<tr>
<td>I used online or other consumer ratings to find a mechanic</td>
<td>3</td>
<td>1.1</td>
<td>3.9</td>
<td>73.7</td>
</tr>
<tr>
<td>The repair estimate was reasonable</td>
<td>4</td>
<td>1.5</td>
<td>5.3</td>
<td>78.9</td>
</tr>
<tr>
<td>I decided to repair it myself or had a friend or relative (who is not a professional mechanic) repair it for me</td>
<td>13</td>
<td>4.8</td>
<td>17.1</td>
<td>96.1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Q15 Since taking the Free Auto Leaks Workshop, have you checked your car, or any other car for leaks?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>189</td>
<td>70.3</td>
<td>70.3</td>
</tr>
<tr>
<td>No</td>
<td>79</td>
<td>29.4</td>
<td>99.6</td>
</tr>
<tr>
<td>Don't know/don't remember</td>
<td>1</td>
<td>.4</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>269</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Q16 When you checked for leaks, did you use the kit provided by the Free Auto Leaks Workshop?

<table>
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<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
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<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>117</td>
<td>43.5</td>
<td>61.9</td>
</tr>
<tr>
<td>No</td>
<td>69</td>
<td>25.7</td>
<td>98.4</td>
</tr>
<tr>
<td>Don't know/don't remember</td>
<td>3</td>
<td>1.1</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>189</td>
<td>70.3</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Q17 Did you find any leaks when you checked for them?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>49</td>
<td>18.2</td>
<td>25.9</td>
</tr>
<tr>
<td>No</td>
<td>136</td>
<td>50.6</td>
<td>97.9</td>
</tr>
<tr>
<td>Don't know/don't remember</td>
<td>4</td>
<td>1.5</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>189</td>
<td>70.3</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Q18 Did you get any of the leaks repaired?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes, I've already repaired all the leaks</td>
<td>13</td>
<td>4.8</td>
<td>26.5</td>
</tr>
<tr>
<td>I've repaired some of the leaks</td>
<td>21</td>
<td>7.8</td>
<td>69.4</td>
</tr>
<tr>
<td>I've not repaired any of the leaks</td>
<td>15</td>
<td>5.6</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>49</td>
<td>18.2</td>
<td>100.0</td>
</tr>
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</table>
### Q19 Do you plan to repair any leaks in the future?

<table>
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<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Yes</td>
<td>29</td>
<td>10.8</td>
<td>80.6</td>
</tr>
<tr>
<td></td>
<td>No</td>
<td>3</td>
<td>1.1</td>
<td>8.3</td>
</tr>
<tr>
<td></td>
<td>Don't know/don't remember</td>
<td>4</td>
<td>1.5</td>
<td>11.1</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>36</td>
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</table>

### Q20_1 Didn’t have the money

<table>
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<tr>
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<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>Unchecked</td>
<td>4</td>
<td>1.5</td>
<td>80.0</td>
</tr>
<tr>
<td></td>
<td>Checked</td>
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### Q20_2 Was unsure about how much it would cost

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### Q20_3 Was worried that the mechanic would end up charging me for other repairs that I didn’t want to do

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### Q20_4 Not sure who to take it to for repair

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### Q20_5 Not sure how to communicate with my mechanic

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<td>Q20_7 I depend upon my car and can’t afford to be without out it while it is being repaired</td>
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<td>Q21 If you had been given a $50 rebate to get it fixed, would you have been more likely to get your car fixed?</td>
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<table>
<thead>
<tr>
<th>Q21b What if you had received a $100 rebate? Would you have been more likely to get your car fixed?</th>
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<tbody>
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<tr>
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<tr>
<td>Definitely</td>
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<tr>
<td>Probably</td>
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<tr>
<td>Probably not</td>
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<table>
<thead>
<tr>
<th>Q21c What if you had received a $200 rebate? Would you have been more likely to get your car fixed?</th>
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<tr>
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<td>Total</td>
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</table>

<table>
<thead>
<tr>
<th>Q21d What lowest rebate amount would motivate you to get your car fixed? Enter a dollar amount:</th>
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<table>
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<tr>
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<tr>
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### Q22_2 I learned that it was not a big problem to fix as I thought

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<tr>
<td>Total</td>
<td>269</td>
<td>100.0</td>
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</tbody>
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### Q22_3 I didn't want to pollute the waterways of Puget Sound

<table>
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<tr>
<td>Total</td>
<td>269</td>
<td>100.0</td>
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<td></td>
</tr>
</tbody>
</table>

### Q22_4 I wanted to extend the life of my vehicle

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<th>Cumulative Percent</th>
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<td>100.0</td>
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<td>Total</td>
<td>269</td>
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</tbody>
</table>

### Q22_5 I felt more confident about getting it fixed

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<td>100.0</td>
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<td>1.9</td>
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<td>Missing System</td>
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<td>Total</td>
<td>269</td>
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### Q22_6 I knew who to take it to

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<td>98.1</td>
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<td>Total</td>
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### Q22_7 Something else, please describe:

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<tr>
<td>Total</td>
<td>269</td>
<td>100.0</td>
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### Q22_8 Don't know/don't remember

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<tr>
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<td>269</td>
<td>100.0</td>
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</tr>
</tbody>
</table>

### Q23 How soon after you discovered the leak did you get your leak repaired?

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<tr>
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<tr>
<td>1-4 weeks</td>
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<tr>
<td>Total</td>
<td>269</td>
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</tbody>
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### Q24 How did you decide where you would take the vehicle? What influenced your decision?

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<th>Cumulative Percent</th>
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<tbody>
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<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I decided to use a mechanic/auto shop/dealership that I've used in the past</td>
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<td>.4</td>
<td>20.0</td>
<td>20.0</td>
</tr>
<tr>
<td>I chose a mechanic that was recommended to me</td>
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<tr>
<td>I used online or other consumer ratings to find a mechanic</td>
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<td>.4</td>
<td>20.0</td>
<td>60.0</td>
</tr>
<tr>
<td>I decided to repair it myself or had a friend or relative (who is not a professional mechanic) repair it for me</td>
<td>2</td>
<td>.7</td>
<td>40.0</td>
<td>100.0</td>
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<tr>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
Total | 269 | 100.0

**Q25** Since taking the workshop, have you checked the fluid levels in any vehicle or had a mechanic check them?

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<th>Cumulative Percent</th>
</tr>
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**Q26_1** Coolant/anti-freeze

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<tr>
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**Q26_2** Oil

<table>
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<tr>
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**Q26_3** Brake fluid

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<tr>
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**Q26_4** Transmission fluid

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**Q26_5** Power Steering fluid

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Applied Research Northwest, LLC
## Appendix B: Survey Instruments & Frequencies

### Q26_6 Windshield wiper fluid

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<td></td>
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</tr>
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<td>Unchecked</td>
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<td>26.4</td>
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### Q26_7 Fluids were checked but I'm not sure which ones

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### Q26_8 Don't know/don't remember

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<tr>
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<td>98.7</td>
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<td>1.3</td>
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<td>100.0</td>
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<tr>
<td>Missing</td>
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<td></td>
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<tr>
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<td>11.9</td>
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</tr>
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### Q26_9 None of these

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<td>88.1</td>
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<td>Missing</td>
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<tr>
<td>System</td>
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<td>11.9</td>
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</tr>
<tr>
<td>Total</td>
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### Q28 Before the workshop, how confident did you feel about taking care of your car?

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<tr>
<td>Valid</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Extremely confident</td>
<td>9</td>
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<td>3.3</td>
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<tr>
<td>Very confident</td>
<td>40</td>
<td>14.9</td>
<td>14.9</td>
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<tr>
<td>Somewhat confident</td>
<td>114</td>
<td>42.4</td>
<td>42.4</td>
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<tr>
<td>Not very confident</td>
<td>64</td>
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<td>23.8</td>
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<tr>
<td>Not at all confident</td>
<td>42</td>
<td>15.6</td>
<td>15.6</td>
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<tr>
<td>Missing</td>
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</tr>
<tr>
<td>Total</td>
<td>269</td>
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</tr>
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</table>
### Q29 How much, if at all, did your confidence change as a result of the Free Auto Leaks Workshop?

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<th>Valid Percent</th>
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<tbody>
<tr>
<td>Valid</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am much more</td>
<td>106</td>
<td>39.4</td>
<td>39.4</td>
<td>39.4</td>
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<tr>
<td>confident than I</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>was before the</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>workshop</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am somewhat</td>
<td>106</td>
<td>39.4</td>
<td>39.4</td>
<td>78.8</td>
</tr>
<tr>
<td>more confident</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am a little more</td>
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<td>16.7</td>
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<tr>
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<td></td>
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<tr>
<td>I am not more</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>was before the</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>workshop</td>
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<td>269</td>
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</table>

### Q30 How much, if at all, did the workshop change your motivation for maintaining your vehicle and checking for leaks?

<table>
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<tbody>
<tr>
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<td></td>
</tr>
<tr>
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<td>53.9</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>was before the</td>
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<td></td>
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</tr>
<tr>
<td>workshop</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am somewhat</td>
<td>90</td>
<td>33.5</td>
<td>33.5</td>
<td>87.4</td>
</tr>
<tr>
<td>more motivated</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am a little more</td>
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<td>7.1</td>
<td>94.4</td>
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<tr>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am not any more</td>
<td>15</td>
<td>5.6</td>
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<td>100.0</td>
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<tr>
<td>motivated than I</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>was before the</td>
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<td></td>
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<tr>
<td>workshop</td>
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<td>Total</td>
<td>269</td>
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<td>100.0</td>
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### Q33 How would you rate the video you saw during the workshop?

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<th>Cumulative Percent</th>
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<td>Excellent</td>
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<td>26.4</td>
<td>26.4</td>
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<td>Very good</td>
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<td>39.8</td>
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<td>21.6</td>
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<tr>
<td>Fair</td>
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<td>5.6</td>
<td>93.3</td>
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<tr>
<td>Poor</td>
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<td>94.4</td>
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<tr>
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<tr>
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<td>269</td>
<td>100.0</td>
<td>100.0</td>
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</table>

### Q34 Have you read or used the handouts or other written materials you received from the workshop?
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<td>90.0</td>
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<tr>
<td>Not applicable- I didn't get them</td>
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<td>2.6</td>
<td>92.6</td>
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<tr>
<td>Don't know/Don't remember</td>
<td>20</td>
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<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>269</td>
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</table>

Q35 Since completing the Free Auto Leaks Workshop, have you talked to anyone about it?

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<th>Cumulative Percent</th>
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<tbody>
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<td>85.1</td>
<td>85.1</td>
</tr>
<tr>
<td>No</td>
<td>31</td>
<td>11.5</td>
<td>96.7</td>
</tr>
<tr>
<td>Don't know/don't remember</td>
<td>9</td>
<td>3.3</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>269</td>
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</tr>
</tbody>
</table>

Q36_1 Recommended they attend the workshop

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<th>Cumulative Percent</th>
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<td>Checked</td>
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Q36_2 The workshop is free

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<td>Checked</td>
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<td>60.6</td>
<td>71.5</td>
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<tr>
<td>Total</td>
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Q36_3 Importance of vehicle maintenance

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Q36_4 How to detect leaks

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</thead>
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<td>68.0</td>
</tr>
<tr>
<td>Checked</td>
<td>73</td>
<td>27.1</td>
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<td>Q36_5 How important it is to get leaks fixed</td>
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<td>269</td>
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<tr>
<td>Q36_6 The impact of leaking auto fluids on Puget Sound</td>
<td></td>
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<td>Q36_7 Other, please describe:</td>
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<td>Q40 What is your gender?</td>
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<td>Male</td>
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<td>Female</td>
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<tr>
<td></td>
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<tr>
<td>Q41 Which of the following broad ranges includes your age?</td>
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<tr>
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<td>Valid</td>
<td>18-34</td>
<td>65</td>
</tr>
<tr>
<td></td>
<td></td>
<td>35-54</td>
<td>92</td>
</tr>
<tr>
<td></td>
<td></td>
<td>55-64</td>
<td>68</td>
</tr>
<tr>
<td></td>
<td></td>
<td>65 or older</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Prefer not to answer</td>
<td>4</td>
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**Q42 What is the highest level of education you have completed?**

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<tbody>
<tr>
<td>Something less than high school graduate or GED</td>
<td>4</td>
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<td>1.5</td>
<td>1.5</td>
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<tr>
<td>High school graduate or GED</td>
<td>11</td>
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<td>4.1</td>
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<tr>
<td>Some College or Technical School or AA Degree</td>
<td>64</td>
<td>23.8</td>
<td>23.9</td>
<td>29.5</td>
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<tr>
<td>4 year College Degree</td>
<td>102</td>
<td>37.9</td>
<td>38.1</td>
<td>67.5</td>
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<tr>
<td>Post Graduate work or degree</td>
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<td>30.1</td>
<td>30.2</td>
<td>97.8</td>
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<td>Prefer not to answer</td>
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**Q43_1 Spanish, Hispanic or Latino**

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**Q43_2 White or Caucasian**

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**Q43_3 Black or African American**

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<td>249</td>
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### Q43_4 American Indian or Alaskan Native

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### Q43_5 Asian

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### Q43_6 Pacific Islander or Native Hawaiian

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### Q43_7 Other:

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### Q43_8 Prefer not to answer

<table>
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<tr>
<td>Total</td>
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### Q44 Please identify your annual household income

<table>
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<th>Frequency</th>
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<th>Cumulative Percent</th>
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<tbody>
<tr>
<td>Under $30,000</td>
<td>55</td>
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<tr>
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<td>11.2</td>
<td>11.2</td>
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<td>$40,000 – $49,000</td>
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<td>-----------------------------</td>
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<tr>
<td>$50,000 - $59,000</td>
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<td>$60,000 to $74,000</td>
<td>23</td>
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<td>$75,000 – $99,000</td>
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<td>$100,000 and over</td>
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<td>54</td>
<td>20.1</td>
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</table>
APENDIX C: VERBATIM OPEN-ENDED COMMENTS

PROGRAM PARTICIPANT EXIT SURVEY

Q4: What might prevent you from repairing your leak?

- Cost.
- Cost.
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- Cost.
- Cost, $ and not knowing.
- Cost, availability of materials and time.
- Cost, risk to overall performance.
- Cost, time.
- Cost, time and hassle.
- Cost. We will probably replace our vehicle within the next year. It has over 190 miles so if the repair cost is too high, we might not fix it.
- Costs.
- Depending on leaking item, cost may be a factor.
- Did not answer #3 because car had no leak. Cost and lack of knowledge.
- Didn't find any.
- Difficult situations (need to remove engine etc.).
- Difficulty of access or expense in repairs compared to severity of leak.
- Disability.
- Distrust that the leak will actually get it fixed. Expertise.
- Do not want to get under car. Would prefer mechanic with appropriate tools.
- Don't think I have the skill or trust my knowledge. Don't want to take the risk.
- DIY test.
- Economic limitations.
- Excessive cost.
- Expense age of vehicle.
- Expense of repair exceeds value of the car.
- Expense, trustworthy mechanic.
- Expenses.
- Expensive.
- Expensive repair more than value of car.
- Fear of not doing it correctly.
- Finances.
- Finances (lack of).
- Financial.
- Financial impairments.
- Financing.
- Finding the right mechanic.
- Forgetting about it.
- Getting under the car but I will invest in some ramps.
- Had to repair areas or high cost.
- Having to go underneath the car and not knowing how to fix it.
- High cost of repair if car is old.
- I am a poor college student. So I don't have money to repair it.
- I am not a severe driver as my father is since I'm kind of new to this than that, I can't think of anything.
- I am not mechanical and don't enjoy working on cars.
- I don't see any reason as long as there's possibility that I can do it.
- I don't have any big leaks-more like seep. Instructor said I'm just fine. And I don't drive much 3,000 miles/yr.
- I have no leak.
- I have no leaks.
- I need money to repair it. Will probably get a used part.
- I will have my leak changed within the next 30-45 days.
- I will pay someone to repair the leaks.
- I would like a more hands-on class. Maybe one that teaches me how to change my oil.
- If I can't afford to get it repaired, I would instead drive my motorcycle or my bicycle to commute.
- If I couldn't successfully accomplish it.
- If I know how to I will do it.
- If it is possible to do it in a timely way by someone else if not expensive.
- If it is too complex will take it to a mechanic.
- If it's too expensive, will do preventive maintenance.
- If the repair was too expensive.
- Ignorance of leak.
- Insufficient funds.
- Insufficient funds.
- It the cost is prohibitive.
- It will be done.
- It's an expensive repair-$1000 but I can't afford a new car.
- Knowledge.
- Knowledge on how to look and find maintenance.
- Lack of being able to diagnose correctly.
- Lack of funds.
- Lack of knowledge, afraid to break something.
- Lack of money.
- Lack of place to work on vehicle.
- Lack of space for maintenance.
- Lack of time.
- Lack of time.
- Lack of time and money.
- Leak.
- Location of my driveway.
- Many issues but it would be priority to get done as soon as possible. Don't like the thought of polluting.
- Maybe money.
- Me.
- Minor leaks but I am aware of what to watch out for.
- Money.
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- Money - I care about the environment but I am poor.
- Money issues.
- Money issues, cost of repair.
- Money, access.
- Money, but must have this repair work done.
- Money, cost of vehicle.
- Money/time.
- Money/time/effort.
- Money-fixed income, but budget( save some for maintenance each month. Just replaced 2 tires & balance, so seals are next. Safety first.
- My age--if doing it myself nothing-got to agent where & have a plan.
- N/a
- N/a
- N/a
- N/a
- N/a at this time.
- Na-leaks so benign, not a problem.
- No cash.
- No leak.
- No leaks currently.
- No proper tools.
- None.
- None.
- Not a thing.
- Not being able to afford it.
- Not enough money.
- Not having a high lift car rack.
- Not having a workshop and the tools required to do this.
- Not having the money available.
- Not much- if anything cost.
- Not prevent but delay because trying to look for a reputable reasonable price mechanic. Maybe this class can give recommendations reputable mechanic.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing always take car in.
- Nothing- but ignorance or cash.
- Nothing could stop me from taking good care of my class.
- Nothing- just want it done right.
- Nothing now.
- Nothing other than time to get the car to the shop.
- Nothing since I know what leaks now.
- Nothing that I can foresee.
- Nothing the fix is cheap.
- Nothing will prevent me.
- Nothing. Jack is very passionate, knowledgeable, honest, unbiased and has great stamina. Excellent job.
- Nothing. Now I know the problem and can fix it!
- Nothing--no leak.
- Now I have the knowledge to fix my leaks still I went through the class.
- Old age.
- Only constraint.
- Overall cost v. S.
- Price.
- Price.
- Procrastination & finding a reasonable trustworthy mechanic.
- Procrastination.
- Proper tools to perform repairs.
- Regular maintenance/service.
- Residence rules.
- Save money and the environment.
- Severity of the issue.
- Spare time.
- Special tools needed to do work.
- Technical feasibility, auto knowledge, cost/benefit from having a professional do it vs. Myself.
- The cost.
- The cost.
- The cost.
- The cost of the repair, I might not be able to afford it.
- The high cost of repair.
- The weather or not having a sure diagnostic of it.
- Time.
- Time.
- Time.
- Time - it's hard being away from my car.
- Time and expertise.
- Time and finances.
- Time and money.
- Time and money.
- Time constraints to get an appointment to get it fixed.
- Time, skills.
- Time, weather, cost.
- Time/ money.
- Time--arranging rides to work.
- Time--I'm a single mom with 3 children.
- Timing, prioritization of other tasks/commitments.
- Too costly.
- Too expensive for age of car. Many have to get used/ or new car.
- Tools.
- Trouble of fixing it-bring it to the shop.
- Unknown.
- Until a bit more then I will fix.
- Wanting to know how to find leaks.
- Would be repaired.
Q5: What would make it easier for you to fix your leaks?

- $  
- $  
- $$  
- $$$ & awareness. Great program.  
- $$$ having some.  
- $$$$  
- A bigger income.  
- A class on how to fix leaks.  
- A class to help you fix leaks.  
- A coupon.  
- A device to lift my car.  
- A garage o work in or extra money to take it to a shop.  
- A garage or covered space. I do repairs outdoors & weather is often interesting.  
- A lift.  
- A lift.  
- A nice shop indoors.  
- A place to work on cars.  
- A reliable mechanic you could trust.  
- A service at affordable cost.  
- A steady income again.  
- A workshop that allows car owners to work alongside students at a reduced cost to repair own cars.  
- Access to a shop with lifts and ability to immediately dispose of fluids.  
- Access to underneath of car.  
- Affordable.  
- An affordable place to get it fixed.  
- An infinite budget :). Also trust in the mechanics (that's why this is so great!)  
- Attend more lessons.  
- Availability of good mechanics.  
- Being able to get under the car. Having education.  
- Better finances.  
- Better ways for paying for auto repair. Payment plans, loans, grants etc.  
- Better weather outside.  
- Big discounts from an ecology grant- $100+off.  
- Bring to a mechanic.  
- Budget for expense  
- Cheaper prices.  
- Cheaper.  
- Color coding.  
- Confidence in repair shop (recommendations would be great).  
- Cost and a shop I trust.  
- Cost is one of the largest prohibits.  
- Cost.  
- Cost.  
- Cost.  
- Cost.
• Having the knowledge to know where the leak is coming from and what are the easy fixes.
• Having the right tools to repair the leaks and having a detailed owner's manual for my car.
• Having the skills to repair it or having more cash flow coming in.
• Help from expert.
• Hire someone to do it.
• I don't know.
• I no longer have a garage 9 driveway & tools) so $ for oil change. My mechanic matches Jiffy Lube and updates my what to do list!!!
• I would like a class with more maintenance.
• I would rather have a professional do it.
• I would spend some of my time at the shop to reduce labor cost.
• If a mechanic could fix it at my house or parking garage.
• If I could detect the leak. I don't have the fancy technology we used here but the gifts provided will definitely help.
• If I get a second opinion.
• If I had a professional assessment of how long our vehicle will 'last' and found that I can expect it to be reliable for more than few months-then I'd be more willing to invest more $ into it i.e. repair expensive leaks.
• If I had one cost and the amount of leak.
• If I had one.
• If I knew the source of leakage and I had the tools to fix it.
• If I know about them then I'll get it fixed.
• If I know how to check for them.
• If I know where to go I had a good repair shop.
• If I were rich- but chances are I will fix them in the near future.
• If I won the lottery! Seriously when I get some money.
• If it comes cheaper than 1000 dollars.
• If manufacturers allowed a registry(digital) that would submit email alerts, reminders on servicing.
• If mechanics would explain the problem/causes more clearly.
• If someone was free to help & if I had time.
• Impact to schedule and environment.
• It will make it easier if I don't need major equipment.
• Just cost of service.
• Kits and education.
• Know the problem exist and cost to fix it.
• Knowing how much is leaking and where to bring car in at reasonable cost. Discount coupons is helpful.
• Knowing how much to expect to pay us. Cost of potential damage.
• Knowing how severe it is.
• Knowing how to do it.
• Knowing how to fix and cost of course.
• Knowing I have a leak and discounts to fix leaks.
• Knowing that some community colleges can do such repair.
• Knowing the cost beforehand to budget it for monthly expenses.
• Knowing the right place to take it.
• Knowing there were leaks and knowing how to fix them.
• Knowing what is leaking and trusting advisor.
• Knowing what it is.
• Knowing what to look for and how to do something. Knowing where it is coming from.
• Knowing what's going on.
• Knowing when to look.
• Knowing where the leak is from, which I learned in this class.
• Knowing where they came from.
• Knowledge about the leaks and knowing I have a good shop to take it to.
• Knowledge and time.
• Knowledge how to do it and a workshop that I could work in.
• Knowledge on do it yourself techniques.
• Knowledge. An unbiased analysis and honest maintenance shops.
• Knowledge. The leak pad to know what is leaking.
• Leak.
• Learn more and practice confidence.
• Learning more.
• Less cost.
• Less cost.
• Less covers under the hood.
• Less expensive and easy, less time to fix.
• Less expensive or winning the lottery.
• Like the idea of the website with instructions.
• Loaner car from mechanic.
• Lots of cash or high paying job.
• Low cost mechanic.
• Low cost repair.
• Low cost repair/shop/tech.
• Lower cost repairs and mechanics I could trust.
• Lower cost.
• Lower price repairs.
• Make it cheaper to fix leaks.
• Money & or available sweat assistance/helper.
• Money and easy access to fix.
• Money and finding a good mechanic.
• Money or garage.
• Money would be the only issue but if I had a leak, I would definitely get it fixed.
• Money.
• Money.
• Money.
• Money.
• Money.
• Money.
• Money.
• More $.
  • More funds.
  • More in depth knowledge about cars. A trusting mechanic.
• More in-depth understanding of the problem if problem is too complex.
• More knowledge & access to tools.
• More knowledge of the problem.
• More money.
• More money.
• More reliable information on repair shops.
• More/ similar classes.
• N/a
• N/a
• N/a
• N/a
• N/a
• Need to make time.
• No comment.
• No leak.
• No.
• Not sure.
• Nothing except money, not having enough for repairs.
• Nothing.
• Nothing.
• Nothing.
• Operational knowledge.
• Practice 7 early introduction to this subject.
• Pre-diagnosis.
• Preventive maintenance.
• Preventive maintenance.
• Public facility to work at.
• Put it o my schedule.
• Reasonable cost, get the job done right the first time. Repair shop that is trustworthy.
• Rebates from Dept. of Ecology or King County for major oil leak repairs such as head gas sheets and rear main seal.
• Rebates.
• Reduced repair costs.
• Referrals to oil change places separate (for modest) hands-on class.
• Referral.
• Reliable fair price and convenient location shop.
• Shop space to rent.
• Should be easy.
• Simple task.
• Someone I trust.
• Someone who could assist me how it will be done the right way.
• Someone would do it for me.
• Steam clean my engine.
• Supplies being available and more background.
• Take it to the mechanic.
• Taking more workshops like this or becoming friends with Janos.
• The class helped - I know what I can fix myself & what a mechanic can do.
• The info and knowledge.
• The information from the class and the instructor.
• The knowledge that this class provided. Now I know what to ask a mechanic to repair.
• The right and proper tools.
• The right tools.
• The seminar.
• These workshops help a lot!
• This class helped.
• This class.
• This workshop.
• Time and financial.
• Time issue.
• Time off work.
• Time without my kids.
• Time.
• Time.
• Time/space to do it, money.
• To get a good understanding of what is causing it.
• To have a lift in my garage.
• To know the problems before it damage car & environment.
• Tools like the one you are giving today & drip pan.
• Tools to do it.
• Tools, & garage space.
• True diagnose.
• Trust in a reliable mechanic shop.
• Trust in mechanics.
• Trusting the mechanic.
• Trusting the mechanic.
• Trustworthy mechanic.
• Trustworthy mechanic-dealer tried to screw me too many times.
• Trustworthy/ capable shop.
• Um, I’m ok with that I take it to station for that.
• Unbiased analysis like Jack just did it.
• Understand and know more about cars.
• Understand urgency of repair.
• Understanding how hard or easy to fix it yourself and knowing a rough estimate.
• Understanding the cause, trusting the mechanic.
• Understanding the importance of not only to myself my car but also to the broader community.
• Voucher for discounted repair—maybe through the college.
• Wheel ramps.
• Win lotto.
• Win money.
• Winning the lottery.
• Wish I had a list of reputable auto techs in my area for my car.
• Workshops to check.
• Your kit is great. Should be very helpful.

Q7: What might prevent you from using the vehicle maintenance check kit?

• A place to work on it and I usually go to the mechanic.
• All appears useful.
• Being lazy.
• Being lazy or forgetful.
• Can't think of a reason not to use it.
• Can't think of anything.
• Complexity of oil changing.
• Cost regarding repair.
• Don't do own maintenance.
• Don't have a garage.
• Don't need the stuff.
• Easier to pay for oil change.
• Good program like this related to 'student' workshops that do work @ discount rate.
• How to use it.
• I am not the only one who uses this car, so someone else might beat me to it.
• I am old and creaky and the kit won't help that much.
• I am sure I'll use it. Thank you for providing. It empowers me further to address my leaks.
• I don't plan to change my own oil.
• I like to take my car into a professional but I would love to have the kit just in case and my boyfriend would use it!
• I live in an apartment and park on street.
• I own most things already.
• I park in the street so it may be hard to use the catch sheet.
• I started using it already.
• I take my car in for maintenance.
• I was here before. My neighbor might want the kit.
• I will you it.
• I would have an agent change the oil.
• If I don't need a particular item, I'd try to give back or give it to someone in the class who might need it.
• If I don't need it.
• If I lose it.
• If I lose it.
• If I lose it- just kidding I will use it.
• If I lost it.
• If it is not useful in the situation.
• If it were raining too much.
• I'll use it.
• I'll use it to clean my oil leak until I fix the leak.
• Lack of knowledge.
• Lack of knowledge.
• Lack of leaks, not having it available (lending it to a friend.)
• Laziness.
• Laziness.
• Laziness.
• My condo HOA rules prefer shop maintenance/checks.
• N/a
• N/a
• N/a
• N/a
• N/a
• N/a
• N/a
• None.
• None.
• None.
• None.
• None.
• None.
• Not enough time.
• Not having a garage/driveway. Difficult parking on the street.
• Not having access to a garage.
• Not having it.
• Not having resource at hand.
• Not knowing how to use them.
• Not knowing what I am doing.
• Not useful.
• Nothing.
• Nothing.
• Nothing.
• Nothing.
• Nothing.
• Nothing.
• Nothing.
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• Nothing.
• Nothing.
• Nothing.
• Nothing.
• Nothing at all.
• Nothing besides laziness.
• Nothing that I can think of.
• Nothing that I can think of.
  A dark and stormy night.
• Nothing- unless I become physically unable to do so.
• Nothing will, use it everything.
• Nothing would.
• Nothing! I didn't have these tools before or know what I should have so it's great I know what to do and have the tools on hand now.
• Nothing, but I need a leak 1st.
• Nothing. Everything seems easy to do.
• Other unfinished products.
• Parked on a crowed public street.
• Reliance on dealers maintenance info.
• Seattle weather.
• Self-confidence.
• Somewhere to do it. Not on the street in front of my house.
• Spare to work.
• Thank you.
• Time.
• Time.
• Time.
• Time constraints.
• Time constraints.
• Time-busy.
• Weather. I'll be using the kit.
• Wheel ramps.
• Will definitely use it.
• Will not change my own oil.
Q10: How can the Dep't of Ecology and Seattle Public Utilities improve these workshops?

- Offer it.
- A little bright in the room at RTC. Give more freebies.
- Add 1 volunteer instructor.
- Add more humor and less volume.
- Advertise in different media to let the public know.
- Advertise in main media.
- Advertise it more on broad basis.
- Advertise more.
- Allow more time for vehicle inspection—maybe more condensed video time.
- Any further inspections, more diagnosis? The website was blocked through my employer so maybe check the security of the registration page.
- Anyway to schedule inspection in advance? Would save everyone's time.
- Ask people why they came in.
- Ask who has to leave now go first. The lady did not speak up till last minute.
- Be nice to have class portion on internet. Also having weekly classes/inspection.
- Be sure and mention curbside pickup by (at least) Seattle Public Utility.
- Better video.
- Better video.
- Better video.
- Bring notepaper.
- By showing more clearly the effects of what various pollutants do to the environment and how all these pollutants actually get into the environment, e.g. Someone dumping oil down a sewer, a spill, the hidden pollutants that we are aware of in the everyday things we use.
- Can't think of anything.
- Can't think of anything.
- Can't think of anything. I thought it was great workshop.
- Class sizes (less people, more individual work, more people more general) have a one day in-detail car info and have another day to check for leaks.
- Coffee.
- Coffee and donuts.
- Consider h.
- Continue to have the classes available and spread the word.
- Demonstration of oil change.
- Describe the workshop better so we'll know what to expect.
- Diagram of car - where to look for common leaks.
- Direction to exact entrance.
- Do not allow children.
- Educate the public about the availability.
- Emphasize value of maintaining vs purchase of a new vehicle.
- Everything was helpful for me, no improvements at this time.
- Excellent.
- Excellent presenters.
- Expand to more locations.
- Extend to more areas so people could benefit from it.
- Fantastic workshop. Great presenter & shop thank you.
- General maintenance tip/kit.
- Get rid of the video on history of synthetics and how made. Most only car about maintenance choosing the right grade, what fluids or leaks might be present. Spend more time making people aware of how to prevent pollution and leaks. Give option for inspections only took way too long. I appreciate other driving a maintenance tips but staying focused on auto leaks should be practical.
- Get the flyer out to all residents; I found out via grandma in north Seattle and I live in Auburn.
- Give handout of leak map.
- Give more explanation of car parts and components.
- Good class.
- Great class.
- Great class - maybe offer it more frequently.
- Great workshop!
- Great! Good work.
- Hand out of information covered.
- Handouts.
- Have a class during the day.
- Have a simple diagram of engine showing checking points for all fluids so student can better remember all the proper checking and filling points.
- Have it more often and in different areas around the city.
- Have larger classes. Have a time for break.
- Have more free classes.
- Have more in north, actually have them all over the Puget Sound.
- Have more people checking cars to help it more quickly, especially if there are problems.
- Have more signs to know where to go. Give more information about how good this workshop is so people are more interested.
- Head cams for Janos so we can see what he sees when he has his head down in the car.
- Helpful if car that is being looked- the owner can see better and others save about their car until it’s their turn.
- I am very happy with the workshop.
- I can’t think of anything that needs improvements.
- I can’t think what.
- I don’t think they can.
- I enjoyed the teacher-learned a lot but had to wait two and half hours for my cat to be looked at.
- I think it is really great the way it is: great instructors, nice kit and I like that we can have our own cars looked at.
- I think it was excellent.
- I think it was great. I can’t think of any improvement.
- I thought it was great. Maybe a second instructor to go through the leaks checks quicker.
- I thought it was great. Maybe include a packet/brochure of photos-good and bad sealing boots etc.
- I thought this was great! I always love refreshments but don’t want to drive up the cost of the class (plus we’re putting our hands in greasy stuff). So, this is not actually a recommendation for refreshments.
- I would have liked to learn more about how a car actively works but perhaps that is outside the scope of this class.
- I would like a hands-on class. I would be interested in taking a car maintenance class that was longer with more hands-on.
- I would love to have some resources/opportunities to continue learning about my vehicle beyond this class-perhaps a handout at the end of the class i.e. list of any other classes.
- If possible another tech to speed the check.
- If there was a way to be hands-on on our vehicles, I am guessing time and money would limit that.
- Include fall engine diagram/ walk through before we inspect students cars. Understanding more about engine fundamentals, so we can know what to expect on our car, would be helpful.
- Increase frequency.
- Instruct how to change oil filter.
- It can make it easier to find the workshop. I only found it from an event in Magnusson Park. The website should be updated so it can be easier to find.
- It is a terrific program.
- It is absolutely great as it is. If it’s not broken don’t fix it!
- It is fine now.
- It was excellent, they don’t need to improve it!
- It was fantastic.
- It was great.
- It was great.
- It was great - maybe give people better instructions how to line up their car for inspection.
- It was great, I’m not sure.
- It was great, may be advertise more but it was awesome.
- It was great. Get the word out again about it.
- It was great. The time was just right. Great for beginners.
- It was great--wish I had gone to a class like this when I first started driving.
- It was very informative and can’t think of anything to change.
- It was very informative and I cannot think of any changes at this time.
- It's awesome. The 3 of you are great.
- It's good.
- It's great.
- It's great as is. You should charge $25-$50 for it.
- It's perfect.
- It's very good.
- It's very good.
- Jack did a great job explaining the different components of the car. I feel confident now when talking to a mechanic.
- Just keep it up.
- Keep car inspections moving. Don't get bogged down in other parts of car.
- Keep the presenter concise, he rambles.
- Less class participants= more time for discussion.
- Less joking around hahahaha.
- Link to leadership tomorrow environment day.
- Make it a little shorter.
- Make it a required part of drivers education and licensing.
- Make more people know these, have more different workshops for motorcycles.
- Maybe a little more pragmatic with the lectures and the anecdotes.
- Maybe greater frequency.
- Maybe more time-but jack is good at explaining.
- Maybe more videos of how parts work and how to fix. This was excellent--instructors excellent.
- Mention early that not endorsement for Castrol.
- More classes.
- More do it yourself tips.
- More efficient use of time, less tangents.
- More handouts and better advertising.
- More hands on activity.
- -more hands on; more information on the basic parts of a car, hose, gasket, rings, etc.
- More hands-on time.
- More hands-on with each student.
- More info on how to fix the problems that are found.
- More informative materials dissemination of information to public.
- More local.
- More often.
- More shop based education. Allow the instructor to teach & less video.
- More techs to check out the cars.
- More time and location selections.
- N/a
- N/a
- N/a
- New video which is in the works.
- No comment.
- No need may be cleaning optional to pin point leaks better or should inform to clean cars undercarriage before coming.
- No suggestions.
- No suggestions.
- No suggestions.
• None.
• None.
• None.
• None.
• Not really sure.
• Not sure. It was very good and informative.
• Nothing.
• Nothing.
• Nothing.
• Nothing.
• Offer it universally as a mandatory step toward earning your driver's license or retaining your license.
• Offer more like workshop series. It would be great if the break down and definition chart for car oils fluids would be part of package workshop.
• Offering more time slots, more similar classes.
• One for women who need to know how to change a tire.
• One for women. I loved the workshop! Mr. Devine is awesome, love his honesty!
• Organize more of these frequently.
• Parking was mixed up. Make it more clear on what to do or not do.
• Partner up with a place that will do the things found in need.
• Pen & list of repair needs, so people can note repairs that need to be done.
• Perfect the way it is.
• Perhaps more bays available for accommodating additional vehicles for inspections. Otherwise nothing else.
• Prior information that it can go past 5:00pm.
• Produce their own video.
• Promote in social network with the positive feedback.
• Promote the workshops and have them everywhere possible in Seattle besides west Seattle.
• Provide agenda listing before workshop day.
• Provide coffee and donuts please! It would cost little and would be really nice.
• Put more advertisement such on TV, radio internet etc.
• Question time too long.
• Quicker inspections.
• Readable guide online - will check website later; tire pressure gauge.
• Rebate program or voucher for repair services after complete class.
• Recommend people bring flashlights.
• Recommend very reputable mechanics around town.
• Resources to describe ways to DIY fixes; where to get tools/info.
• Scheduling.
• Seemed like we spent too much time on the first car.
• Send us the video prior to class. Let us have access to the labor cost of repair. Give us an avenue to report back from the repair.
• Serve coffee.
• Shorter video.
• Simple refreshments like water/cookies. Better signage to find the class. Discount coupons for the repair shops that are recommended to do good work.
• Snacks! Coffee or some kind of drinks.
• Some coffee in the cold weather.
• Somehow improve ratio of attendees to rsvp.
• Spanish.
• Spread the word so more people can learn about it.
• Stop using the Castrol promotion video.
• Take the music away from the video. Its very distracting and adds nothing but noise.
• Talked to Justine and Stef Frenzl. Update website, otherwise put Janos on retainer.
• Teach more about how to change oils.
Tell participants- outdoor temp. So we can dress warmly. Video- update with diverse presenters, e.g. Include women and different races in various roles. Offer clock hours for teacher? Provide class room curriculum connections?

The 32 minutes video is available on the internet. Suggest attendees watch it before they come to the workshop. It was very distracting when the instructor stopped it to make comments-some with much more information than was helpful for the level of this workshop.

The intro part should be shorter.

They should do more publicity to spread the words to the public.

The sound on the video was way too loud for me. Most of it I had already watched online.

The time looking at cars was most valuable so just keep that in. The video was also helpful -just to get the visuals of the engine system. Visuals really help because I don’t always understand the terminology.

The video was very basic (which was good) but I’d like to be able to identify more parts/systems under my hood-a video or walk through of that would be great. The description also made it sound like we would be learning more fixes.

The workshop is basic but included everything basic.

They are doing very well, may be provide discount coupons for selected locations to fix the care of audience.

This workshop was excellent. I now feel confident about talking to my mechanic and or doing it myself.

This workshop was wonderful. I loved it. No improvements.

To advertise more frequently.

To educate people who own cars especially old ones.

Touch on the other fluid leaks in the classroom. Most of class is focused only on oil.

Understand how severe the situation is and knowing the costs. Go over the check kit package material. Focus on other fluids also. Main focus was oil only.

Update the video.

Very good.

Very good now.

Very good program-very knowledgeable & informative-program is very good as it.

Very good, no improvement needed.

Very well taught & demonstrations.

Video/live demo of an oil change, start to finish.

Warmer area.

Warn students to dress warm since 2-3 hours takes place outside.

Was great.

Was great.

We should be given the sheet to put under the car before we start so it has time to drip if there is a leak.

What to expect, what to bring (coat, pen, notebook, etc.) where to park (don’t use campus map!) Email or text reminder 3 days before class.

Worthy coupon savings from reliable shops.

Wow it was so helpful.

You are doing a great job. Nothing I can think of for improvement.

You did an excellent job.
PROGRAM PARTICIPANT FOLLOW-UP SURVEY

Q5_7_other: What most influenced you to attend the auto leak workshop?  
Other, please describe:  
- Concerned about pollution.  
- Concerned about the environment.  
- Curiosity.  
- Don't drip & drive campaign.  
- Family.  
- Great information for my kids.  
- I had a leak and wanted to find out what it was.  
- I thought it was part of the oil change.  
- I used to have a car with an anti-freeze leak so I wanted to make sure my newer one was ok.  
- I'm a partner of the campaign.  
- Leader with effort.  
- My son wanted to learn more about cars.  
- Personal recommendation.  
- Protecting the waters of Puget Sound.  
- Public NPR announcement.  
- Read about it on King 5 website.  
- Seattle city water info.  
- Word of mouth.

Q10_11_other: What is the main reason some or all of the leaks or problems have not been repaired? Other, please describe:  
- 25 year old pickup. Hardly used.  
- Afraid to trust mechanics, several have managed not to give me written quotes.  
- Car broke and sold.  
- Cost does not justify the benefit. Leak rate is a few drops a month (less than half quart per 6 m).  
- Donated car.  
- I have an old 1962 Lincoln, so the repairs are only trusted to a few. I haven't had the time yet.  
- I purchased a new car since the workshop.  
- I was in an accident, someone plowed into me and the car was totaled.  
- I'm fortunate that it's a very small leak/repair; not sure how to get a $20 job done.  
- I'm getting rid of the car.  
- It is scheduled.  
- It was too much money - $400 to potentially $700 for the repair job.  
- Leak was a seep and doesn't need to be repaired.  
- Mechanic said he'd have to remove the engine to access, $$$$$ tiny leak, & thinks I shouldn't.  
- Might be trading in the car anyways.  
- Minor leak and I ended up selling it due to other mechanical problem.  
- My mechanic felt leak so small that it wasn't worth fixing/finding.  
- Need an honest car shop.  
- Non urgent.  
- Not affect to drive right now.  
- Not leaking heavily.  
- Not ready.  
- Older car, told all old cars leak.  
- Problem too severe.  
- Repair will cost $800+.  
- Slow leak.  
- Small leak and instructor stated needed in the next year.  
- So very fed up with society in general! While there is talk of "environment" - the real god is $$$$  
- The first leak was repaired. The second requires expensive testing, so delayed.
- The leak is minor (now) but expensive to fix. I’m still planning to fix it within say 6 mo.
- The leak is minor and watching it if there is a major problem.
- The leak is super slow, doesn’t drip and isn’t causing a water quality problem yet. I’ll fix it at next maintenance.
- There was no oil leaking yet but it will happen in the future. I have an inspection coming up a and
- Unable to pinpoint the leak(s).
- Unclear whether other possible leaks were significant.
- Waiting for auto repair program at shoreline to return my call to fix the car for five months.
- Wasn’t worth putting $ into the car; sold it.

Q12_7_other: What was the main motivation for getting it repaired?
Something else, please describe:
  - I’m all alone now and it feels good to know an unbiased and great mechanic checked it out.
  - It was loose lid which Jack Devine tightened.
  - Need my car for work.
  - The mechanic told me what I needed to fix.

Q13_5_other: How soon after the workshop did you get your leak or problem repaired? Other, please describe:
  - One was within 1-4 weeks, the other was within 1-3 months.

Q14_7_other: How did you decide where you would take the vehicle? What influenced your decision? Other, please describe:
  - I have a mechanic I fully trust.
  - Minor, no expenditure.

Q20_11_other: What is the main reason some or all of the leaks have not been repaired? Other, please describe:
  - The repair will exceed the value of the vehicle.

Q22_7_other: What was the main motivation for getting it repaired?
Something else, please describe:
  - A week after the event, I got a severe leak. The new kit in the car contained the spill.

Q31: What did you learn or experience in the workshop that changed your motivation or confidence?
  - (1) I learned that our white Toyota had a severed line that is connected to the power steering fluid.
  - (2) I learned how even a few drops of oil can destroy an environment, kill our fish and endanger all creatures inside and outside of the Puget Sound. (3) We humans and our toys and machines are truly killing the environment.
  - A great friendly class leader.
  - A little more knowledge about my car and where things are.
  - A ton! How to check my oil. How to top off my oil. What kind of oil to buy. The damage it does to the environment. Thank you so much! Now I’m driving leak free and feel much more confident. I also learned to take my car on road trips!
  - Although my car did not have any leak problems, almost all the other cars that were examined had leak problems. More conscious of damage to the watershed that just one leaky car can do.
  - As a single woman, it is very important to keep up on car maintenance to preserve engine life of you vehicle.
  - Auto knowledge I did not have before.
Be aware of leaks in my cars and fix it before it gets worse and expensive and also help not to pollute the environment.

Be more knowledgeable and can talk to mechanics better.

Being able to ask any questions and see where the fluids are located in my vehicle made a big difference.

Being able to easily see the underside of my car (which has a lot of rust from when we lived in CT), and how it compared to the underside of other cars, helped make more real the consequences of car maintenance.

Being able to have the car on the lift and get a full view of the car was really important to me. It really helped me understand more of what was going on with my car.

Being able to see the actual places underneath my car.

Being better acquainted with my vehicle and how it functions gave me more motivation and confidence to take care of my truck going forward.

Best to take preventative action...i.e. I had the battery replaced, added anti-freeze and windshield wiper fluid, and had oil changed several times since the workshop.

Brake fluid % moisture test, wheel center nut check, vanos leak.

Check my vehicle for free.

Checking for leaks and fluid levels can avoid much bigger costs down the road, and the steps to check and correct fluid levels are fairly straightforward.

Color meanings.

Fluid changing schedules and how to tell if the fluid is bad.

For one thing ...Obviously maintaining your car prolongs the life of your car. How much a little leak can affect our environment! The instructor was very informative, willing to listen, to all of our stories regarding cars & mechanics, and etc. I felt very empowered by the knowledge, experience and wisdom the instructor shared with us! If there was another workshop for car maintenance part two... sign me up!!!

Gained more knowledge about the types of fluids that go into a car.

Going over where things were right on my own car was a big help. I would not have been able to translate a video to my own car.

Good instruction on what to look for.

Got a professional opinion about the severity of my oil leak.

Great experience. I have a newer car and didn't have any leaks, but was happy to know that some rodent damage hadn't impacted the systems.

Greater familiarity with the systems in my automobile.

Having someone explain and show on my car where things are made me more confident for when I need to have maintenance done. It was reassuring to know that I currently don't have any major issues wrong.

How bad my leak was. Shocked!

How damaging leaks can be.

How easy it is to keep track of the fluids in your auto.

How easy it was to check for common leak problems to avoid future expensive repairs.

How important it is to keep up with my vehicle for a safe environment. For myself and others my vehicle runs nicer I take care of my vehicle it takes care of me!!!

How much oil or other fluids go to the oceans and rivers.

How simple it is to check fluid levels.

How to change my car’s oil (video). Tips from instructor for recommended suspension repair (inspection).

How to detect leaks. A reminder on how important it is to check leaks.

How to identify different leaks.

How to look at leaks and see what kinds I have.

How to take care and check my car.

How to use different tools to check for types of leaks.

I am a widow and used to having my husband take care of the vehicles. Now I feel more comfortable doing it myself.

I appreciate more the value of an older car if properly maintained.
I better understand the importance of having my oil changed on a regular basis. I was already doing this (drilled into me by my father years ago), yet now I understand (more than just because dad told me to). And I’ve told others about the workshops.

I can check my oil level and fill it if need be.

I decided to sell my car to someone who could afford to repair the issues. I understand better the environmental repercussions of continuing to drive it and, since I can’t afford to fix it, I am choosing not to drive it at all.

I did not trust the dealership I was going to, and found out that I was right. I also learned how to correctly check the fluids.

I don’t have a partner anymore, so I needed to brush up and be reminded which and where to check, and for what reason.

I experienced the perspective of an expert mechanic on how easy many auto repair tasks are, which really increased my confidence to just try it myself and see if I could do it. I could and I did!

I gained more knowledge with the hands-on training in how to better search for leaks.

I got an intimate look at the components under the hood and under the car itself. This helps to demystify the vehicle and gave me confidence when I talk to mechanics. It taught me that a good mechanic is someone who can explain the problem to me, and cars are not a mystery.

I have always taken very good care of my cars, in the sense that I have my mechanic change my oil every 3,000 miles, use good quality gas & get things fixed asap when there’s a problem. So this didn’t affect me much in that sense. I would like to take it again to feel more comfortable w/ all the parts, even recently almost opened the wrong thing (to add to) when looking for coolant.

I have learned a lot about my car and how to maintain properly and save the environment. I think if the program includes using dye material so we can pinpoint the actual place of the leak it will save the owner money and time. That’s only my opinion.

I have more knowledge about the mechanics of my car, which in turn helps when an issue arises.

I keep check my coolant and change engine oil every 3000 miles.

I know a few basics but more importantly know where to go for answers and what questions to ask to begin with. Just a little familiarity can go a long way.

I learn my about under the hood of the car.

I learned about how leaks work.

I learned about how to change the oil filter in my car which empowers me to change the oil myself. I also learned about the rationale for oil change frequency and the importance of maintenance to decrease problems with the car long term. This will likely increase the frequency of my oil changes and the likelihood that I will pursue changing my own oil in the future.

I learned about the importance of taking care of the leaks so that the oil doesn't go into the environment. Thank you for your help.

I learned about the severity of the oil leak problem for the Puget Sound and earth. That’s a strong motivator to be responsible with my vehicle.

I learned basic upkeep methods i.e. when/how to change oil and other fluids and where exactly the reservoirs are located in my car. The mechanic also informed me that the leak in my car was most likely due to a bad head gasket, which was an easy enough fix to do on my own.

I learned how easy and also important it is for the lifetime of my car, and for the environment, to take proper care of my car.

I learned how important it is not to put water in radiator reservoir. And to keep the proper solution in the windshield reservoir.

I learned how important the oil is for your car and with drips how it affects our water sources.

I learned how simple it is to check your car.

I learned how to check and care for the car battery, how to check brake fluid. About air pressure in the tires, and many other helpful things.

I learned how to check the fluid levels plus some tips on changing the oil. I learned how to properly clean any spills too.

I learned how to look for the source of the leak.

I learned how to read all fluid levels under the hood. I learned how to check for leaks under my car using the white floor cover; how to identify fluids by color. I also learned that I should be taking my car in for an oil/filter change more often than I was.

I learned more about checking hoses.
I learned more about my vehicle by being able to have all the parts identified for me when it was on the lift. I was able to ask questions of the instructor and get them answered. I knew exactly what to ask my mechanic to check and repair.

I learned that I need not only change the oil but also the brake oil.

I learned that I should not be scared of the mechanics of my car. By looking at it as a machine and making sure the parts are all maintained and working with the other parts correctly, I am much more confident in identifying a problem and getting it fixed.

I learned that if you pay attention to your vehicle that it’s less expensive. I also learned that it’s not as difficult as the mechanics make it.

I learned that it is very important to check all fluid levels and not just the oil.

I learned that my car is not such a mysterious beast and that simply taking charge makes a world of difference. My late husband always did everything for the car and I was completely in the dark about maintenance and frankly, I was scared. The workshop and the excellent teacher at Shoreline Community College were quite simply -- superb. I thank you so very much for the opportunity and hope that you can continue the workshops another year.

I learned that the mechanics who checked out my car at the end of 2012 had gone way overhead on their estimate to make all the repairs. I think it was over $2000 to fix a 1998 Honda CRV with over 190,000 miles. It's just too much money and I told them I'm on a strict budget, I have no disposable income. I got estimates of $350 to fix one thing last year and it still has not been fixed because in the past year I've never had an extra $350. I've had the oil changed, wipers changed, filter checked and changed, and nothing else in the past year. Too bad because I want to make the car last as long as possible.

I learned that you can learn a lot simply by putting your car on a lift and looking underneath it. Also, evidence usually points two a few potential problems...you just have to use your best judgment and try what you think might fix the issue.

I learned that, as long as I keep track of how often I change the fluids, it's not so hard to maintain.

I learned the importance of having a good ongoing plan to maintain my car so that my mechanic knows me and my car and I know the mechanic before significant service is needed. I learned that the shop where I have been taking my car in Seattle has a good reputation for honesty and quality service, so I didn't hesitate to have them repair the leak that I found.

I learned the location of all the fluids and basic car anatomy.

I learned to check any leaking. Now I'm not afraid to check and change fluid. I feel confidence to do it myself since I know what they are and how to do it.

I learned to open the hood of the car. The instructor was phenomenal and engaging! He (Janos Szablya) I think was his name explained how the engine works in a way that I can understand. He should have his own TV show. My daughter and her friend really learned a lot and enjoyed the class. We highly recommend it!

I learned where each thing was located, that there were new tools to check for fluid contamination, and that I can be empowered to know about my car without having to rely on a mechanic to tell me.

I learned where the oil pan is and where leaks can happen. I also learned about the cv joints and that leaks can occur there as well.

I like the idea that I can bring my car to you and get it fixed for less. This is my girls mean of transportation so I can't just leave it indefinitely. They will both be off to college so next year I could bring it to you and leave it thx and I went to the mechanic the instructor suggested and he was great.

I need to go forward to fix the leak problem. Not just delay and delay.

I nor my husband had ever walked under our car, nor watched as someone pointed out and checked each critical element. We learned a lot just watching as each participant had their car inspected also. We were also proud that ours was clean underneath. I have passed out pamphlets, and referred family and friends to sign-up for the inspection as well. Thank you for making this possible.

I now know what to look for and where to look for it.

I realized that every car is leaking something that eventually ends up in our surface water (streams, lakes, sound, etc.). Whatever I can do to reduce the amount being leaked has a large impact in improving these water resources.

I trusted the instructor's judgment and recommendations, so I am following them. I wish I could get recommendation on reliable mechanics in my area since I have a hard time trusting any mechanic.
- I understand better what I am doing now.
- I was able to understand the way the vehicle operates and what to do to keep it in top shape.
- I was always good about maintaining my car, but I learned that with older cars the 3 months between oil changes is a better guide than waiting for 3000 miles.
- I was amazed that I walked away thinking, "Gee! I really could change my own oil, if I had the right equipment and enough time!" It was explained really well, and I took good notes. Now, though, it has been about a year, and I admit much of the knowledge and even motivation has slipped. Overall awareness is still higher, though, and I'm still glad I have my notes (just need to pull them out and review/follow-up some more!).
- I was ashamed of the condition of my car, and its negative impact on the environment.
- I was making big deal out of it, but it was not.
- I was very happy to go to SCC because I had wanted to see their facilities and possibly take a class.
- I was very impressed by the manner and information and hands on presentation given by the instructor.
- I was very surprised to learn just how much leaks contribute to pollution, and was surprised that out of all the cars that were inspected, only one or two didn't have leaks. The mechanic told us that probably 80% of cars out there have leaks. It definitely made me want to fix mine.
- I work on my cars all the time, but the instructor was very good at going right to the problems and identifying them quickly, which is the part of car repair that I have the most problem with.
- I would like a more hands on class. The class I took focused on describing the fluids and having the instructor check each specific car for leaks. I would like a class that is more hands on, maybe having everyone in the class work on one car, but completing some of the things they talked about.
- Instructor is awesome.
- Instructor was really good at helping us understand the types of leaks and how easy they are to detect and to prevent. The facility the class was held in was without power due to a storm, so he was not able to show the video or hoist cars up to check for leaks. Yet he was incredibly good at walking us through the types of leaks generally found, how an engine works and why the various fluids are critical to a vehicle's operation. He walked us through what is in the kits and how to use them.
- It gave me the confidence and knowledge to go to a repair facility knowing what was wrong with my car. I could ask for specific repairs and ask for repair quotes. When the repairs were done, I asked the facility to show me while my car was on the hoist to show me what they did. I compared what I saw at the workshop with the new parts and could confirm that they did what I had requested as well as confirming what I learned at the workshop. I highly recommend this.
- It is good to address any car leaks right away to lessen repair costs & damage to the car & considerably reduce environmental impact.
- It is important to check your fluid levels. My power steering reservoir was almost bone dry so that I could have been hurt. Also, the lady who heads L&I is from the Philippines originally. Thanks for the card.
- It seemed pretty straightforward.
- It was a very informative workshop and taking notes, I learned some valuable info about oil leaks from cars and ones that I'll make sure to correct.
- It was good to see the underside of car & have a better idea of all the places that leaks can appear.
- It was very helpful for me to be hands on with a live mechanic to see the procedures.
- It's easier to change the oil than I/we thought.
- It's pretty easy to detect leaks, just need to spend a little time.
- I've learn to warm up my car each time before I drive. Leaking is not good for the environment and car. I have not received any reply after leaving two messages to the auto repair program at shoreline community college since March 2014 to fix the minor leak in my car.
- I've learned oil leaking is bad for environment.
- Jack Devine, our instructor extraordinaire, took the time to answer extra questions and to go over anything folks brought up. He even responded to my emailed questions a couple of weeks after the class!
• Jack, the instructor, really motivated me by explaining everything in basics that I could understand and showed how simple checking things can be. Also he made me aware of the harm that could happen if I didn't check things and how much more expensive a repair could be if things were let go or not checked. I really felt good about learning, a great feeling that I could talk to a mechanic now and what to look out for in a mechanic and to question mechanics. Because of this class I have completed some very necessary maintenance on my car.
• Just basics about my car. I actually know where things are!
• Just gaining a better understanding of my vehicle motivates me to be more involved in its upkeep. I care a lot about pollution prevention, so that's a big motivator too.
• Just general knowledge of what to look for. Being able to go under car and have it all explained was amazing.
• Just the fact that many of the things that I was already doing were correct. I was told that my engine had a leak, and the teacher confirmed there was no leak, and his encouragement to make Nissan prove that I needed a $7,000 engine replacement. I loved his style, direct and honest.
• Just the importance of keeping everything working properly.
• Justine inspired in me a better sense of my own ability to take care of my vehicle, even if I have to do it a little at a time. Both Justine and the instructor were helpful in providing me more resources to turn to, in the community. The instructor demystified aspects of the automobile with his excellent background. I went 2x with the same vehicle; the first leak was fixed, and the second requires expensive testing, so it has been delayed, but thanks to these guys, it will be managed.
• Keep my car in regular maintenance.
• Leaks affect the environment and car performance.
• Leaks can occur in a number of places within your car. It's important to stop leaks when first detected.
• Learned more about oil and what to look for in all types of leaks.
• Learned that your vehicle can last a long time if the fluids are changed regularly.
• Learning that the vehicle was in fact leaking some and what I should have looked at by a mechanic to fix it.
• Learning what to look for underneath the car while it was on the rack.
• Learning where things are located on my car, how often to change them and the damage leaks cause to the environment are all motivating factors.
• Listening to the instructor helped very much. It was very nice the all the questions were answered. And did not feel that it would be looked at "asking a dumb question".
• Everyone that did the oil change, check the fluids and changed the windshield wipers were very friendly.
• I would go to this again. Maybe ask more questions."
• Mainly that leaking car is not a safe car.
• Maintenance is vital to longevity of your car.
• Never knew when or what to periodically check.
• Newspaper.
• Places and how to look for leaks that I did not know before.
• Possible sources of oil leaks.
• Reaffirmed my confidence in my own diagnostic abilities and gave me more confidence to challenge a mechanic who seems motivated by money.
• Seeing how some of the checks are done and the expertise of the instructor helped build confidence.
• Seeing other people's cars with more serious problems than mine.
• Seeing the car hoisted up and seeing the car from underneath made working on the car less intimidating.
• Seeing underneath my car, under the hood having it all explained, and classroom time orientation about how the car works; then finding an excellent mechanic that I can trust with reasonable rates.
• Seeing where fluid caps, dip sticks, etc. were on my car.
• Some of the fluid checks were easier than expected - prior to that I'd only done oil and wiper fluid checks.
• Some simple understanding of where things are located and how to simply check the fluid levels and look around for problems.
• Some things you can check out on your own before taking it in to a shop.
Sometimes there is no visible leak on the ground; but there could be a small leak e.g. around a wheel which is only visible if you go under the car. That small leak could become bigger later on.

Take care of my car, good maintenance.

That finding the leak or figuring out where it was coming from was not that complicated.

That fluid levels are the life of a vehicle.

That I could check fluids, check for leaks, I could have lesser mechanic bills by doing these things. Before this workshop I had absolutely no confidence in car maintenance and that is why I did not maintain my cars like I can now. This workshop every car owner should take.

That I could do some of the tests myself.

That I had been doing a good job already just couldn't figure out where I was losing oil some a small leak and just using it due to a high rev motor was my conclusion. I keep a record already of maintenance.

That I know less about my car than I thought I did. I need to open the hood to my car and check it out. Repeat, I need to do this not rely on someone else to do it.

That I was already on the general right path in how I check under the hood.

That it is quite easy to maintain the proper levels of fluid levels in my automobiles.

That it is simple to check your car yourself.

That leaks are solvable problems! I especially liked that the workshop involved checking individual cars up on a hoist, including mine, so we could all see what was going on underneath. The instructor was great!

That there are low or no cost resources available to help car owners keep their vehicles properly maintained.

That there are many sources of leaks and some information about how to diagnose them.

That's it's really not very difficult to check these things on your own and that if you don't regularly maintain and check these things you can do much more costly damage to your vehicle.

The confirmation of a mechanic's evaluation was the most important impact of the class & inspection, and encouraged me to pay a significant amount to fix what appeared to be the most significant source of oil leakage.

The environmental impact from all car leaks is significant and that reducing the amount I contribute is a useful effort.

The experience of looking under a car. Looking at so many different types of cars under the hood and from the underside.

The impact of car leaks on the environment and some of the tips and tricks on how to talk to auto repair shops.

The impact to the environment and the fact that it's not as hard as I thought.

The importance of keeping oil out of our rivers and to keep the environment cleaner.

The importance of taking care of an older vehicle and the difference that can make in the life of the vehicle.

The important of taking care car leak to reduce the damage it causes to our water and environmental system.

The information about pollution and run-off to Puget Sound was profound.

The information, the drip color card, and watching the instructor check my car.

The instructor was very informative and made sure we all had a chance to ask questions and show us where to look to check fluid levels.

The instructor was easy to work with and be instructed by.

The instructor was excellent. I loved the class. It made me want to pursue becoming a mechanic except I have lifting restrictions.

The instructor was very good, and overall, he showed how important it is and how easy it is to maintain some things yourself. I appreciated the inspection, and also the kit. I haven't used it yet, but I am happy to have it ready when needed. My car is relatively new, and he said there were no issues at this time.

The instructor was very helpful and validated maintenance information I knew about even more and the importance. I did not know about the fluids having an impact on our water systems (streams, etc.).

The instructor was very thorough in showing us what to look for and why.
- The instructor/inspector was very friendly and gave me confidence to check the fluids in my car. I have a 1994 car and there's a lot that can be wrong with it, but he was kind with his assessment of the vehicle.

- The method the instructor used gave me the confidence to be able to figure out some of my car's problems, particularly with the power steering. The instructor pointed out, in the bay, where the steering rack is located and that I needed a new rack :) and I finally now see what the boots are; other mechanics described it as a shield that had cracked, so I envisioned a large shield on either side; but now I see they are accordion-like small rubber boots that attach to the rack. The mechanic I take my car to in Everett tried to stop the leak by fixing the O-ring, and since then it hasn't leaked as much. As soon as I get a p/t job I will save for the $600 it will cost to fix the entire rack. Thanks to all for a great learning experience in such a nice facility. Thanks for the bag of goodies. One thing is, I got there early but thought you were located just around the corner, and waited there until finally realizing I needed to go to the actual 2100 number on the building. Maybe a small sign at the corner would be a way to guide people like me to venture a little further to the correct location. The instructor was really great at explaining things in a calm manner and with a good sense of humor. It makes it seem like fun to now be able to take better care of my car. Even with over 250,000 miles on this Acura TL, since my parents had taken such good care of it when they were alive, I now am trying to keep it going a little longer, so all of this information received in the workshop really was helpful. I hope the workshop will continue, as I would like to learn more about cars in the future. Thank you!

- The one-on-one inspection of my car helped me better understand my particular car's "leak status" and what needs to be done to make the repair. It eased my worries. Janos was awesome, as he was clear, up-front, highly knowledgeable, and very helpful. I feel it is important to continue this program!

- The position of tank and other parts under the hood / car. The fluids, levels, electronics box and more. How to find that there is leak. How to check the levels and fill the fluids confidently. I now feel educated about my vehicle. Overall a very useful workshop.

- The problem was not as serious as I expected.

- The under the car inspection of not just my car but the other students' cars was very motivating. I saw first-hand what damage not just to the environment, but other components on a car can occur when you have an oil leak (e.g., swollen rubber hoses). Also, the video presentation at the beginning was full of good information.

- The workshop and the instructor took the time to examine my car in front of the people attending the workshop to understand what a well maintained should be. I was happy that I took good care of my car which had 450,000 miles on it.

- The workshop confirmed my belief that fixing auto leaks is important for the environment. I was surprised to learn some major leaks can be repaired for little money. Unfortunately, my car did not fall into that category. If it had, I would have definitely gotten it fix as a consequence of the workshop. The repair my car needs is very labor intensive, so it will be very expensive. It needs another expensive repair that causes me to fail the emissions test every other year. I can't afford to repair these things. I plan to trade it in another car when I can afford it. Right now I am on unemployment.

- The workshop coordinator showed me the different oil locations and how to test each of them for my new car. Before the workshop, I did not have a single idea as to where things were and what to look for. Since then, I have checked my oils every two months, and am able to keep an eye out for the health of my car. I am very thankful for this workshop. It allowed me, a single mum to actually do something auto towards my car.

- There is more to taking care of an auto than just reading the auto manual. Learned what to really check and how to do it. Now I want to take care of my auto but don't know who to go to that is an honest mechanic. It would help if the school could publish a list of qualified shops for different districts.

- Things about my brake fluid- tested bad.

- Things I could do myself to improve my vehicles performance. Know my car and watch for leaks.

- This was a wonderful experience, thank you!

- To check my car regularly so as to reduce the future cost of repairing.

- To identify parts of engine.

- To maintain my car.
• To stay on top of your car's maintenance. If I don't do it, who else is going to do it for my car. And who better will know my car and its characteristics.
• Understanding more about where to look and how to look made me more confident.
• Ways to detect leaks.
• We don't often get to see the underside of our cars. In my case, the instructor identified an incipient, expensive to fix engine rear seal leak, costing about $800 to fix; I'm working on it. The instructor also identified a safety issue (broken leaf spring) which I've fixed (about $100).
• Well, the mechanic didn't know too much about my car, so I was a little disappointed and took it into my own hands, reviewed 3 other mechanics, and ended up letting my vehicle go due to the stress.
• What a great instructor! He is extremely knowledgeable & helpful!
• What one may do on their own, and the seriousness of oil leaks.
• What the problem was and how serious it was. The cost was out of sight so had to borrow money to get fixed.
• What to look for and how to find it.
• What to look for when inspecting my vehicle and the free inspection was very detailed.
• Where a leak might be coming from based on fluid color and location.
• Where all of the fluids go, what they are supposed to look like and when to get them checked/changed.
• Where to look and what colors the different fluids are.
• Where to look under a car for specific types of leaks.
• With this hands-on experience and having what we looked at with the car hoods up, then hoisted (or vice-versa) being explained, I understand and am more aware of how a car works. Plus I do want to do my share of preserving our environment.
• You never know 'til you get the car up on a lift and take a look.

Q32_7_other: Which part of the workshop did you find most useful and interesting? Something else, please describe:
• All of the above.
• All of the above items listed.
• Great instructor!!
• The program as a whole, all parts informed me.
• Watching and asking questions while my car was checked.

Q36_7_other: What have you been telling others? (check all that apply)
Other, please describe:
• All of the above.
• All the above.
• Also, it makes women realize that cars can be maintained by us women too,
• Availability of Technical Colleges to do car maintenance (great for friends without steady income).
• Free inspection, getting an idea of how much longer my car might last.
• Free test kit!
• Gave them a free leaks kit.
• How cool it was to inspect your own car with a professional!
• How great the people running it are.
• How many cars on the road have leaks.
• I think it was important for many attending but it was just a confirmation of prior information.
• Janus is a good instructor and entertaining....
• Only chance they may get to stand under their own car, with a professional addressing critical areas.
• That the workshop exists and is available.
• Told them the mechanic couldn't seem to care less about my car, and the video was boring.
• What a great instructor.
Q37: What would you say was the greatest benefit of the workshop?

- A better understanding of my car.
- Ability to look at own car during workshop, and to see cars of others in various states of repair/disrepair for comparison.
- All of the information and the friendliness of the people.
- All the info and the check of my car.
- Allowing us to look under all the cars. Even got to check out the brakes too.
- As we all know, knowledge is power.
- Becoming more aware and not feeling like a dumb girl.
- Being able to go under the car and check for leaks. Although I would like have spent more time in the class room learning about car parts. There wasn't a vehicle diagram handout showing parts of the car.
- Being able to look up under my own car and learn what the parts are that I was looking at.
- Being able to observe an inspection and being explained what was under my hood. When you take your car for maintenance they just do it and you aren't explained anything. I liked being given a description and being able to see. The instructor was very knowledgeable.
- Being able to see the results of leaks and the different kinds of fluid leak.
- Being hands on with my own vehicle.
- Being in the tech school and feeling it was easy to be able to do it myself and feeling confident about checking my fluids in my car and knowing bad leaks can harms the environment. Thank you for all the knowledge on that!
- Being more knowledgeable about how to keep my car free of leaks and the leak impact on the environment.
- Better understanding of cars.
- Car inspection and to get my car fixed. Video is informative. The leak checking kit is helpful to use. Friendliness of the staff. I have informed friends to sign up for your program.
- Causing me to realize how important it is to check your fluids.
- Check my car all around.
- Check my car for free.
- Check vehicle.
- Checking leaks on my car.
- Checking my own car with the technician.
- Checking of my vehicle together with the owner.
- Confidence of watching and learning as multiple cars were checked. Thanks for doing it!
- Confirming that I have a leak, finding out how to determine what kind of leak it is, all without having to spend any money. I know I could do this again myself, and have the tools to do it from the kit I was given.
- De-mystifying the "why" of regular car maintenance. Also benefit to hear other's questions and observe instructor inspect more than just my car. Helps me to realize how big an issue leaks are - even though my leak was extremely small.
- Early leaks detection
- Easy and approachable way to educate the general public in basic auto care. Leak testing was very useful too - a free workshop is a great way to motivate people to get that shiz fixed.
- Education about the environment and my own safety as well.
- Empowering vehicle owners to maintain their vehicles by showing them it's not *that* complicated.
- Empowerment to take care of problems myself.
- Everything was very helpful.
- Finding a leak.
- Finding a leak that could have seriously damaged my vehicle and getting it quickly repaired. Getting enough background so I could go to the mechanic and know what I was doing, avoiding being "ripped off." Justine’s encouragement and support is just terrific.
- Finding dangerous, but easily-fixed (a couple minutes with a wrench) faults I didn't know about, and other non-dangerous problems.
- Finding leaks.
- Finding out that my car wasn't leaking engine fluids.
- Finding out whether my car leaked.
- Finding the leak.
- Free check-up.
- Free inspection.
- Free inspection.
- Free inspection free gifts excellent information shared.
- Gaining confidence.
- Gaining confidence in maintaining my car. I'm not wasting money, but adding to the life of my car. Also, I'm well aware of the disastrous impact of just a small amount of oil leaking from personal vehicles. I want to set a good example for my friends and family members. Don't drive and leak!
- Gaining more confidence on car maintenance.
- General raising of awareness that one should maintain their vehicle, including both the reasons why it is important, and the how to do it. I sent my husband/his vehicle to a workshop after I attended mine, and that was beneficial (he used to go years between oil changes, and now he's more proactive). It was also good to have my own vehicle checked and (if I recall correctly) be reassured there was no leak (I know there were no major ones, even though at the time I feared there was). I liked the coupon, too, and keep meaning to use it just for general maintenance, but still haven't managed to make that appointment. As mentioned earlier in the survey, ironically my car got a major leak (power steering fluid, I believe) about a week after the workshop (had to leave it in the parking lot where we noticed it). Thankfully, I had the kit in the car, so it helped me contain the spill and thus I carry the kit in my car to this day.
- Getting know that my car has leak and I need to change the brake oil soon.
- Getting leak checks to be understood as part of vehicle maintenance.
- Getting leaks checked by someone not trying to sell something.
- Getting my car checked.
- Getting my car looked at and seeing what other people's cars looked like from under the lift.
- Getting my own car checked; not only did it increase the learning, but of course it was more applicable to have my own car on the jack.
- Getting the auto checkup and learning some basics.
- Getting the car fix.
- Getting your car checked. Learned more about my car.
- Going over each person's auto gives you a broader knowledge of your auto.
- Got me to fix what I might have ignored.
- Great instructor and under vehicle check.
- Group event of checking for leaks on all the different vehicles.
- Hands on aspect and getting underneath the car.
- Hands on demonstration on how to detect leaks in your car.
- Hands on experience with your own car.
- Hands on inspection with car on lift.
- Have expert to check my car for free.
- Have my car completely check over for leaks and other worn parts.
- Having an unbiased person look at our car and tell us what they thought was wrong and how to fix it; giving us a rough estimate at what it might cost to fix. It was nice not to have to worry that we were being taken advantage of an unscrupulous mechanic... 
- Having my car inspected. As I mentioned earlier, I have a 1994 car and it was good to get an overview of the good and bad of the car's mechanical system.
- Having the mechanic check for leaks.
- Having your car checked and learning how to check and maintain my own vehicle to save myself time and money.
- Help to build confidence in evaluating some of the simple maintenance tasks.
- Helpful to learn how to check for leaks and fluid levels.
- Helping clean up Puget Sound, driver by driver.
- I became more informed.
- I care about the environment and my car so it was very cool to learn about both subjects in one class.
- I did forward e-mails about u recommending air at the time, to women friends. Tho not sure if I specifically "talked about it" after. As a female I just want to be more familiar w/ my car's parts, my
mechanic calls me a "hypo-cardiac" since I'm always hearing noises & assuming there's problems.

- I discovered after the inspection of my car battery, I cleaned it off as he mentioned how. Then I decided and bought a new one. I felt confident on what to ask the mechanics that were servicing my car.
- I don't feel as totally ignorant about the importance of caring for my auto.
- I had an oil leak that was more serious than I thought and therefore had it repaired.
- I have a much better idea of the leaks.
- I have learned a lot about my car.
- I have more confidence that my car is a good solid car even though it is old. I love having the sheet to detect leaks, but I haven't had leaks and learning got have an oil change every 3 months whether the mileage is 3000 miles or not.
- I learn about basic check of liquid which I've never known before. My husband is the only one to take care the cars.
- I think that many people are afraid to look under their car and being guided around the underside makes it seem not so complicated and easier to understand.
- I was able to save money knowing more about my vehicle through this class. I found I can do some work myself to fix leaks.
- Identification of the leak in my vehicle.
- I'm in control and also save money.
- Importance of car inspections.
- Increased awareness of pollution, especially considering the number of cars on the road that have oil leaks...so sad that most people don't care. This workshop gives incentive to people to be more aware and learn how to make improvements...little changes make big impacts.
- Increased awareness of the impact of our activities on the environment.
- Increased confidence in both myself, my husband and my kids regarding vehicle maintenance.
- Increased confidence in DIY maintenance.
- Increased knowledge and familiarity with basic car functioning. Also made me more aware of what I can easily prevent in terms of damage to my car and the environment.
- Increased my knowledge of my own vehicle and also other vehicles. I learned about common problems with different types of cars as a result of the vehicles of the other participants. From my experience, the particular workshop helped me to identify the number and type of leak on my car (i knew I had a small one, but wasn't sure what it was) and to gain confidence to call and talk to a mechanic to get it fixed.
- Individual free inspection of my car.
- Info on the ecological cost of leaks.
- Inform vehicle owners the importance of proper maintenance and how that affects the environment.
- Information.
- Information.
- Information dissemination to the public that makes us aware of the impact of auto leaks.
- Information received about my vehicle.
- Inspection and emphasizing the impact of leaks.
- Inspection of my car and getting to observe the inspection of other cars to see what can leak and the downstream effects of leaks on other components.
- Instructor's knowledge and conveyance as to the ready availability of organizations like the technical college to help de-mystify car maintenance and care. I felt that if I need to follow up, I can rely on their knowledge. Wonderful community resource.
- Is to overcome your fears about your car.
- It affirmed that there was a leak and from where it was leaking, an how difficult it would be to fix it. Also, it showed me a couple of things to fix, in the future. The instructor was very informative and spent enough time with each to show what he found and still have time for all the participants.
- It allowed me to make a good evaluation of my vehicle's needs.
- It gave me some confidence that I better understand my car.
- It got me off my butt and into action to get my car inspected and a leak repaired.
- It is a terrific community resource and provides useful education about car maintenance.
• Just that it got me thinking about it and helped make the idea of getting the leaks fixed seem a little less overwhelming.
• Keeping my car from polluting the environment.
• Know, what things are call and why, they are there.
• Knowing about the slight leak and location in my car. Knowing about the impact to the environment. Having a great mechanic that was helpful with answering questions.
• Knowing exactly what to ask my mechanic to repair and check for.
• Knowing how to detect leaks & fix it, & how it impacts our environment.
• Knowing I could do some of the tests myself.
• Knowing more about how my car works.
• Knowing that I can maintain my car now, where before I had no idea how, and that now I can save money. The instructor, jack, made the workshop!! What a knowledgeable instructor and so patient with everyone. It was so obvious that car maintenance was his heart and that he loved teaching us. I learned so much from him and he made the terminology of car maintenance so easy for me to understand. I only wish I had this workshop years, and years ago.
• Knowing that my car is not a ‘leaker’ currently and how to check for possible leaks in the future.
• Knowing that the car one and their families are in is safe, dependable, and not causing the environment more harm than needed.
• Knowing what’s wrong with the car.
• Knowledge about my car’s inner workings.
• Knowledge and seeing under my car with my own eyes.
• Knowledge of how to care for your car. Empowerment. In auto emergencies, we have to depend on ourselves on what to do.
• Knowledge of how to check for leaks.
• Knowledge of the importance of checking and changing fluids. Keeping our waters clean.
• Knowledge. About the operation of your car. About how leaks affect the environment. How to enhance the life of your car. How to check all the fluids myself (including smelling all the fluids to tell if they are old or new!)
• Leak detection.
• Learned more about my car, and how to help the environment.
• Learning about automotive maintenance and hands on experience development.
• Learning about how a car's engine works, how to detect and differentiate different fluid leaks, and when it's necessary to take your car in to fix a leak.
• Learning about my car from a knowledgeable person who I felt I could trust. The class wasn't designed to sneak dollars out of my pocket but to honestly educate.
• Learning about why routine maintenance is important for your car and the environment, and learning how to maintain your car yourself. The opportunity to have your car looked at was also beneficial because I think it helps you trust the feedback you get from your own mechanics and helps people feel like the advice is not biased.
• Learning how simple most leaks are to fix and what leaks my car had.
• Learning how to check all my fluid levels.
• Learning how to check for leaks.
• Learning how to check for oil leaks.
• Learning how to detect leak so it's better for the environment.
• Learning how to detect leaks.
• Learning more about my car.
• Learning more about my car. Getting underneath the car and seeing if there was a leak or not. This is a very powerful and important class. I urge for the classes to continue for the sake of us, our children, natural survival, the environment and our food chain. Car oil is awful on salmon, etc.
• Learning techniques.
• Learning that my water pump was leaking, and getting to see it all underneath my car, so I was able to go with confidence to a mechanic and know what really needed to be fixed without worry they would try to sell me more unneeded repairs.
• Learning that there was no single identifiable leak point.
• Learning the importance of identifying leaks ... And that it's not all that hard!
• Learning to maintain my car and awareness of leaks harmful effects on our environment.
• Learning where the leaks are coming from.
• Listening to someone who knows what they are talking about.
• Listening to the instructor’s tips. He was genuine in his advice and demeanor, and highly knowledgeable.
• Looking at everyone’s car and seeing that leaks can come from different places.
• Making people more aware of how much motor oil washes into Puget Sound and how to prevent that and be more kind to the environment and your car.
• More info about maintaining, repairing & disposal of fluids.
• My kids were able to attend. They have a much better appreciation on why and how to do basic car maintenance. They feel much better about the car that they are driving and what to look for.
• Never let a shop tell you a small leak is ok: cars are not supposed to leak!
• New knowledge.
• Patient, well informed instructor was not only helpful towards conveying material, but also did not hesitate to correct, or indicate safety issues that needed to be addressed immediately by individual owners.
• Peace of mind, knowing my car is in good shape and knowing I will not pollute the lovely waters of Puget Sound.
• People need to know how to check the fluid levels in their vehicles.
• Please see my previous comment, where I essentially answered this question. Thank you very much.
• Preventing more oil from finding its way into our and other species’ water supplies.
• Properly maintaining your car and what to look for when it comes to leaks.
• Provided great information and auto gets checked out for free!
• Raising awareness of toxic materials from vehicles.
• Realization that there are more pollution modes than just exhaust emissions.
• Reassurance my car was in good working order as it pertains to leaks, etc.
• Saving the sound.
• See previous comment about confirmation of a costly problem.
• Seeing how easy it really is to check fluids.
• Seeing my car from underneath.
• Seeing that there are other folks, with leaks, who are interested in taking care of those problems (being encouraged to act, by seeing others acting).
• Seeing the car from underneath.
• Seeing the instructor look at the various beater cars and point out all the problems and also hear him tell his war stories re car repair.
• Seeing under all the cars and realizing how easy they can be to maintain.
• Seeing where to look for specific leaks and understanding the condition of my car.
• Seeing with my eyes what underneath an engine looks like
• That it provided the average car owner a way to further relate to the vehicle they may own.
• The communication with the instructor.
• The confidence in an independent trust worthy inspection and recommendation.
• The education.
• The evaluation of my vehicle.
• The fact that I can check my own oil levels and identify the colors of the leaks.
• The free check and awareness.
• The free inspection probably had the greatest benefit, not just to find potential leaks, but to see where everything was located in my car, and how other car engine components were laid out in other attendees’ vehicles.
• The greatest benefit to me is what I can do for the environment. And I shall and will encourage others to do the same. The course should be mandatory for all drivers and outboard motor owners.
• The greatest benefit was getting my car inspected to find the cause of the leak for free.
• The greatest benefit was having my car inspected. It motivated me to do it myself. I am motivated to go to McDonald’s for a big mac meal whenever possible.
• The greatest benefit was learning how to take better care of my car so that it will last longer.
• The greatest benefit was receiving the free maintenance supplies.
- The hands on instruction as the instructor was going from car to car. I am a visual person. I absorb more watching actual work being done!
- The hands on.
- The hands-on experience of inspecting not only your own car from all sides, but also many other cars makes and models with the instructor pointing out issues.
- The increased awareness of leaking fluids, and the harm they cause.
- The inspection of your vehicle.
- The instruction by jack at the Renton facility. This instructor was very encouraging, he made every question by every class member important, and every car important. I feel very lucky to have gotten him as an instructor. I had absolutely no idea before attending this class how important maintenance was to a car or the impact a leak can have in our area. I didn't even know the difference between oils or that I had to put a certain color of anti-freeze in my car. My car thanks jack along with myself. I believe I will be able to get a few more years out of my car now because of his class.
- The instructor and the facilitator were great!
- The instructor checked out my car thoroughly and put my fears to rest.
- The instructor was fantastic.
- The instructor was great and informative.
- The instructor's (Jack Devine) clear enthusiasm, investment, and commitment to helping people really learn how to feel more confident taking care of their vehicles and protecting our water/earth.
- The instructor's hands-on demonstrations of the anatomy of a car, with various cars, and how to check for leaks and fluid levels.
- The kit; learning about the leak; free.
- The knowledge I gained-and no one treated me like I was stupid.
- The money that drivers will save in enhancing their preventative maintenance capabilities.
- The one-on-one attention with a 3rd party mechanic who isn't going to try and sell you something.
- The overall workshop was beneficial and I think all that attended appreciated the thoughtful and thorough diagnosis of their vehicle.
- The personalized attention each car received.
- The video.
- The workshop gave me the confidence to check my fluid levels on my own.
- They have a pro checking your car for you, I think that if you guys do this in Spanish it will help more people, I am a bilingual person I can help if you need me to.
- They were very helpful to my needs of my vehicle, they were kind and very welcoming. I feel it is a blessing to have the workshop available for single moms and other to be more familiar with their vehicle and to know what to look for when you’re having problems or leaks. I just want to take the time to thank all involved the workshop, the inspector and volunteers. Thank you.
- To agreement to get environment safe but auto maintenance.
- To check my car free.
- To find out what I was looking at in regards to oil leaks and what the result of leaks are to the environment.
- To not have oil leaking from car.
- To take auto leak more serious in order to reduce my negative impact on our environment. Everyone has to do his her part to protect our planet.
- Unbiased assessment of my vehicle.
- Understanding my car.
- Understanding where things are in your car, seeing underneath it, and knowing about the environmental impacts.
- Was a “kick in the butt.”
- Watching someone who is knowledgeable about vehicles inspect my truck in front of me. Having him talk me through what he was seeing was also very helpful.
- We learned how to better protect the environment from harmful chemicals/oils, etc.
Q38: What would you change about the Free Auto Leaks Workshop, if anything?

- A follow up class to refresh or talk more on the repairs that are still needed.
- A voucher that can be used for repairs would definitely be awesome or option to have shop at which class is fix the issues.
- According to the instructor the video could be updated.
- Add a six-month follow up in which the participants can look at their car again to see if their repair efforts have been successful. Without having to go through the classroom portion again.
- Advise people to dress warm - I had no idea the classroom would be cold and that the auto-shop was outside. I was freezing the entire time!
- Better signs at location.
- Boring talking, from the instructor... Needs to be more interactive.
- Closer to home.
- Collaborate with mechanics that you trust and offer incentive to get the car fixed within 2 weeks or so.
- During the inspection portion, you had to wait around through all the other inspections before you could leave, which meant that some people left a lot sooner than others. It would be nice if there could be more people during that portion so that people could go at the same time.
- Ease up on the guilt. Offer more classes with fewer people.
- Everything is perfect.
- Expand the program throughout the Puget Sound area, especially in the most populous areas (north and south of Seattle, such as Tacoma, Olympia, Everett, Bellingham, Mt. Vernon, etc.).
- Free coffee/tea/cookies/crackers please. It took very long time and Jack Devine was very passionate and sincere about checking each and every car thoroughly for long hours until each and every participant had his/her car inspected.
- Get the word out and keep those classes full. My daughter and 2 neighbors have attended with their cars after I did.
- Get to checking the cars sooner as it takes time to go through each one. Maybe incorporate some of the classroom talk when looking at the cars to maximize time.
- Give me more information about how a car works. I am a single woman; there is no way I am going to change my own oil, so giving me information/tools for that activity was a waste.
- Great job you guys thanks.
- Have a way to find a mechanic; make the appointments right afterwards.
- Have certain days for certain types of cars and mechanics with that specific knowledge, i.e.: German: mechanic w/ knowledge, Japanese, etc.
- Have more free auto classes.
- Have more free auto workshop.
- Have more of them and advertise more widely.
- Have them more frequent & advertise more.
- Have this program be year round.
- Have two loading bays going at the same time so people could be already pulled in and the instructor just switches from one car to another, it would be more time efficient.
- Hmmm... Maybe to drive home the Puget Sound facts more/be a reminder of the workshop, have an oil change reminder window cling (reusable, if possible) that gives a factoid about how many gallons of water one drop (or quart) of oil can contaminate? Or (cringe) an air freshener to that effect (similar to brown bear car wash)? I suppose the air freshener could show the chart of the different colors of leaks/ when different fluids have gone bad (I thought that was a good handout). Maybe add gloves to the kit (even cheapie nitrile ones) (or did it come with them?)
- I did not like the video presentation.
- I don't remember seeing a video.
- I enjoyed every bit of the workshop. Attended at the Renton Technical College , and at the NW Life Church.
- I had a bit of hard time locating the workshop, not being familiar with the shoreline campus. Big arrows, signs, or balloons would help. How about a Saturday session between noon and 5pm. Otherwise, it was great and I plan on attending another workshop.
- I had a hard time finding the location at shoreline and was a little late.
- I honestly don’t see anything I would change… except applauding the instructor and his assistant again and again!!!!
- I retook the class with asking for permission.
- I somewhat remember during the demo that the instructors did everything for me. If they had me do more of the hands on stuff instead of me just watching I would probably remember more.
- I think it could be helpful if there was more information about how to find a good mechanic to fix the problems that were found. Maybe there was and I missed it, in which case I would say maybe that it should be more obvious.
- I think you should make an annual or semiannual event to open up all the automotive shops that want to, especially with students, to provide a free and reliable check of cars for people who need free help. Students benefit by getting a lot of client engagement and interaction.
- I wanted more facts and figure about the impact of leaks and toxins on the Puget Sound and local environment. I feel like I was just told they have an impact but I would have liked more scientific details or reference to literature and websites that may talk about the impact on our area.
- I was a little uncomfortable with the instructor's stated belief that people who can't afford to maintain their cars in perfect condition shouldn't have a car. I found that extreme; obviously, people need cars in our society, and many people have challenges paying for immediate, expensive repairs. This issue, however, was minor, to me. The instructor is fabulous, and so is Justine! I had an extremely rewarding experience, overall, and the workshop gets my high accolades!
- I would collect all the data possible on the age/make/models of the cars and their condition as revealed by the inspection. This data could be very useful to assess which vehicles/owners to encourage to attend. As it is, being of no cost to the owners seems to go a long way to encouraging those with little money, who generally have older cars, to attend.
- I would have more people there to inspect the cars so that it doesn't take so long to get through all the cars and people aren't standing around for so long.
- I would like the course to be more hands on and make me more comfortable with basic car maintenance.
- I would not change anything, except send this survey sooner.
- I wouldn't change a thing.
- I wouldn't change a thing.
- I wouldn't change a thing. The class I took at South Seattle Community College was fantastic.
- I'd like the kit, don't think we were offered any, though did receive some kind of a CD.
- Instructor was great, but he spent so much time on the first car inspection it seemed like we would be there until midnight. So I left before my car was inspected.
- It is a great workshop that increased my knowledge more than most workshops I have attended.
- It should be mandatory for anyone seeking to get a driver's license in the state, or better yet, nation. Perhaps it should be mandatory for anyone renewing their license.
- It was a bit too long.
- It was a good one no change.
- It was a little long since my car was one of the last checked. Suggest maybe smaller classes.
- It was quite a long wait to have my car inspected (I was one of the last ones in a group of 10 other participants). I would either have more "inspectors" available or limit the class size to five or less. Or, have participants sign-up for appointments to have their car inspected. Something like have participants come 15 minutes prior to watch the video, then have the car inspected. I did find it helpful to view and hear the inspections of the other cars (there was quite a range of models and years), but the wait was too long before it got to my car inspection (and by then, pretty much everyone had left).
- It was wonderful!
- It would be nice if the auto checks were scheduled for a specific timeframe per car.
- It would be nice to have separate workshops for different years. Its tough comparing a 2008 GTI to a 1989 Corolla, to a 1962 Lincoln.
- It's been too long now. Forgot most of what happened.
- It's nice to have fix the leaks next time.
- Keep it the same as far as the instructor goes. Maybe the film could be a little bit shorter.
- Less talk by the instructor; more handouts I could use at home.
- Less talking by the class participants would be nice, but I don't think that can be controlled.
Limit the number of people who attend the workshop so that all vehicles can be inspected within the four-hour timeframe. Or, schedule the vehicles on a first-come, first-served basis, so that if you show up first, second, third, etc., that is the order that your car is inspected. Having someone arrive late and then requesting to have their vehicle checked first so that they could leave early was a little bit irritating - especially for those who had arrived on time and had to stay late.

Longer hands on demo.
Looking at more cars hands on.
Make it easier to understand for people who don't know anything about cars.
Make it longer.
Maybe limit the number of participants so that the total workshop time is not so long. We were all getting pretty tired as 10pm approached.
Maybe more thorough inspection, if possible.
More about impact of leaks to environment.
More accurate up to date list of local mechanics.
More depth study of vehicles.
More frequent and advertise more. I found the online link to the workshop somewhat by accident.
More hands on.
More in depth on additives and lubricant types. More estimation on how hard it is to fix common leaks, e.g. valve cover gaskets. This can help with estimates.
More information on benefits to the environment by fixing leaks (i.e. info about non-point source pollution).
More often.
More Saturday class than evening class, which is too later for people work early morning.
More time around the cars, less in classroom.
More time offered.
More time spent on getting hands-on experience on my own vehicle and a shorter talk at the beginning.
N/a.
N/a.
N/a.
N/a.
N/a.
No changes are necessary.
No complaints - it's free after all!
No, I thought it was informative and fun. I appreciated expertise of the staff who lead the workshop as well as the good nature of those participating! We had similar questions and problems.
None.
None.
None.
None.
Not a thing, this was an excellent way to spend our time.
Not a thing.
Not sure.
Nothing, I thought it was great.
Nothing at all.
Nothing comes to mind.
Nothing comes to mind.
Nothing everything is okay.
Nothing great workshop.
Nothing I can think of.
Nothing in the workshop itself--just maybe more of them and advertised more.
Nothing it's great.
Nothing!
Nothing!
Nothing!
Nothing, except get more people to do it!
Nothing, it was good and I liked the instructors.
Program Evaluation: Don’t Drip and Drive

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Appendix C: Verbatim open-ended comments

Nothing, it was very well done, the instructor was great, and it was a bonus to receive the free gift!
Nothing, why change a good thing. Maybe the film could be just a little bit shorter and stress how
much money you can save by maintenance.
Nothing, workshop & staff very knowledge & engaging.
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Nothing. I liked the way it was. I also liked that they made everyone look at everyone's car. Some
people wanted to leave when their car was done, but were told no. Everyone should see everyone
else's car. There are similarities, but there are differences we should know. Everyone must stay
for the entire time. Otherwise, let them go pay for their own inspection. This is a learning
experience and class. Treat it as such knowing you will be staying the entire time. Mandatory.
Nothing. It was fabulous.
Nothing...great event! Very organized.
Our class was very large. I would recommend limiting the number of people to a class.
Pens and scraps of paper.
Perhaps more "actionable" information about where to get leaks fixed (a referral list?) Or (for a
fee) workshops to learn how to do it.
Potentially set up an extremely beginner level auto class that is a little hands on. Charge a fee but
not a full-time class that requires daily hours that get in the way of those with fulltime/ part time
employment.
Promote local auto mechanic shops like Morelos Transmissions that can provide check out of
vehicle for free as well.
Provide a couple sheets or small pads of paper for people to take notes from the presentation or
regarding their own vehicle.
Provide a printed list of recommended mechanics.
Provide more workshops in more places so that everyone has a chance to receive inspections and
to ask questions in a reasonable amount of time.
Schedule.
Scheduling the workshop during the weekends.

Applied Research Northwest, LLC

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September, 2014


• Skip video.
• Smaller classes so that there is enough time to inspect everyone's car.
• Smaller classes. It took a lot of time to get through it and it was late at night.
• Some of the classmates had leaks and when the instructor told them what was leaking, they had trouble remembering what part of their car was leaking. I believe a diagram of the car parts and engine would help. Maybe a diagram of the parts that can potentially have leaks.
• Some people taking too much time from instructor, go to garage if you have that much to be repaired. Other people are waiting.
• Start earlier for more time. Witch could include a break.
• The number of people, as well as people coming on time.
• The auto leaks program has covered all bases.
• The instructor. It was obvious he was just phoning it in for the paycheck. That movie was boring and so are the materials. The whole workshop seemed to be a commercial for motor oil. I don't recall any of the other fluids or how to check them being addressed. Granted, my car is raggedy but he couldn't have been more obviously unhappy and unwilling to look at it. He told me the underside looked better than he expected. Gee, thanks, guy. I had to ask about a leak a mechanic told me existed or he'd have missed it. Oddly, he looked at something that was in a different place from the one two other mechanics pointed out to me so now I don't know where the load sensing valve is as I didn't trust the two other mechanics; one wanted $600 for a part he was going to buy from his son and the other was a mechanic at sears who first told me my brake problem was the master cylinder which was going to cost $300! I wasn't convinced the "leaks" instructor knows all that much about cars other than what he teaches out of textbooks.
• The length of the workshop, too long. You should have more than one mechanic checking leaks on the cars. I don't think I was out of there until close to 10pm.
• The location; it was very far from my home in Fife.
• The movies.
• The process would go faster with two mechanics leading two groups.
• The shop was fine how it was.
• The video was too long.
• The videos were a little longer than needed. I think some more time looking at your car would be helpful. Or, if possible to actually be able to change the oil on your car with the mechanic. I don't know if I'll remember everything he told me when I get around to changing my oil.
• The workshop is great as is.
• The workshop seemed aimed at people with absolutely no auto mechanical experience or knowledge (i recognized one father and new driver/son partnership) and that is okay, but did not fit my particular situation. I would have been better served by going straight to the inspection.
• There needs to be better marketing about the class. The turnout was several students. Also, the car inspections took too long and the instructor tended to review other things on student's cars not related to leaks which made inspections take too long. Also, it would be nice to give a DVD of the video presentation. People like myself do not have a powerful computer to watch video smoothly.
• There was only one instructor to inspect many cars. It took forever and was there very late.
• Time moves to a later day, please.
• To include using dye material.
• Too many in the class. Ran overtime, but was still interesting.
• Was perfect for me.
• Well, since I was the last one to have my vehicle checked and waited 3 and 1/2 hours, I would say maybe best to limit the amount of time spent on the earlier ones. The instructor from shoreline cc is the best, but there was times when he spent 20-30 minutes on just one car and still 10-12 left. I think by the time he got to mine he was too tired, and most everyone was gone. I got to say he was so informative. It's just hard when you have to wait so long.
• When checking for leaks they went by oldest to newest car which makes sense since old cars are more likely to leak. However some people didn't get theirs checked because they had to leave early and had a newer car. Ask if anyone can't stay very late and check their car first.
• When will it be held at RTC again?
• Would be great to have a signup sheet for the free inspection at the beginning of class that is first come first served, so people have a sense of when their vehicle will be checked. Would also be
good to limit the inspection to one vehicle per party. And then during the inspection, limit the time with a timer to 20-min or so per vehicle.

- Would be helpful to send out an email reminder with a review of the instructions at the one month mark. And then make reminders optional after that.
- You might want to inform the participants that video filming of the participants will be taking place. They were nice and accommodated my request.
- Zero.

Q39: Is there anything else you’d like to tell us about your experience or opinions?

- 1st - there are too many other issues going on in my life to worry about the leaks as long as the car takes me where I want to go 2nd - unless the assistance is valid at my mechanic - it is totally worthless to me! I am also expecting other large repairs coming up sometime; at that time I will check - how much additional $$$ would be required?? There wasn't enough room on a previous question - governments always tell me I have to weigh everything vs the economy! As long as economic development rules... more and more - I am dis-engaging!
- A flow chart hand out would be nice. So I can keep it in the car and use it when I need to check.
- A recommendation of a dealer who could fix the problem and estimate range of the cost to repair each item discussed.
- About the workshop, it has been stressed out the women when educated change the way society works. so by educating us women to maintain our leaks , you will make an impact to the social consciousness towards leaks and pollution. Till now, car pollution is always someone else’s problem.
- Again, the instructor was so good and able to make things understandable to a novice like myself. As I mentioned, in the meantime, my car was totaled and so am driving a newer car 2002. At some point I would like to take it to the class- just to be reassured that I am doing the right thing and keeping it properly maintained.
- As a parent, I wished my kids had this as part of their driver's training. The driving schools offer extra sessions to work on specific driving skills, but this would be great if possible to have it at a class location, or parking lot, and have the it be partially paid through the fees and the kids would get a better understand of what is going on with their cars and how to keep it maintained.
- Awesome instructor. He cared of what's he is doing and willingness to help.
- Better signs around West Seattle HS how to find the workshop which was hidden behind the bldg.
- Definitely worth the time.
- Everything was great. Well organized.
- Excellent instructor.
- Excellent program.
- Excellent public service and use of taxpayers’ money.
- Excellent workshop and that is was free!
- Feel more confident about my car.
- Good job.
- Good workshop for women to learn to work on their car.
- Great instructor and presentation.
- Great instructor. Women can learn the basic of checking their car.
- Great job!
- Great program. Thank you!
- Great service, I've recommended it to others.
- Great workshop.
- Great workshop! Please keep continuing the workshops.
- Had head gasket leak detected which scared me to death but at least I found out free what it was.
- I am more knowledgeable about my vehicle as a result of taking this workshop.
- I appreciate the partnership between South Seattle CC and the City of Seattle in making these workshops available.
- I attended the June 6, 2013 workshop but that was not a choice so I checked July-September 2013. My dad took excellent care of his '89 Honda Accord that I now drive since he passed
away. As of Monday, August 18, 2014 - only 113,786 miles on it. Many, many thanks for making it free! Sincerely, Susan Steiner :).

• I enjoyed the experience very much.
• I feel the biggest hurdle to actually fixing the leaks is the price and in the lack of trust with unknown mechanics. If there was an economical means with a mechanic that was directly endorsed by the program, that would greatly increase the chances of getting the problems fixed.
• I feel this is a necessary workshop!!! So many people are Not informed on how easy regular maintenance can be..... versus the alternative!!!!
• I felt like the time for my car was shorter and unuseful compared to others. I felt like there was some sexism going on, and the environment was tense and quite negative. I'm interested in cars and mechanical deeds so this was interesting to me. But I also felt like I wasted half my day.
• I found the presenter to be very good at explaining things and very patient and helpful.
• I highly appreciate this kind of educating and free inspection exchange service. It is a win-win workshop. We need this kind of workshops in other fields as well for example save water, save power/electricity/gas, keep healthy environment for plants as well as humans/animals, no wastage. Thank you very much for conducting such a workshop.
• I hope you get the grant to do more classes as I already have friends who said they will take it if you offer it again. Mine was one of the last classes.
• I just hope the class continues and there is more active marketing about the class. There was some passive forms of marketing (leaflets and paper documents) but there needs to be more active forms of marketing. Folks standing out at grocery stores, sitting and standing in Summer Festival booths. More people will come if they actually meet reps who talk up the program.
• I know more about my car.
• I like that it is tied to community colleges and you can choose which location works for you. I like that we get to inspect our own cars and that the outcome of that is action. action to protect our pocket books, action to reduce the impact on the environment, and action to increase the health of our neighborhoods (less leaks when our cars are parked and less toxic chemicals onto the streets of where our children play and pets roam and water runs!).
• I loved the info that severe driving conditions can be just making short trips around town. Since that is the way I drive, I asked for info on how often I should change my oil, and the instructor never really gave a time/mileage recommendation.
• I really appreciated the knowledge of the mechanic/teacher that was at RTC, but I do wish that since they are able to repair in the school with students, that they would give us more information about that and make the contact info for it common knowledge to those who are taking the auto leaks workshop. This would help both the student, consumer and the school.
• I really enjoyed it!
• I really enjoyed it and was very helpful, great instructor.
• I really enjoyed the knowledgeable instructor.
• I speak English & Spanish if you can use that to reach the Spanish speaking people please let me know.
• I think it is a good idea and appreciate it.
• I think that's all.
• I think there should be a better way of advertising the class. There needs to be more exposure of it to the public. I encouraged four friends to attend after I went. When they heard what the class consisted of, they did not hesitate to sign up. All of them attended and thoroughly enjoyed the workshop.
• I think these workshops are really worthwhile and I hope they continue to be offered.
• I think you need more of these workshops. When I attended the second time, it was absolutely packed, and I thought the instructor was under more time constraints and pressure than the first time. He is great, but it makes a difference if you can arrange for more workshops with smaller groups. Obviously there's more time to look and understand issues with a given vehicle.
• I thought it was great and I really enjoyed the class. I intend to take it again to better my understanding.
• I thought it was great, and can't believe my friends who don't follow up on this awesome event.
• I want to just give my car to the technical college for them to work on and I'll pay for parts, does that happen?
I want to thank the instructor, and dept. employee for all the work they put into this program, and hope that the campaign met its goal in July, to continue. The instructor stayed well past the end of the workshop, to make sure every car/participate had a chance to be inspected/informed.

I was hesitant to complete this survey because I don't want to give the impression that the workshop didn't do any good in my case. True, I didn't follow through and get my car fixed, but if the workshop had found all it needed was an inexpensive repair, I would definitely have gotten it fixed. Nonetheless, I think the workshop was great, and I hope that you continue to make it available!

I was really impressed with this- thank you!

I would like to take the class again, as a review and current tech knowledge.

I would love to attend again with another car that can be inspected, because I may gain more insight.

I'm thankful to the program! It taught me a lot, and things I'd have never learned otherwise.

I'm very happy you are saving our environment and helping us learn how to while making it fun, Thank you

I've been telling everyone about the program and how great it is! A lot of people didn't know it existed, but have been interested since I told them about it.

I've been telling lots of people about how helpful this class was, so hopefully you will continue. If there's an opportunity to give the highest kudos to Master Mechanic Jack Devine, please do so! He went out of his way to be helpful to us, staying well beyond the class time to make sure he was as thorough with the last in line as he was for the first. Not only that, after the class, he gave me detailed email responses to help me monitor a possible leak so that I might avoid a very costly and possibly unnecessary repair. Thank you also to Justine for organizing and for welcoming an extra attendee (my neighbor) at the last minute.

In general, just being more succinct about the issues and not talking about too many anecdotes or examples. Overall, very much appreciate the workshop.

Instead of turning off the lights and showing us a dated film about motor oil that was putting us to sleep even first thing in the morning while the instructor left the room to do something more interesting, hire a guy who is really into cars, a guy who eats sleeps and drinks auto maintenance who is lively, enthusiastic, a guy who knows how to make car talk fascinating. As this particular course was located in the automotive repair building on SSCC campus it would have been very helpful if they could have hooked us up with students or recent graduates of the automotive department who would have been willing to fix those leaks if we called them and paid them to come to our homes to do that, at a good rate. Also, you guys owe me a pair of safety goggles as there weren't enough for all of us and I never got a pair the way everyone else did. How can I use the other materials without eye protection? I was told I could come to one of the upcoming classes to get them but I'm physically challenged and that's a lot of walking and standing. That reminds me; it would have been nice if they'd had regular chairs for those of us who have problems standing long periods of time. We all had to stand around and watch each other's cars being inspected. Very interesting but after mine was seen I would have liked to leave. Pass out numbers for cars to be seen. Give the early numbers to those of us who can produce our disabled placards, disabled parking privileges cards.

Instructor was great! Just the right blend of "shade tree mechanic" and technical professional. Gold star!

It might be nice to have one geared for women. I'd like to take it again.

It was a great experience. We would highly recommend it. Perhaps, it should be advertised through the school system and community centers.

It was a great workshop I loved every second of it!

It was a very positive experience.

It was a worthwhile experience.

It was awesome. Thank you for making it available

It was excellent. I really value the instructor's time and the fact that this was provided as a free service.

It was great.

It was great, and very interesting besides!

It was really a fun event, but anyway you can limit the amount of time spent. 3 to 4 hours was pretty long.
- It was valuable, and I appreciated the time and effort that it takes to do this class. Thanks do much. Would take this class again.
- It's hard to find the location inside the college.
- It's important to understand how fixing problems at the source is the cheapest and easiest way to deal with complex issues like pollution.
- It's probably a good idea I have most of my work done. I'm not a car professional. I used Burien Chevrolet's toll-free number to call them about my ignition switch which is faulty, except my car is a 1995.
- Janos was the instructor and he was very knowledgeable and helpful.
- Janus was great!
- Just an enjoyable experience, Justine was great, patient, Jack is a master at what he does and I marveled at the breadth of his knowledge.
- Just thanks for having the foresight to come up with this program.
- Just to say thanks.
- Keep doing what you do!
- Keep doing this, good for environment and car owner knowledge.
- Keep it up!, we need it.
- Keep offering this class.
- Keep up good work.
- Keep up the good work!
- Keep up the good work.
- Keep up the great work.
- Linda was a bit difficult when I was trying to figure out if I could get in for a leak checkup.
- More information if Renton tech center could work on my vehicle.
- My mechanic found the leak quickly because he was used to that kind of car, the instructor did not know where it came from.
- N/a
- No.
- No.
- No - just keep up the good work.
- No.
- None.
- None to add.
- Nope.
- Not really, good workshop.
- Not that I can think of.
- Our instructor - Jack Devine - was the best! He did a thorough job on each of the cars and answered all of the questions that were posed his way in a courteous manner. Directions to the workshop could have been a little clearer, with better signage to reach the actual location. "Goodie Bag" was a nice touch.
- Our Instructor - Janos at Shoreline College - was excellent, knowledgeable and very helpful personally.
- Outstanding!!!!
- Overall, I was disappointed with the class. I was hoping the instructor would have mechanics he could recommend for fixes. The class was light on the overall mechanics of automobiles and was focused pretty exclusively on leaks only.
- Overall, this was a great class and a great concept long overdue. But when all is said and done, it comes down usually to a money issue to fixing leaks. If you provide a list of mechanics that charge a reasonable amount for fixing leaks, that might help. For example, Friedel's Service in Renton is very reasonable, does good work, and is honest, but they only work on German cars. However, they are much cheaper than the dealer. How about a Facebook page to get people excited about the class? That might improve attendance.
- See above.
- Some of the questions should have been asked right after the class (If it wasn't already).
- Thank you.
• Thank you for creating this program.
• Thank you for having it available.
• Thank you for making this free. The website should make the event was to access I only found it because I knew what I was looking for. I heard about this at a Magnuson Park event.
• Thank you so much!
• Thank you!
• Thank you! Great free workshop.
• Thank you. I really appreciated it. I also liked watching other people’s car get the assessment.
• Thanks for putting this together! I found it very helpful. I went knowing that I needed some browbeating to get my leak fixed because of how much I thought it would cost and I got just the right amount of that, plus learning that I could do it myself and reduce the cost a lot while at the same time appreciating the problem much more by getting my hands dirty.
• Thanks!
• Thanks.
• That Justine and the instructor were amazing.
• The best instructor ever, I got so lucky.
• The instructor (the same gentleman who was in the video) was very good.
• The instructor and Ms. Justin are very helpful and friendly.
• The instructor at RTC was very knowledgeable and patient.
• The instructor was great and very helpful.
• The instructor was great. Friendly, interesting and he also told people about other opportunities that the South Seattle Community College offers to help people with various car problems. He seemed like a great resource and connection for people to have.
• The instructor was very good.
• The instructor was very knowledgeable and nice.
• The instructor was very thorough and spent the time necessary to answer the students’ questions about their cars.
• The instructor/inspector and the staging assistant were both very good at what they did.
• The instructors were great. They were clear and explained everything very well. Kudos to them.
• The kit is great, and much appreciated! I just didn’t use mine because I traded in the old “leaker” on a new vehicle shortly after the workshop.
• The mechanic was very knowledgeable, easy to understand.
• The mechanic/teacher misdiagnosed a needed repair; he said I just needed a minor clutch component (slave cylinder) replaced, so it got my hopes up that my repairs would not be as costly; when I actually needed to replace my entire clutch system, which turned out to be very expensive.
• The staff, Justin, and the instructor, Jack, both are very helpful.
• The times & dates were convenient.
• The video and class were very informative. The instructor was knowledgeable and entertaining. Justine was helpful and efficient communicating with me about the class before and after the course happened.
• The woman EPA representative was so nice and encouraging. So nice to see a representative of the government who cared.
• The workshops should be held every 3 months, they could inform a lot of people.
• The workshop should have free auto leaks every two times a year, like in the spring time and the fall.
• Think this is a great service you are doing for the community. Highly recommend this to my friends and family.
• This is a fantastic workshop and every car owner should take the time to gain better knowledge regarding leak detection in their own vehicle.
• This program was definitely worth my time.
• This was a very valuable class for me.
• Those of us who showed up in a timely manner showed our sincerity. However there were a few who asked to be permitted to jump their wait time. And they were accommodated. To me if they were also sincere why can’t they take the time to be prompt.
• Through this workshop and follow up examination of my vehicle I learned my car’s head gasket needed to be replaced. It was a costly fix, but at least I could trust the recommendation. I fixed the
leak along with some other recommendations by the instructor. I did enjoy that instructor was from old school and trusted his recommendations.

- Time well spent-thanks for offering it.
- Very appreciative.
- Very nice, helpful instructors willing to answer my many questions. Wonderful facility (South Seattle CC)
- Well-presented and useful info.
- Went with my car & my daughter & her car. It was a great experience for the both of us.
- While I am keenly aware that every drop of oil ends up in Puget Sound and that I would not want to contribute to that problem, the solution is not helped by the instructor stating that my vehicle should not be driven. I agree, the problem should be fixed as soon as practicable but how much will that cost and how long will the leak resolution take? It is too bad that the manufacturer is not held to more rigid standards and it should not be the responsibility of the government to foot the bill entirely, but would the government meet the car owner half way?
- Yes, this survey should have come much sooner. It's been a while since I took the workshop and may be forgetting things!

**Q43_7_other: How do you identify your race? Other:**

- Amer-American
- Asian and Caucasian
- Filipino
- Hispanic/Caucasian
- Human being
- Mexican
- Mexican
- Mid-Eastern
- Middle Eastern
- Mixed
- Mixed race
- Question 44 in not your business.
Appendix 2

Event Toolkit
Leak Testing Event TODAY!

Don’t Drip & Drive
Fix That Leak!

THANK YOU!

Don’t Drip & Drive
Fix That Leak!
A. What additional fees can I expect on my bill?

B. Why do repair costs vary significantly between shops?

C. Can I go into the shop to see where my car is leaking?

D. Do most repair shops guarantee their work?

We checked under your vehicle and we:

Is that leak harming more than your car?

Get a FREE oil leak inspection and a discount if you need repairs.

Dr. Drip says:
Don’t get stranded on your commute or summer roadtrip.
Fix leaks to keep your car healthy!

Find out more at FixCarLeaks.org

Why leaks matter

When your car leaks oil and other fluids, it is often a sign of a larger problem. If you ignore oil leaks, they can lead to major engine damage and a more expensive repair bill.

Oil and other vehicle fluids from cars are toxic. Fix your leak so that vehicle fluids don’t end up in puddles where kids and pets like to play!

The supply fee is common among repair shops, and averages from 2-10% of the total bill, depending on the shop. This fee ranges per shop and often unexpected by customers. This fee covers disposal, rags, cleaners, etc. This fee covers disposal, rags, cleaners, etc. This fee covers disposal, rags, cleaners, etc.

A. What do repair costs vary significantly between shops?

B. Why do repair costs vary significantly between shops?

C. Can I go into the shop to see where my car is leaking?

D. Do most repair shops guarantee their work?

For more information about what to expect from your mechanic, go to FixCarLeaks.org
Company is participating with Organization and the Don’t Drip and Drive project to perform vehicle leak checks for all vehicles in LOCATION (i.e. parking lot) on DATE. If your car is leaking oil, it not only means your engine may be at risk - it also means that leaking oil may be going directly to Puget Sound.

Don’t Drip and Drive is a campaign to help people fix their leaking vehicles. In the Puget Sound region, about 7 million quarts of oil is leaked from vehicles each year.

- Volunteers will be on-site to answer questions and test vehicles for leaks as you arrive for work in the morning. Please return to your vehicle during your first available break time to receive the results of your test.
- Volunteers will place a drip sheet under your vehicle while it is parked.
- Volunteers will not need to start your vehicle or open the hood.
- Volunteers will tell you whether your vehicle has a fluid leak; leak results are confidential.
- Everyone who gets their vehicle tested will receive a coupon for a free professional leak inspection and discount on repairs valid at more than 100 participating repair shops in the region.

You can go to www.fixcarleaks.org to find a participating shop or learn more about vehicle leaks and the Don’t Drip and Drive campaign.
## Event Supply List and Purpose

<table>
<thead>
<tr>
<th>Supply</th>
<th>Purpose</th>
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<tbody>
<tr>
<td>Drip sheets</td>
<td>Roll under cars to check for leaks</td>
</tr>
<tr>
<td>paper towels</td>
<td>Clean drip sheets and volunteers</td>
</tr>
<tr>
<td>Sandwich boards</td>
<td>Direct traffic and announce the event</td>
</tr>
<tr>
<td>Banners</td>
<td>Announce event</td>
</tr>
<tr>
<td>Cones</td>
<td>Help flow of vehicle traffic or keep vehicles out of certain areas, volunteer safety</td>
</tr>
<tr>
<td>blue tape</td>
<td>Tape vehicle tracking placards to cars during testing</td>
</tr>
<tr>
<td>Carts</td>
<td>For volunteers to carry supplies throughout the parking lot</td>
</tr>
<tr>
<td>Safety vests</td>
<td>For volunteer safety/visibility working in a parking lot</td>
</tr>
<tr>
<td>Knee pads</td>
<td>Protect volunteer knees if they kneel to grab leak sheets from under vehicles</td>
</tr>
<tr>
<td>Clipboards</td>
<td>For volunteers to carry leak reports and placards to fill out contact information and record leak results</td>
</tr>
<tr>
<td>Rubber gloves</td>
<td>For volunteers who don't want to get their hands dirty</td>
</tr>
<tr>
<td>Trash grabbers</td>
<td>To help grab drip sheets from under vehicles, especially helpful for volunteers who don't want to kneel</td>
</tr>
<tr>
<td>5-gallon buckets</td>
<td>Work well for carrying rolled up drip sheets on carts</td>
</tr>
<tr>
<td>Flagging tape</td>
<td>Help flow of vehicle traffic or keep vehicles out of certain areas, volunteer safety</td>
</tr>
<tr>
<td>Canopy</td>
<td>Protect volunteers from sun or rain, keep refreshments, personal belongings, etc.</td>
</tr>
<tr>
<td>Tables</td>
<td>Use for initial supply organization, hold volunteer refreshments, place to sit and take breaks, and results table</td>
</tr>
<tr>
<td>Folding chairs</td>
<td>For volunteers to take breaks</td>
</tr>
<tr>
<td>Pens</td>
<td>Filling out vehicle placards, report cards and tracking sheets</td>
</tr>
<tr>
<td>Zipties</td>
<td>Hanging up banner</td>
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Free Car Leak Test

Thank you for participating. Please provide your first and last name.

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<th>First Name:</th>
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Thank you for participating in our leak test event. In three months, you may receive a short survey about your experience to help us evaluate and improve this program. Your contact information will not be shared, sold or used for any other purpose.

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<tr>
<th>Email Address:</th>
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<tr>
<td>Vehicle Leak Tracking Sheet</td>
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<tr>
<td><strong>Strategy:</strong> Basic, Window Cling, 3rd Party Mechanic</td>
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<th><strong>Car Condition</strong></th>
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<td>1-5 or less dings</td>
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<td>&gt;5 dings</td>
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<tr>
<td>Damaged parts</td>
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<th><strong>Gender</strong></th>
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<th><strong>Evidence of Kids</strong></th>
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<th><strong>Accepted Window Cling</strong></th>
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<th><strong>Talked to 3rd Party Mechanic</strong></th>
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| **Strategy:** Basic, Window Cling, 3rd Party Mechanic |

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Meet With a Mechanic About Your Leak Today!

Don’t Drip and Drive has hired an independent mechanic instructor from a local technical college to look at your leak and give you more information for free. He is not affiliated with a shop, so he will not try to sell you anything. His diagnosis will take 5-10 minutes.

The mechanic will be available at:

___________________________________________

From:

___________________________________________

ABOUT THE MECHANIC: Jack Devine has been teaching automotive technology at Renton Technical College since 1986 and is currently the senior instructor in the Automotive Technology Department. Past experience includes 14 years as a professional automotive technician in dealership and independent shop environments and 5 years as the owner of an independent automotive repair shop. Jack is currently an ASE Certified Master Automotive Technician, ASE Certified Advanced Engine Performance Specialist and Washington State Department of Ecology Advanced Emission Specialist/Instructor.

Reminder Window Cling

Don’t Drip & Drive
Fix That Leak!

FREE oil leak test and 10% off repairs (up to $50)
www.fixcarleaks.org
Event Planning Form

Please complete and submit a separate form for each event to Tiffany Odell at todell@co.pierce.wa.us. Forms must be submitted at least 21 days prior to the event to ensure we are able to coordinate materials.

Lead Organization

Name:

Contact Name:

Phone Number:

Email:

Event Information

Event date:

Arrival/setup times:

Volunteer orientation start/end time (plan for about 30 minutes):

Event start/end times:

Take down/leave site times:

Event type (employer, retail, park, etc):

Anticipated # of vehicles tested:

Ideal time period for 3rd party mechanic to participate in the event

Anticipated # of intervention strategies distributed: (3 strategies total given to approximately 10% of vehicle owners)

Number of trained staff coordinating the event:

Number of volunteers recruited to support event:

Event Host Name:

Event Location Address:
<table>
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<th>Name</th>
<th>Date</th>
<th>E-mail</th>
<th>Signature</th>
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By signing below, I give permission to be photographed, and event sponsors may use the images for promotional and other uses.

Location: ________________________

Date: ________________
Appendix 3

Partner Promotions Toolkit
Motorists should fix leaks so they “Don’t Drip and Drive”

Vehicle leaks can cause havoc for drivers and the environment.

Motorists in YOUR LOCATION / AROUND PUGET SOUND can find an affordable fix and keep pollutants out of Puget Sound, thanks to the “Don’t Drip and Drive” program.

As part of the program, participating repair shops across Western Washington will conduct a free visual leak inspection (a diagnostic service valued at up to $80) from July to September. If there is a problem, the driver will receive a coupon for 10 percent off service (up to $50) to fix the problem - a total savings of up to $130. The coupon will expire at the end of September 2014.

“This offer puts people in the driver’s seat to find out if their car has a leak and gives them a discount on fixing it, as auto leaks can be expensive,” said Local Person i.e. Public Works Director or Mayor. “Fixing the problem can help drivers keep their cars on the road, while keeping pollutants such as oil from traveling into our local waterways and Puget Sound.”

Every year, more than 7 million quarts of motor oil drips out of vehicles onto streets and parking lots and makes its way to lakes, rivers, streams and the Puget Sound. Most of this toxic pollution comes from small drips from cars and trucks.

Puget Sound Starts Here’s “Don’t Drip and Drive” program was designed to build awareness and educate people throughout the Puget Sound region that it is important to check for vehicle leaks regularly to keep their car on the road and protect local waters. Studies show that 67 percent of drivers who find a leak will fix it within three months.

To take advantage of the free visual inspection for vehicle leaks, visit one of these participating repair shops in July, August or September 2014:

- List of shops in your location

For a complete listing of participating locations and more information, visit www.fixcarleaks.org

As part of the Puget Sound Starts Here consortium, Your Jurisdiction/Organization participates in regional campaigns with jurisdictions and organizations around the Puget Sound region. Participating in these programs gives us the opportunity to leverage funds for large regional programs that provide more resources to our residents and a consistent message about the importance of protecting local waterways. For more information about this and other regional efforts to clean-up stormwater runoff before it reaches local waters and Puget Sound, go to www.pugetsoundstartshere.org.

Media Contact:
Your contact information
**Template Materials**

**Sample Newsletter/Email/Website Copy**

**JUNE 2014**

*Don’t Drip & Drive. Fix That Leak!*

This summer, improve your cars safety and reliability by checking for vehicle leaks. Every drip counts—a drip on your driveway could be a sign of car trouble to come. Plus vehicle leaks are bad for our environment—and every year hundreds of tons of oil and other products make their way to our lakes, rivers, streams, and the Puget Sound. That’s why [ENTER ORGANIZATION] is working with jurisdictions, non-profits and businesses around the Sound to promote the *Don’t Drip & Drive* campaign this July through September.

This summer, you can visit any participating repair shop and get a FREE oil leak check. If repairs are needed, you’ll get 10 percent off (up to $50). That’s total savings up to $130!

[USE THIS SECTION TO CUSTOMIZE INFORMATION SPECIFIC TO YOUR JURISDICTION’S ACTIVITIES – LOCAL TESTING EVENTS, LOCAL SHOPS, ETC]

Take advantage of this limited offer! Visit www.fixcarleaks.org to find out more information and a list of participating repair shops near you!

**JULY/AUGUST/SEPTEMBER 2014**

*Don’t Drip & Drive. Fix That Leak!*

Don’t miss your chance for a free vehicle leak inspection and discount on repairs! Improve your car’s safety and reliability by checking for vehicle leaks. Now through September, visit any participating repair shop and get a free visual leak check! And if repairs are needed, get 10 percent off (up to $50).

[ENTER ORGANIZATION] is working with jurisdictions, non-profits and businesses around the Sound to support the *Don’t Drip & Drive* campaign.

[USE THIS SECTION TO CUSTOMIZE INFORMATION SPECIFIC TO YOUR JURISDICTION’S ACTIVITIES – LOCAL TESTING EVENTS, LOCAL ASA SHOPS, ETC]

The more you wait the more you’re losing. Take advantage of this limited offer—it’s free and it’s easy! Visit www.fixcarleaks.org to find a participating mechanic near you!
Sample Social Media Content

Don't Drip and Drive Social Media: Facebook and Twitter Posts

For partnering local jurisdictions and NGOs

Participating jurisdictions and ECO Net organizations are encouraged to utilize their Facebook and/or Twitter pages to help spread the word about the Don't Drip & Drive campaign. Sample posts are below. Be sure to customize with any local information or activities that are taking place in your jurisdiction in support of the program as well.

Sample Facebook Posts

JUNE 2014

• Don’t Drip & Drive. Fix That Leak! Visit participating local repair shops in July, August or September and get a free visual oil leak check, a value of up to $80! And if repairs are needed, get 10 percent off (up to $50). That’s total savings up to $130! Visit www.fixcarleaks.org for more information.

• Make a date and save some money! Participating repair shops near you are offering free visual leak checks—and 10 percent off (up to $50) if repairs are needed this summer. You could save up to $130! Visit www.fixcarleaks.org to find a location near you.

• Don’t get stranded! A leaky car isn’t a reliable car. This summer, visit a participating repair shop near you and get a free visual leak check—and 10 percent off repairs (up to $50). You could save up to $130! Visit www.fixcarleaks.org to find a location near you.

JULY/AUGUST 2014

• Is your car leaking? Get a free visual leak check by visiting a participating repair shop. If repairs are needed, get 10 percent off (up to $50). That’s total savings up to $130! Visit www.fixcarleaks.org.

• Extend the life of your car. Finding and fixing vehicle leaks is a great way to keep your car on the road longer. Get a free vehicle leak test limited and a discount on repair this summer. Visit www.fixcarleaks.org to find a participating repair shop near you.

• Protect Puget Sound—get your car checked for free! Visit www.fixcarleaks.org to find a participating repair shop this summer and get a free leak test and a discount on repairs.

SEPTEMBER 2014

• Is your car leaking? Now through the end of September you can get a free visual leak check by visiting any participating mechanic. If repairs are needed, get 10 percent off (up to $50). Go to www.fixcarleaks.org

• Don’t miss your chance! The more your car leaks the more you’re losing. Take advantage of a limited offer for a free vehicle leak inspection. Visit www.fixcarleaks.org to find a participating repair shop near you. Hurry – offer ends soon!

Sample Twitter Posts

JUNE 2014
• Free vehicle leak inspections coming in July! Learn more at: www.fixcarleaks.org
  #Don'tDrip&Drive #FixThatLeak

• Protect Puget Sound—get your car checked for leaks! Learn more at fixcarleaks.org
  #FixThatLeak #Don'tDrip&Drive

• Save money & the environment with a free car leak inspection. Visit fixcarleaks.org to find out
  how. #Don'tDrip&Drive #FixThatLeak

**JULY/AUGUST 2014**

• Free and easy vehicle leak inspections available now: a value of up to $80! Learn more at
  fixcarleaks.org. #FixThatLeak!

• Get your car inspected for leaks for free today! Visit fixcarleaks.org to find a participating repair
  shop. #Don'tDrip&Drive

• Don’t Drip & Drive! Get a free vehicle leak inspection today! Find a location at fixcarleaks.org
  #FixThatLeak!

**SEPTEMBER 2014**

• Don’t miss your chance to #FixThatLeak! Free inspections & discounts on repairs end soon. Find
  a location at fixcarleaks.org
Don’t Drip & Drive. Fix That Leak!

Don’t Drip & Drive is back! This summer, maintain your car’s safety and reliability by checking it for leaks. Every drip counts—even a single drop of oil on your driveway can affect the life of your car. Plus, vehicle leaks are bad for our environment.

Go to www.fixcarleaks.org to find a list of participating mechanics offering free leak checks and up to $50 off leak repairs in July, August and September—and be sure to fix that leak!
**Talking Points**

**Don’t Drip & Drive Talking Points**

**Driver Benefits to Vehicle Leak Testing**
- Don’t get stranded! A leaky car isn’t a reliable car.
  - Whether you’re on your daily commute or road tripping on a vacation, a little car maintenance could save you a lot of hassle - and money.
- Extend the life of your car. Finding and fixing vehicle leaks is a great way to keep your car on the road longer, so you have more years before you need to buy a replacement.

**Environmental Benefits to Testing**
- Protect Puget Sound. Not only does fixing vehicle leaks help you care for your cars, over the long run, it also is good for our environment.
  - Here in Washington State, we’re releasing an estimated 7 million quarts of motor oil into the Puget Sound watershed annually. Think about it, 7 million quarts of oil wasted each year!
  - Given that the average quart of motor oil costs $5-10 dollars, we estimate that consumers are pouring $53,615,500 down the drain each year. You could do so many more things with your hard-earned money than leak oil into the Puget Sound watershed.

**Program Offer**
- Act now! Take advantage of a free and easy inspection, at a value of up to $80, from a participating repair shop in July, August and September.
- If the technician does discover a problem, you’ll receive a coupon for discounted service at 10% off, for up to $50 in repairs. That’s a total savings up to $130.
  - You can take the coupon with you to use at any participating repair shop or wait to have your leak fixed. There is no obligation!
- Don’t Drip & Drive. Fix That Leak! For more information or to find a participating repair shop, visit our website at [www.fixcarleaks.org](http://www.fixcarleaks.org).
Program Partnerships

- Testimonials
  - Approved quote: Jeff Lovell, President of ASA-WA says, “The Automotive Service Association of Washington is extremely proud to partner on this initiative. We know that vehicle fluids like motor oil belong in your car, not the Puget Sound. As an association, we’re comprised of qualified, independent, local automotive technicians who want to help drivers maintain their cars and trucks. A little leak, left unattended, can really cause havoc over time. That’s why many of our local repair shops have signed on to provide free visual leak inspections this summer, and are standing by to help fix that leak.”

Who We Are as a Group

- The Stormwater Outreach for Regional Municipalities (STORM) consortium and local non-profit organizations interested in protecting Puget Sound have taken the lead on communicating ‘fixing vehicle leaks’ as a best practice, via a targeted regional campaign program called “Don’t Drip & Drive.”
  - This is in response to the fact that, every year, hundreds of tons of oil and other petroleum-related products make their way to our lakes, rivers, streams and the Puget Sound; most of this toxic pollution comes from small oil motor drips from our cars and trucks.
  - The STORM consortium includes members from 80+ local jurisdictions, with supporting efforts by another 400 agencies and organizations through the ECO Net.

- “Don’t Drip & Drive” is made possible by a grant from the Washington Department of Ecology.
  - Pierce County was awarded the grant on behalf of the STORM consortium.
  - The grant is leveraged with another grant from the Puget Sound Partnership awarded to Futurewise on behalf of the King County Education, Communication and Outreach Network.

- The overall goal of the program is to provide vehicle owners throughout the Puget Sound region with resources to help them get their vehicles inspected for leaks and have them fixed, if they have a leak.
An oil leak can impact the reliability of your car. Get a free leak inspection and up to $50 off repairs at a participating repair shop, this summer.

Find a participating shop at fixcarleaks.org
An oil leak can impact the reliability and safety of your car. It can also pollute rivers, streams, lakes and Puget Sound.

Get a **free visual leak inspection** and **up to $50 off repairs** at a participating repair shop, this summer. Find a shop at **FixCarLeaks.org**
Appendix 4

Participating Repair Shop Toolkit
Shop Recruitment Letter

Join Don’t Drip & Drive!

Take advantage of this exciting opportunity to promote your business

This July, August and September ASA, AAA and EnviroStars are inviting member mechanics and others to join with the Stormwater Outreach for Regional Municipalities (STORM) consortium, a group of local governments, non-profits and community groups on the Don’t Drip & Drive campaign.

Don’t Drip & Drive is a regional campaign focusing on educating vehicle owners about vehicle leaks. The campaign will use advertising, outreach materials, and in-store signage to spread the word about the importance of identifying and fixing vehicle leaks. All Puget-Sound area ASA, AAA, and EnviroStars member mechanics are eligible to take part in this exciting opportunity.

The Don’t Drip & Drive program launched in 2013 and was extremely successful. More than 85 mechanics participated and the campaign tested nearly 7,000 cars in a one-month period. The campaign received more than 900,000 impressions through advertising, media coverage, and outreach efforts.

Your Role as a Participating Mechanic

Participating shops will provide free visual vehicle leak inspections and offer discounts on vehicle leak repairs of 10% off up to $50 in value. Inspections and repair discounts will be valid from July 1 – September 30, 2014.

Benefits to Participating

• Advertising of more than $45,000 in value and outreach efforts by more than 400 participating agencies will drive people to our campaign website, which will have a zip-code searchable map of all participating mechanic locations
• Free promotional signage for display at your shop
• A chance to show your customers that you care about their safety and the environment
• Increased foot traffic to grow your customer base

What Will Participating Mechanic Shops Need to Do?

• Complete the registration form to indicate your interest in participating
• Display campaign signage for the duration of the program
• Honor free visual inspections and repair discounts from July 1 – September 30, 2014
• Review training materials to educate you about the campaign, your role, and the importance of fixing vehicle leaks and ensure that all staff is aware of the program
• Track the total number of free vehicle leak inspections completed, number of leaks identified, and number of leaks fixed during the promotional timeframe and report to the STORM team
• Collect coupons, ask customers to fill out a short survey on the back, and return any redeemed coupons using a postage-paid envelope

How Do I Sign Up?

If you’re an ASA member, fill out the registration form and return it to Brenda Wolslegel, Coordinator of ASA, via email at Brenda@asawa.com or fax (253) 473-6940.

If you’re an EnviroStars or AAA member, fill out the registration form and return it to Katherine Diers c/o PRR via email at kdiars@prrbiz.com or fax (206) 623-0781.

For more information on the campaign, please contact:
• ASA members contact Jeff Lovell, President/Executive Director, ASA (253) 473-6970 | jeff@asawa.com
• All others, contact Katherine Diers, STORM coalition (206) 462-6391 | kdiars@prrbiz.com

“Don’t Drip & Drive was a huge success. Being able to tell my customers about this program and provide them free inspections and discounts was a great way to show them how much we care about our environment. Everyone really “got it” and could see why they needed to fix their leaks. This is a great program.”

--Wake Barney, All Transmission and Automotive, Tacoma, WA
Shop Registration Form

SHOP REGISTRATION
Don’t Drip & Drive 2014 Campaign

Business name______________________________________________________________

Business address___________________________________________________________________________

Mailing address____________________________________________________________________________

Phone (      )__________________________________ Fax (      )_____________________________________

E-mail address_____________________________________________________________________________

Contact Name________________________________ Title_________________________

Signature___________________________________________________ Date________________________

My shop is a member of: (Check all that apply)

☐ ASA  ☐ AAA  ☐ EnviroStars

☐ Yes! Our shop will offer free visual leak inspections and a discount to customers on leak repairs during the promotional period of at least 10% (up to $50).

☐ Yes! We agree to include information about the program in at least one customer communication vehicle (i.e., website, social media, newsletter, customer outreach materials) during the promotion timeframe.

  Description of outreach channels to be used: _______________________________________________

☐ Yes! We agree to educate our staff to ensure they are knowledgeable about the program.

☐ Yes! We agree to prominently display Don’t Drip & Drive campaign signage and/or point of purchase materials (provided by the program) in our shop for the duration of the promotion.

☐ Yes! We agree track the number of vehicle leak vouchers redeemed, as well as the number of leaks identified and fixed during the promotional timeframe.

☐ Yes! We agree to collect redeemed coupons, ask customers to fill out a quick survey on the back, and send back coupons using postage-paid envelopes.

Send registration to:

  • ASA Members send registration to: Brenda Wolslegel, Coordinator Automotive Service Association of Washington (ASA), Email: brenda@asawa.com, Fax: 253.473.6940

  • All others send registration to: Katherine Diers c/o PRR, Inc. Email: kdiers@prrbiz.com Fax: 206.623.0781
Dear Participating Shop,

Welcome to the Don’t Drip & Drive campaign. When you signed up, you agreed to participate in program tracking. We need your help with tracking, so we can evaluate the effectiveness of the campaign.

Please follow three simple steps from July 1 – September 30, 2014.

**Step 1:** Track all the leak checks and repairs that you conduct using the Inspection & Repair Tracking Forms provided. Please track all inspections and repairs done by your shop during the promotional time period—whether or not the customer was aware of the Don’t Drip & Drive campaign.

**Step 2:** Collect a fully completed Don’t Drip and Drive Customer Coupon from every leak inspection or repair customer.

**Step 3:** Mail in the completed Leak Check and Repair Forms and the Don’t Drip and Drive Customer Coupons using the enclosed, postage paid envelopes on August 1, September 2, and October 1.

Do your shop technicians know about the campaign?
Don’t forget to explain the program to all of your technicians—including the importance of ensuring coupons are completely filled out and tracking every car that is checked and/or repaired as part of this campaign. Make it easy by placing tracking forms (along with a pen) and collection envelopes in a convenient place for technicians to use.

Win a FREE pizza lunch for your shop!
The shop that turns in the most coupons and tracking forms each month will receive a free pizza lunch. To be eligible, your submittal must reach us by the 10th of the following month (August 10, September 10, and October 10).

Still have questions?
More information on Step 1 and Step 2 of the tracking process is provided below. If you have any additional questions, please contact Katherine Diers at kdiers@prrbiz.com or (206) 462-6391 or Jessica Branom-Zwick at jessica@cascadiaconsulting.com or (206) 449-1126.

Thanks again for your support of this important campaign!
Detailed Tracking Process Instructions

Step 1. Fill Out Inspection & Repair Tracking Forms
Please use the enclosed Leak Check and Repair tracking forms to track every car that you check for leaks. You will also use this form to track leak repairs that are conducted during the campaign. Once you have conducted a leak check or repaired a leak, simply check off the appropriate box (leak-free vehicle checked, leaking vehicle checked, or vehicle repair). It’s that simple!

What if my shop runs out of tracking forms? If you need additional tracking forms you can download them at www.piercecountywa.org/dontdripanddrive or request them from Katherine Diers at kdiers@prrbiz.com or (206) 462-6391 or Jessica Branom-Zwick at jessica@cascadiaconsulting.com or (206) 449-1126.

Step 2. Collect Completed Don’t Drip and Drive Customer Coupons
When customers drop off their vehicle, ask for their completed Don’t Drip & Drive coupon to receive the free inspection or repair discount. Make sure the customer has filled out the coupon completely, then store it in the manila envelope. If you prefer, you can instead collect the coupon when customers pick up their vehicle—just make sure your shop collects a completed coupon from every leak-check and leak-repair customer.

What if the customer does not have a Don’t Drip & Drive Customer Coupon? If they do not have a coupon, offer one of the point-of-purchase coupons you have been provided. Some customers will have small window clings that you should accept as coupons: these customers do not need to fill out a separate paper coupon.

<table>
<thead>
<tr>
<th>Paper coupons</th>
<th>Plastic window cling coupons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Must be completely filled out</td>
<td>No paper coupon is needed</td>
</tr>
<tr>
<td></td>
<td>Nothing to fill out</td>
</tr>
</tbody>
</table>

![Paper coupon](image1.png)  
![Plastic window cling coupon](image2.png)
Oil leaks have a big impact on the safety and reliability of your vehicle – not fixing them can cause more damage to your car and its ability to get where you need to go safely. And those small leaks lead to big messes: oil leaks are one of the largest polluters of the Puget Sound.

Don’t Drip & Drive is a regional program supported by the Washington Department of Ecology and jurisdictions around Puget Sound. Receive a FREE visual leak inspection at participating repair shops – an $80 value! And should a leak be found, you can get 10% off repairs (up to $50). But only for a limited time.

Visit www.fixcarleaks.org for more information.

Receive a FREE visual leak inspection today – and save up to $50 if you have a leak! But only until September 30th.

Visit www.fixcarleaks.org for more information.
Receive a **FREE visual leak inspection today** – an **$80 value**! And should a leak be found, you can get 10% off repairs (up to **$50**). But only for a **limited time**.

If your car is leaking oil it can have a big impact on the reliability and safety of your vehicle. It also means your oil could be leaking directly into the Puget Sound.

This repair shop is a proud member of **Don’t Drip & Drive**.

Visit [www.fixcarleaks.org](http://www.fixcarleaks.org) for more information.
Don’t Drip & Drive
Fix That Leak!

PARTICIPATING LOCATION

www.fixcarleaks.org
Event Observations and Follow-up Survey Results for Leak Check Events and Repair Shops
Survey Results

Leak Checking Events
271 vehicles were found to have leaks at leak checking events.

Characteristics of drivers with cars with leaks at Leak Check events:
Gender of Driver (211 observations)
- 124 Males
- 87 Females

Condition of car (223 observations)
- 131 had <5 dings
- 81 had 5 or more dings
- 11 had damaged parts

Make of car (225 observations)
- 34 Fords
- 30 Toyotas
- 22 Hondas
- 20 Chevrolets
- 19 Subarus
- 10 VWs
- 9 Nissans
- 9 Dodges
- 6 Buicks
- 6 Jeeps
- 6 GMCs
- 6 Hyundais
- 5 Chryslers
- 5 Mazdas
- 4 Acuras
- 3 BMWs
- 3 Geos
- 3 Volvos
- 2 Saabs
- 2 Saturns
- 2 Cadillacs
- 2 Infinitis
- 2 Kias
- 2 Mitsubishi
- 2 Oldsmobiles
- 2 Plymouths
- 1 Harley Motorcycle
- 1 Audi
- 1 Isuzu
- 1 Jaguar
- 1 Lexus
- 1 Mercury
- 1 Pontiac
- 1 Range Rover

Interventions delivered at events
- Basic info package 149
- Cling 73
- Third party mechanic 35
- No intervention 4
Response to follow-up survey (177 drivers with leaking cars provided partial or full contact info)

<table>
<thead>
<tr>
<th>Leak Check Event</th>
<th># respond to survey</th>
<th># provided contact info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dept. of Ecology - Lacey</td>
<td>4</td>
<td>23</td>
</tr>
<tr>
<td>Tacoma Rainiers</td>
<td>8</td>
<td>19</td>
</tr>
<tr>
<td>Tacoma Recovery &amp; Transfer Center</td>
<td>2</td>
<td>12</td>
</tr>
<tr>
<td>Everett Aqua Sox</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Point Defiance Zoo &amp; Aquarium (PDZA)</td>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>NOAA</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>McKinstry</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Backyard Collective</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Lakewood FM</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>Arlington Street Festival</td>
<td>4</td>
<td>7</td>
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<tr>
<td>Ballard Market</td>
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<td>6</td>
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<tr>
<td>RE Store</td>
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<td>5</td>
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<tr>
<td>Center for Spiritual Living</td>
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<td>5</td>
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<tr>
<td>Barkley cinemas</td>
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<td>5</td>
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<tr>
<td>Mukilteo Library</td>
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<td>5</td>
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<tr>
<td>Bellingham Public Market</td>
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<td>4</td>
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<tr>
<td>Central Market</td>
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<td>Lake Sammamish</td>
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<tr>
<td>KOMO</td>
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<tr>
<td>Evergreen Church Classic Car Show</td>
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</tr>
<tr>
<td>Kirkland Municipal Garage</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>WSDOT</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Willis Tucker Park</td>
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<td>2</td>
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<tr>
<td>Everett Library</td>
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<td>2</td>
</tr>
<tr>
<td>Edmonds PCC</td>
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</tr>
<tr>
<td>Central Market</td>
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<td>2</td>
</tr>
<tr>
<td>Twin Rivers Community Park</td>
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</tr>
<tr>
<td>Everett Public Library</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Everett Library</td>
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<td>1</td>
</tr>
<tr>
<td>Yost Community Pool-City of Edmonds</td>
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<td>1</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>56</strong></td>
<td><strong>177</strong></td>
</tr>
</tbody>
</table>

Leak Check Event Survey Respondents

Overall plans to repair leak:

- Repaired leak: 22
  - Within 2 weeks: 11
  - Within 1 month: 6
  - Within 3 months: 3
  - Within 6 months: 2
- No, and I don’t plan to: 16
- Not yet, but I plan to: 8
  - Within 1 month: 1
  - Within 3 months: 3
  - Within 6 months: 3
  - Not answered: 1
- DIY or shop follow-up indicated no leak: 8
- Don’t remember: 2

**TOTAL** 56

Response related to intervention

<table>
<thead>
<tr>
<th>Intervention</th>
<th>Response</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic info package</td>
<td>Repaired leak</td>
<td>12</td>
</tr>
</tbody>
</table>
Not yet, but I plan to 4
No, and I don’t plan to 11
DIY or shop indicate no leak 4
Don’t remember 1
TOTAL 32

Cling
Repaired leak 8
Not yet, but I plan to 2
No, and I don’t plan to 3
DIY or shop indicate no leak 3
No answer (indicated it is a backup car) 1
TOTAL 17

Third party mechanic
Repaired leak 3
Not yet, but I plan to 2
No, and I don’t plan to 1
TOTAL 6

No intervention
DIY or shop indicate no leak 1
TOTAL 1

How did you find that auto shop? (select all that apply)
Did not take to a shop 28
Inspected it myself? 12
Did not inspect it myself? 16
I used my regular auto shop 18
I asked family or friends for recommendations 1
I did an internet search 1
I looked up shops in a phonebook 1
I don’t remember how I found my shop 1
I drove by it 1
Friend is mechanic 1
Personal referral 1
Took it to the dealer 1
Transmission shop near house 1
I don’t remember if I took it to a shop 1
TOTAL 56

What motivated you to fix the leak? For those who fixed their leak or were planning to fix their leak (could pick top 3 choices) (30 respondents):
Protect the environment 12
Prevent vehicle damage 8
Keep the vehicle reliable 8
Keep driveway/garage clean (no drips) 2
Keep family/pets safe from exposure to chemicals 2
Keep roads safe from oil slicks 2
I took my car to the repair shop for another repair or maintenance and it was convenient to have it fixed 1
Stop wasting money on leaking oil or other fluids 1
Free inspection and discount coupon received at leak testing event 2
Other
Brake fluid was leaking 1
Needed new brakes anyway 1
Car was stolen took it to mechanic after car was returned to get all problems fixed at once 1
Convenient to take care of it after finding out there was a problem 1
Did not want leaky car 1
The program!

Reasons do not plan to fix their leak (could pick top 3 choices) (16 respondents):
- Can’t afford the cost 6
- Leak is not a big problem 6
- Car is not worth fixing 5
- Planning to sell the car soon anyway 3
- Sold car 2
- Other
  - Auto shop could not find significant leakage 1
  - Cost to repair nearly equal to value of vehicle 1
  - Not leaking enough to need oil added 1
  - The mechanic said it was so minimal and would cost a lot due to the location of the leak 1

For those who plan to fix their leak or did not fix their leak within two weeks: Why did you not fix the leak right away? (could choose up to three choices) (18 respondents)
- To save up money 7
- To wait for convenient time or place 6
- I plan to repair it at my next regularly scheduled maintenance 2
- I plan to fix it then next time I need another repair 1
- Other
  - Availability 1
  - Car stolen after event, took it in after car was found to fix a variety of issues 1
  - Haven’t had the time 1
  - Kept forgetting to make the appointment 1
  - Not in the state currently 1

What do you use the car that has/had a leak for primarily? (Select all that apply)
For those who plan to fix leak or are planning to fix leak (30 respondents)
- I commute to work, school or daily activities 23
- I transport my family 4
- I use it for my weekend recreational activities 4
- It is my back-up car that I don’t drive often 4
- Other
  - Grocery shopping 1
  - 1x per week 1
Not planning to fix leak (15 respondents)
- I commute to work, school or daily activities 10
- I use it for my weekend recreational activities 3
- It is my back-up car that I don’t drive often 3
- I transport my family 2
- Other
  - It is one of 2 cars I drive. It is primarily used in the winter 1
  - Old truck 1
  - Shopping 1 or twice a week 1

What features will be most important for you when you purchase your next car? (Could choose 3)
Fixed leak or are planning to fix leak (30 respondents)

- Fuel efficient: 20
- Brand or model has a reputation for lasting a long time: 8
- Brand or model has a reputation for low maintenance needs: 5
- 4-wheel or all-wheel drive: 3
- High safety rating: 3
- New car: 3
- Used car: 3
- If used, has service records showing regular maintenance: 2
- Large enough to carry my children/family: 2
- Compatible with my recreational activities: 1
- Costs less than $20,000: 1
- Other
  - 4 doors: 1
  - Comfort and economy: 1
  - Cruise control: 1
  - Looks: 1
  - Needs to have a lot of space for lumber: 1
  - No gadgets, simplicity: 1
  - Not GM: 1
  - Smooth ride: 1
  - Will take bus if car dies: 1

Not planning to fix leak (15 respondents)

- Fuel efficient: 9
- 4-wheel or all-wheel drive: 2
- Brand or model has a reputation for lasting a long time: 2
- If used, has service records showing regular maintenance: 2
- Large enough to carry my children/family: 2
- Used car: 2
- New car: 1
- Brand or model has a reputation for low maintenance needs: 1
- Costs less than $10,000: 1
- High safety rating: 1
- Other
  - Carry plywood: 1
  - Fully loaded SUV: 1
  - Hybrid, color is important: 1
  - Looks good, environmentally friendly: 1
  - Manual transmission, fun to drive: 1

What kind of home do you live in?

Fixed leak or are planning to fix leak (30 respondents)

- Condo that I own: 0
- House/duplex that I own: 16
- Condo/apartment that I rent: 6
- House/duplex that I rent: 5
- Other (please specify)
  - Trailer: 1
  - Senior house: 1
  - Townhouse (4plex): 1

Not planning to fix leak (15 respondents)

- Condo that I own: 1
- House/duplex that I own: 3
- Condo/apartment that I rent: 7
- House/duplex that I rent: 2
- Other (please specify)
  - Airstream: 1
Shop Surveys
213 coupons were filled out during the campaign, and of those coupons 105 contained contact information and were contacted. 54 people responded to the survey. 39 respondents had leaks. 15 respondents reported that they did not have a leak (used the coupon for a free inspection) or did not remember if they had a leak. These 15 responses are not tallied below.

Overall plans to repair leak
- Repaired leak: 30
- Not yet, but I plan to:
  - Within 3 months: 1
  - Within 6 months: 2
  - Not answered: 1
- No, and I don’t plan to: 4
- No response: 1
- TOTAL: 39

What motivated you to fix the leak? For those who fixed their leak or were planning to fix their leak (could pick top 3 choices) (34 respondents):
- Keep the vehicle reliable: 16
- Prevent vehicle damage: 9
- Protect the environment: 7
- Keep driveway/garage clean (no drips): 6
- Keep roads safe from oil slicks: 5
- My car was already at the repair shop and it was convenient to have it fixed: 2
- Stop wasting money on leaking oil or other fluids: 2
- The free inspection and discount coupon from Don’t Drip and Drive: 1
- Other:
  - Will fix leak when it cannot be managed by regular maintenance (time frame is TBD): 1
  - Not leaking onto ground: 1
  - Don’t like leaky oil: 1
  - Was making AC not work—very uncomfortable for summer time: 1

For those who plan to fix their leak or did not fix their leak within two weeks: Why did you not fix the leak right away? (could choose up to three choices) (16 respondents)
- To save up money: 6
- I don’t drive this vehicle regularly: 4
- To wait for convenient time or place: 4
- Needed time to think about it: 3
- I plan to fix it then next time I need another repair: 2
- I wanted a second opinion: 2
- Other:
  - Multiple leaks could not afford all at once: 1
  - Plan to fix the leak when it gets worse and is not able to be managed by regular maintenance: 1
  - Restoring an old truck—ongoing process: 1
  - Vintage restorations take time!: 1

What do you use the car that has/had a leak for primarily? (Select all that apply)
- Fixed leak or are planning to fix leak (34 respondents)
  - I commute to work, school or daily activities: 22
  - It is my back-up car that I don’t drive often: 8
<table>
<thead>
<tr>
<th>Purpose</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>I transport my family</td>
<td>1</td>
</tr>
<tr>
<td>I use it for my weekend recreational activities</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Vintage pleasure car</td>
<td>1</td>
</tr>
<tr>
<td>1x per week</td>
<td>1</td>
</tr>
<tr>
<td>Use for daily transportation</td>
<td>1</td>
</tr>
<tr>
<td>Pickup truck used occasionally</td>
<td>1</td>
</tr>
<tr>
<td>Wife drives it when she needs it</td>
<td>1</td>
</tr>
<tr>
<td>1x every 2 weeks</td>
<td>1</td>
</tr>
<tr>
<td>Not planning to fix leak (3 respondents)</td>
<td></td>
</tr>
<tr>
<td>I commute to work, school or daily activities</td>
<td>2</td>
</tr>
<tr>
<td>It is my back-up car that I don’t drive often</td>
<td>1</td>
</tr>
</tbody>
</table>

**What features will be most important for you when you purchase your next car? (Could choose top 3 choices)**

*Fixed leak or are planning to fix leak (34 respondents)*

<table>
<thead>
<tr>
<th>Feature</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fuel efficient</td>
<td>15</td>
</tr>
<tr>
<td>Brand or model has a reputation for lasting a long time</td>
<td>10</td>
</tr>
<tr>
<td>Brand or model has a reputation for low maintenance needs</td>
<td>7</td>
</tr>
<tr>
<td>High safety rating</td>
<td>5</td>
</tr>
<tr>
<td>4-wheel or all-wheel drive</td>
<td>4</td>
</tr>
<tr>
<td>Large enough to carry my children/family</td>
<td>3</td>
</tr>
<tr>
<td>If used, has service records showing regular maintenance</td>
<td>2</td>
</tr>
<tr>
<td>Used car</td>
<td>2</td>
</tr>
<tr>
<td>Costs less than $10,000</td>
<td>1</td>
</tr>
<tr>
<td>New car</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Bells and whistles</td>
<td>3</td>
</tr>
<tr>
<td>Electric</td>
<td>2</td>
</tr>
<tr>
<td>I ride a bicycle to work!</td>
<td>1</td>
</tr>
<tr>
<td>Good quality</td>
<td>1</td>
</tr>
<tr>
<td>Power steering, stick, AC, nice inside</td>
<td>1</td>
</tr>
<tr>
<td>Small size</td>
<td>1</td>
</tr>
<tr>
<td>Cheap</td>
<td>1</td>
</tr>
<tr>
<td>Price in general</td>
<td>1</td>
</tr>
<tr>
<td>Utility</td>
<td>1</td>
</tr>
<tr>
<td>Self-parallel parking</td>
<td>1</td>
</tr>
<tr>
<td>Truck</td>
<td>1</td>
</tr>
<tr>
<td>Automatic, good brand (BMW)</td>
<td>1</td>
</tr>
<tr>
<td>Reliability</td>
<td>1</td>
</tr>
<tr>
<td>Not planning on getting another car</td>
<td>1</td>
</tr>
<tr>
<td>Leg room</td>
<td>1</td>
</tr>
<tr>
<td>Not planning to fix leak (2 respondents)</td>
<td></td>
</tr>
<tr>
<td>Costs less than $20,000</td>
<td>1</td>
</tr>
<tr>
<td>High safety rating</td>
<td>1</td>
</tr>
<tr>
<td>Large enough to carry my children/family</td>
<td>1</td>
</tr>
<tr>
<td>Brand or model has a reputation for lasting a long time</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Not SUV</td>
<td>1</td>
</tr>
</tbody>
</table>

**What kind of home do you live in?**

*Fixed leak or are planning to fix leak (33 respondents)*

<table>
<thead>
<tr>
<th>Home Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condo that I own</td>
<td>1</td>
</tr>
<tr>
<td>House/duplex that I own</td>
<td>21</td>
</tr>
<tr>
<td>Condo/apartment that I rent</td>
<td>6</td>
</tr>
<tr>
<td>House/duplex that I rent</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>Barracks</td>
<td>1</td>
</tr>
<tr>
<td>Type</td>
<td>Count</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>Log cabin</td>
<td>1</td>
</tr>
<tr>
<td>Retirement community</td>
<td>1</td>
</tr>
<tr>
<td>Town home</td>
<td>1</td>
</tr>
<tr>
<td>Not planning to fix leak (3 respondents)</td>
<td></td>
</tr>
<tr>
<td>Condo that I own</td>
<td>0</td>
</tr>
<tr>
<td>House/duplex that I own</td>
<td>2</td>
</tr>
<tr>
<td>Condo/apartment that I rent</td>
<td>1</td>
</tr>
<tr>
<td>House/duplex that I rent</td>
<td>0</td>
</tr>
</tbody>
</table>
Appendix 6

Media Plan, Final Media Report and Online Advertising Test-Panel Report
Objective – Use advertising to:

Build vehicle owner awareness about the campaign and drive vehicle owners to the website which will connect them to participating repair shops offering free leak inspections and repair discounts.

- **Primary Goal:**
  - Online campaign click through rate of at least .03%

- **Secondary Goals:**
  - Increased consumer awareness about the impacts of vehicle leaks
  - Impart a sense of urgency on consumers to fix leaks right away
Overview

- Target Audience
  - Primary – Adults 25+, HHI $40K+, and a car that is more than two years old.

Geography
- Puget Sound Corridor (Snohomish, King, Pierce, Thurston) – additional reach to the 13 counties surrounding Puget Sound is preferred, but Snohomish, King, Pierce and Thurston should be the focus.

Timing
- July 1, 2014 – September 30, 2014

Budget
- $46K

Use media that enables tracking and comparison of multiple advertising creative to reach Puget Sound residents when they are most receptive to the vehicle’s leak message.
- Reach residents at home when they are online where additional program information is easily accessed
Online ads will allow users to quickly access the project website to gather additional information.

Local news websites will be used based on their relevant content and high usage ranking by the target audience.

Facebook boosted posts and ads will be used based on relevant interest, location and demographics.

Websites and ad placements will be selected based on their cost efficiency and their ability to target geographical area.

A mix of ads sizes will be used such as 728x90, 300x250, and 300x600.

Online ads will allow for comparison of advertising creative through click-through rate tracking data.
# Online

**July 7, 2014 - September 14, 2014**

<table>
<thead>
<tr>
<th>Website</th>
<th>Ad Size</th>
<th>Ad Position</th>
<th>CPM</th>
<th>IMPRESSIONS</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Display Network</td>
<td>240X400, 320X50, 468X60, 250x250, 200x200, 336x280, 120x600, 160x600, 300x600, 970x90, 320x100, 970x250, 728x90, 300x250, 300x600</td>
<td>RON TBD TBD</td>
<td>$15,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>1200x627, 100x72 Boosted Posts &amp; Ads</td>
<td>TBD TBD</td>
<td>$2,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KING5.com</td>
<td>300x600 Homepage &amp; ROS</td>
<td>$4.24 3,357,000</td>
<td>$14,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SeattlePI.com</td>
<td>728x90, 300x250 ROS, Mobile</td>
<td>$2.97 4,800,000</td>
<td>$14,250</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td>$5.64 8,157,000</td>
<td>$46,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Website Traffic

<table>
<thead>
<tr>
<th>Website</th>
<th>Seattle DMA Monthly Uniques</th>
<th>% King County</th>
<th>% Pierce County</th>
<th>% Snohomish County</th>
<th>% Thurston County</th>
</tr>
</thead>
<tbody>
<tr>
<td>SeattlePI.com</td>
<td>894,692</td>
<td>75.1%</td>
<td>9.4%</td>
<td>12.7%</td>
<td>2.8%</td>
</tr>
<tr>
<td>Seattletimes.com</td>
<td>710,560</td>
<td>71.8%</td>
<td>7.7%</td>
<td>17.9%</td>
<td>2.6%</td>
</tr>
<tr>
<td>KING5.com</td>
<td>593,790</td>
<td>66.9%</td>
<td>16.6%</td>
<td>10.0%</td>
<td>6.5%</td>
</tr>
<tr>
<td>KIROTV.com</td>
<td>436,000</td>
<td>63.9%</td>
<td>19.3%</td>
<td>10.5%</td>
<td>6.3%</td>
</tr>
<tr>
<td>KOMONEWS.com</td>
<td>416,826</td>
<td>47.1%</td>
<td>23.5%</td>
<td>17.6%</td>
<td>11.8%</td>
</tr>
</tbody>
</table>
Another tornado in Western Washington?

Sudden high winds caused damage at a home near Lake Roesiger on Sunday afternoon but it wasn't immediately known if it was a small tornado.

Related:

• A series of rain in...
Google Display Network

Use Google Display Network to reach the target audience based on their online behavior (keywords searched, websites visited), location (geotarget) and demographics (gender, age, HHI)

Estimated budget: $165/day, total budget $15K

- Cost per click – charged by number of clicks on the ad
- Impressions based

Ad Sizes: Vertical rectangle: 240 x 400, Mobile leaderboard: 320 x 50, Banner: 468 x 60, Leaderboard: 728 x 90, Square: 250 x 250, Small square: 200 x 200, Large rectangle: 336 x 280, Inline rectangle: 300 x 250, Skyscraper: 120 x 600, Wide skyscraper: 160 x 600, Half-page: 300 x 600, Large leaderboard: 970x90, Large mobile banner: 320 x 100, Billboard: 970 x 250
Google Display Network continued

- Display ad network includes all webpages where Google AdWords ads can appear. Ads are served on websites and other online placements (mobile phones, tablets) when specific websites, apps, topics, demographics, and keywords are related to the Don’t Drip and Drive website.

- Ads placed on desktop computers, mobile and tablets.
Don’t Drip and Drive Online Ad Campaign

Results of the Online Panel

Prepared for Pierce County

Cunningham Environmental Consulting
Bainbridge Island, Washington

June 2014
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   Comments .............................................................................................................................................. 7
   #2  Oil Slick Rainbow ............................................................................................................................... 8
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1. Survey Overview

Purpose of the Survey

This report describes the results of an online survey of 100 panelists who were asked to react to 8 different online ads. The ads tested evolved from previously held focus groups that explored concepts, messages and images to support the Don’t Drip and Drive Campaign, which provides Puget Sound area residents with free oil leak checks and repairs for discounts among participating auto shops.

The main purpose of this survey was to:

- Collect both quantitative and qualitative information about the ads from the targeted audience.
- Collect sufficient reaction to be able to narrow the field from 8 to 5 ads. The top 5 ads are expected to be the most effective in motivating internet users to click on the ads to receive more information about the offer.

The top ads will appear online as flash animated ads on sites such as Facebook, Google, and local media sites.

Survey Methodology

Method: Online panel
Target Audience: Vehicle owners in Whatcom, Snohomish, Kitsap, King, Pierce, and Thurston counties
25+ years old
$50,000+ annual household income
Timeframe: June 9-12, 2014
Results: 100 completes
Margin of Error: ±9.8%
Respondent Profile

The bar chart presents the demographic characteristics of the 100 panelists.

- About 2 in 3 (66%) were women.
- About half (49%) were 44 years old or younger.
- Nearly half (47%) of the panelists resided in King County, followed by Snohomish (25%) and Pierce (17%) counties.
- 4 in 5 (80%) were White, 10% Asian and 10% other ethnicities.
- More than 1 in 4 (27%) had annual household incomes of $100,000 or more.
2. Online Panel Findings

Survey Design

Panelists were asked to respond to a set of paired questions about each ad to gauge their reaction to the overall look and feel of the ad, the strength of the message, and the credibility of the photos and graphics. For each ad, there was an opportunity to provide a comment.

Introduction: Panelists were provided context about the ads they would be viewing. The name of the survey Don’t Drip and Drive Online Ad Campaign appeared in the title. The first page of the survey stated:

“We would like your opinion about online ads to support the Don’t Drip and Drive campaign. This campaign is aimed at increasing awareness among vehicle owners in western Washington about the effects of leaking oil and fluids on the environment.

You will be viewing 8 ads in this survey. Each ad has 3 panels; the actual online ads will be flash animated so that the viewer sees the 3 panels sequentially. For each ad we would like your feedback on 3 aspects: 1) the overall look and feel, 2) the message, and 3) the photo or graphic. Comments are also welcome.

You can zoom in on each ad - put your cursor over the ad and click on the +.”

Paired Questions: The panelists were asked to check the statements that best described their overall impression to the online ads.

1. The look and feel of this ad is eye catching OR the look and feel of this ad does not grab my attention.
2. The message (repeat message) is strong OR the message is weak.
3. The photo of (description) is convincing OR the photo is not very convincing.

Panelists were also given an opportunity to comment on each ad.

Top ads
The last question asked panelists to choose their top 3 to 5 favorite ads. A photo of each ad was displayed next to the responses as a prompt, and the responses were randomized.
The top 5 ads in blue received more positive than negative reactions to the overall look and feel of the ad, the message, and photo or graphics. The bottom 3 ads in orange received more negative than positive reactions to the ads.

**Pick at least 3 and up to 5 ads you think would be most effective in getting people to check leaks in their vehicles.**

<table>
<thead>
<tr>
<th>Ad</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaks harm</td>
<td>76%</td>
</tr>
<tr>
<td>Oil slick rainbow</td>
<td>71%</td>
</tr>
<tr>
<td>Leave no trace</td>
<td>49%</td>
</tr>
<tr>
<td>Kill a summer vacation</td>
<td>44%</td>
</tr>
<tr>
<td>Free leak checks</td>
<td>29%</td>
</tr>
<tr>
<td>Smoking car</td>
<td>26%</td>
</tr>
<tr>
<td>Stressful Monday</td>
<td>21%</td>
</tr>
<tr>
<td>I don't date guys</td>
<td>10%</td>
</tr>
</tbody>
</table>

A comparison of responses from men and women show that they were in agreement about most of the ads. Both groups responded positively to the top 2 ads, Leaks harm and Oil slick rainbow, as well as to 2 of the least favorite ads, Stressful Monday, and I don’t date guys. A higher proportion of women than men liked Free leak checks, and they were significantly more likely to prefer Kill a summer vacation. A higher proportion of men liked Leave no trace and Smoking car, but these differences were not statistically significant.
Top favorite ads by men and women (n=66, women, n=34, men)

![Bar chart showing top favorite ads by gender]

A comparison of preferences by two age groups, 25 to 44, and 45 and over, shows that a higher proportion of the younger group preferred the ads Leaks harm and Leave no trace. A higher proportion of the older demographic group preferred Oil slick rainbow and Smoking car. None of the differences between the two age groups were statistically significant.
Top favorite ads by age group (n=49, age 25-44, n=51 age 45+)

- Leaks harm: 84%, 69%, 65%, 53%, 45%, 43%, 31%, 22%, 22%, 8%
- Oil slick rainbow: 76%, 65%, 71%, 49%, 45%, 44%, 29%, 27%, 26%, 12%
- Leave no trace: 76%, 71%, 53%, 49%, 43%, 31%, 27%, 29%, 20%, 10%
- Kill a summer vacation: 69%, 76%, 45%, 45%, 44%, 29%, 29%, 26%, 21%, 12%
- Free leak checks: 45%, 49%, 45%, 44%, 45%, 44%, 45%, 44%, 45%, 44%
- Smoking car: 76%, 71%, 49%, 44%, 44%, 29%, 29%, 29%, 29%, 29%
- Stressful Monday: 45%, 44%, 44%, 44%, 44%, 44%, 44%, 44%, 44%, 44%
- I don't date guys: 25-44: 8%, 20%, 12%, 10%, 10%, 10%, 10%, 10%, 10%, 10%

Legend:
- Blue: 25-44
- Green: 45+
- Gray: Total
#1 Leaks harm

This was the most popular ad – the vast majority had a positive reaction to the message, photo of the toddler, and the overall look and feel of the ad. Three in 4 (76%) chose this ad as one of their favorite ads.

## Comments

*Will hook parents and grandparents.*

*It is a scary thought to have your child play in oil or antifreeze, it makes you think.*

*This one more accurately depicts the concern.*
#2 Oil Slick Rainbow

This ad received a very positive response, with 77% thinking the overall look and feel was eye catching and 80% or more thinking the message was strong and photo convincing. Nearly 3 in 4 (71%) picked this as one of their favorite 3 to 5 ads.

![Bar Chart]

**Comments**

*I think this ad shows the reality of what it would look like to have oil dripping...very concrete.*

*UNIQUE*

*While it is convincing - I think it needs more.*
#3 Leave no trace

Panelists thought this ad had a strong message and eye catching look and feel, but were slightly less convinced by the photo of the backpacker. About half (49%) picked this as one of their favorite ads.

**Comments**

*Very interesting.*

*Not sure if the ad only applies to backpackers, I'd probably skip it because I'm not one.*

*Like the idea of getting a bit of a discount.*

*It really doesn't define the problem.*
#4 How to kill a summer vacation

Panelists had a positive reaction to this ad, with 73% thinking the overall look and feel of the ad was eye catching. More than 2 in 5 (44%) picked this ad as one of the top 3 to 5 ads.

**Comments**

Nobody I know vacations in their convertible. Might want to throw a truck with a camper in that ad.

Like this one!
#5 Free vehicle leak test

Panelists were split between responding positively and negatively to this ad. Nearly two-thirds thought the message “Free vehicle leak test” was strong, but were split about the graphic and overall look and feel. Less than 1 in 3 (29%) chose this as one their favorite ads.

No Comments on this ad
#6 Smoking car

Panelists reacted more negatively than positively to this ad. More than half thought the ad was not eye catching, had a weak message and an unconvincing photo. About 1 in 4 (26%) picked this as one of their favorite 3 to 5 ads.

![Bar graph showing agreement and disagreement on ad elements]

**Comments**

*It doesn’t make me think of a leak, but other general maintenance.*

*I think it should be a family in the picture.*
Panelists reacted to this ad about the same as to the “Smoking car” ad. They had a slightly more negative than positive reaction to this ad. About one in 5 (21%) picked this as one their top ads.

Comments

This does not make me think of oil leaks, but of getting road side service.

Maybe a mom with kids - instead of a working woman?
#8  I don’t date guys

This was the least popular ad. More than half did not like the overall look and feel. They especially did not like the message, “I don’t date guys who drip” and were not convinced by the photos of the guy and girl. Only 10% of the panelists picked this ad as one of the top 3 to 5 ads.

![Bar chart showing responses to the ad](chart.png)

**Comments**

*I don’t like the innuendo of the ad.*

*Cheesy.*

*UNIQUE*

*Don’t like this one - it just didn’t appear to be real.*

*Not sure that is very true!*
## Click Through Rate By Creative

<table>
<thead>
<tr>
<th>Creative</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR (Click-Through Rate)</th>
<th>CPC (Cost Per Click)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animated</td>
<td>2,656,901</td>
<td>6,082</td>
<td>0.23%</td>
<td>$1.49</td>
</tr>
<tr>
<td>Kid</td>
<td>3,096,657</td>
<td>7,530</td>
<td>0.24%</td>
<td>$1.33</td>
</tr>
<tr>
<td>Rainbow</td>
<td>2,525,216</td>
<td>7,376</td>
<td>0.29%</td>
<td>$1.12</td>
</tr>
<tr>
<td>Hiker</td>
<td>1,958,590</td>
<td>13,051</td>
<td>0.67%</td>
<td>$0.61</td>
</tr>
<tr>
<td>Vacation</td>
<td>1,532,293</td>
<td>7,050</td>
<td>0.46%</td>
<td>$0.78</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>11,769,657</strong></td>
<td><strong>41,089</strong></td>
<td><strong>0.35%</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Through 9/14/2014*
Click Through Rate By Creative

As of 9/14/2014

CTR

- Vacation
- Rainbow
- Kid
- Hiker
- Animated

0.00% 0.10% 0.20% 0.30% 0.40% 0.50% 0.60% 0.70%
## Click Through Rate By Publisher & Creative

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Creative</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR (Click-Thru Rate)</th>
<th>CPC (Cost Per Click)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Google Display Network</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animated</td>
<td>470,617</td>
<td>3,386</td>
<td>0.72%</td>
<td>$0.46</td>
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</tr>
<tr>
<td>Kid</td>
<td>663,056</td>
<td>4,861</td>
<td>0.73%</td>
<td>$0.42</td>
<td></td>
</tr>
<tr>
<td>Rainbow</td>
<td>519,400</td>
<td>5,721</td>
<td>1.10%</td>
<td>$0.35</td>
<td></td>
</tr>
<tr>
<td>Hiker</td>
<td>948,792</td>
<td>11,673</td>
<td>1.23%</td>
<td>$0.36</td>
<td></td>
</tr>
<tr>
<td>Vacation</td>
<td>517,734</td>
<td>6,363</td>
<td>1.23%</td>
<td>$0.41</td>
<td></td>
</tr>
<tr>
<td><strong>KING5.com</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animated</td>
<td>899,319</td>
<td>1,347</td>
<td>0.15%</td>
<td>$2.44</td>
<td></td>
</tr>
<tr>
<td>Kid</td>
<td>898,734</td>
<td>1,211</td>
<td>0.13%</td>
<td>$2.72</td>
<td></td>
</tr>
<tr>
<td>Rainbow</td>
<td>899,014</td>
<td>1,192</td>
<td>0.13%</td>
<td>$2.76</td>
<td></td>
</tr>
<tr>
<td>Hiker</td>
<td>635,084</td>
<td>566</td>
<td>0.09%</td>
<td>$4.10</td>
<td></td>
</tr>
<tr>
<td>Vacation</td>
<td>562,671</td>
<td>375</td>
<td>0.07%</td>
<td>$5.48</td>
<td></td>
</tr>
<tr>
<td><strong>SeattlePI.com</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Animated</td>
<td>1,286,965</td>
<td>1,349</td>
<td>0.10%</td>
<td>$3.13</td>
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</tr>
<tr>
<td>Kid</td>
<td>1,534,867</td>
<td>1,458</td>
<td>0.09%</td>
<td>$3.23</td>
<td></td>
</tr>
<tr>
<td>Rainbow</td>
<td>1,106,802</td>
<td>463</td>
<td>0.04%</td>
<td>$6.36</td>
<td></td>
</tr>
<tr>
<td>Hiker</td>
<td>374,714</td>
<td>812</td>
<td>0.22%</td>
<td>$1.67</td>
<td></td>
</tr>
<tr>
<td>Vacation</td>
<td>451,888</td>
<td>312</td>
<td>0.07%</td>
<td>$2.66</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>11,769,657</td>
<td>41,089</td>
<td>0.35%</td>
<td>$0.99</td>
<td></td>
</tr>
</tbody>
</table>

*Through 9/14/2014*
Click Through Rate By Publisher & Creative

Through 9/14/2014
FREE vehicle leak test and up to $50 off repairs at participating Puget Sound repair shops.
Is that oil leak harming more than your car?

Get a FREE leak inspection and up to $50 off leak repairs.

Is that oil leak harming more than your car?

Get a FREE leak inspection and up to $50 off leak repairs.
Leave no trace doesn't end at the trailhead

Get a FREE leak inspection and up to $50 off leak repairs.

Leave no trace doesn't end at the trailhead

Get a FREE leak inspection and up to $50 off leak repairs.
Vacation Creative

Fix car leaks before they kill your summer vacation.

Get a FREE leak inspection and up to $50 off leak repairs.

Don’t Drip & Drive

Fix That Leak!

Fix car leaks before they kill your summer vacation.

Get a FREE leak inspection and up to $50 off leak repairs.

Don’t Drip & Drive

Fix That Leak!
As of 9/14/14

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR (Click-Through Rate)</th>
<th>CPC (Cost Per Click)</th>
</tr>
</thead>
<tbody>
<tr>
<td>News Feed Posts</td>
<td>397,524</td>
<td>2,907</td>
<td>0.73%</td>
<td>$0.70</td>
</tr>
<tr>
<td>Right Column Ads</td>
<td>126,514</td>
<td>86</td>
<td>0.07%</td>
<td>$0.92</td>
</tr>
<tr>
<td>TOTAL</td>
<td>524,038</td>
<td>2,993</td>
<td>0.57%</td>
<td>$0.71</td>
</tr>
</tbody>
</table>
It's August - time is running out to get a FREE oil leak check and up to $50 off repairs at a participating shop. Go to http://fixcarleaks.org/ to find a shop today!

Don’t Drip & Drive

Fix That Leak!

Fix Car Leaks | Don’t Drip and Drive
www.fixcarleaks.org
Don’t Drip and Drive - Fix That Leak! Learn about vehicle maintenance, identify car leaks, and find auto repair shops.

Like · Comment · Share

40 people like this.

Joy Lingenfelter: Don’t skimp and drive either. Got behind someone whose car was burning oil and had to turn on the AC so we could breathe. GET IT FIXED.
August 7 at 7:33am · Like · 1

Write a comment...
## Overview by Publisher

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Impressions</th>
<th>Clicks</th>
<th>CTR (Click-Thru Rate)</th>
<th>CPC (Cost Per Click)</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Display Network</td>
<td>3,119,599</td>
<td>32,004</td>
<td>1.03%</td>
<td>$0.39</td>
<td>$12,427</td>
</tr>
<tr>
<td>KING5.com</td>
<td>3,894,822</td>
<td>4,691</td>
<td>0.12%</td>
<td>$3.10</td>
<td>$14,250</td>
</tr>
<tr>
<td>SeattlePI.com</td>
<td>4,755,236</td>
<td>4,394</td>
<td>0.09%</td>
<td>$3.24</td>
<td>$14,250</td>
</tr>
<tr>
<td>Facebook</td>
<td>524,038</td>
<td>1,612</td>
<td>0.79%</td>
<td>$1.06</td>
<td>$1,173</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12,293,695</strong></td>
<td><strong>42,701</strong></td>
<td><strong>0.35%</strong></td>
<td><strong>$0.99</strong></td>
<td><strong>$42,100</strong></td>
</tr>
</tbody>
</table>

*Through 9/14/2014*
Website Demographics

<table>
<thead>
<tr>
<th>Description</th>
<th>KING5.com</th>
<th>SeattlePI.com</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>47</td>
<td>45</td>
</tr>
<tr>
<td>Male/Female</td>
<td>54.1% Male/46% Female</td>
<td>60% Male/40% Female</td>
</tr>
<tr>
<td>Home Ownership</td>
<td>65%</td>
<td>80%</td>
</tr>
<tr>
<td>Children in Household</td>
<td>31%</td>
<td>41%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$104K</td>
<td>$80K</td>
</tr>
<tr>
<td>College Degree +</td>
<td>61.5%</td>
<td>55.2%</td>
</tr>
<tr>
<td>Marital Status</td>
<td>54.6% Married</td>
<td>69% Married</td>
</tr>
</tbody>
</table>
### Website Traffic

<table>
<thead>
<tr>
<th><strong>FixCarLeaks.org</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Timing:</strong></td>
<td>July 1, 2014 - September 29, 2014</td>
</tr>
<tr>
<td><strong>Pageviews:</strong></td>
<td>35,286</td>
</tr>
<tr>
<td><strong>Unique Visitors</strong></td>
<td>20,017</td>
</tr>
<tr>
<td><strong>Length of Visit:</strong></td>
<td>Most sessions lasted 3-10 minutes</td>
</tr>
</tbody>
</table>
| **Top Traffic Sources:** | Direct (entered URL) - 13,624  
KING5.com - 2,226  
Googleleads - 1,861  
Seattlepi.com - 539  
Google - 423  
Blog.seattlepi.com - 139 |
| **Coupon Downloads:**| 824              |
Website Traffic

- **Pie Chart:**
  - New Visitor: 83.3%
  - Returning Visitor: 16.7%

- **Line Charts:**
  - Users:
    - August 2014: Approximately 300
    - September 2014: Approximately 300
  - New Users:
    - August 2014: Approximately 250
    - September 2014: Approximately 250
Appendix 7

Listing of Participating Repair Shops
<table>
<thead>
<tr>
<th>Shop</th>
<th>Address</th>
<th>City</th>
<th>Website</th>
<th>County</th>
</tr>
</thead>
<tbody>
<tr>
<td>15th Street Automotive</td>
<td>116 10th Street SE</td>
<td>Puyallup</td>
<td><a href="http://www.15thstreetauto.com">www.15thstreetauto.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>Advantage Autoworks</td>
<td>5012 Auto Center Boulevard</td>
<td>Bremerton</td>
<td><a href="http://www.advantage-autoworks.com">www.advantage-autoworks.com</a></td>
<td>Kitsap</td>
</tr>
<tr>
<td>All Transmission &amp; Automotive</td>
<td>3113 S Pine Street</td>
<td>Tacoma</td>
<td><a href="http://www.tacomatransmissions.com">www.tacomatransmissions.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>All Wheel Drive Auto</td>
<td>8410 120th Avenue NE</td>
<td>Kirkland</td>
<td><a href="http://www.allwheeldriveauto.com">www.allwheeldriveauto.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Auto Dynamix</td>
<td>13245 NE 20TH ST</td>
<td>Bellevue</td>
<td><a href="http://www.autodynamix.biz">www.autodynamix.biz</a></td>
<td>King</td>
</tr>
<tr>
<td>Autohaus Vick</td>
<td>14121 NE 24th St</td>
<td>Bellevue</td>
<td><a href="http://www.autohausvick.net">www.autohausvick.net</a></td>
<td>King</td>
</tr>
<tr>
<td>Automotive Service Center</td>
<td>3537 E Portland Avenue</td>
<td>Tacoma</td>
<td><a href="http://www.autorepairintacoma.com">www.autorepairintacoma.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>Autoworks</td>
<td>2313 3rd St.</td>
<td>Port Townsend</td>
<td><a href="http://www.autoworkspt.com">www.autoworkspt.com</a></td>
<td>Jefferson</td>
</tr>
<tr>
<td>Bellevue Auto Service &amp; Electric</td>
<td>14320 NE 21st St</td>
<td>Bellevue</td>
<td><a href="http://www.bellevueauto.com">www.bellevueauto.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Bellingham Automotive</td>
<td>4116 Hannegan Road</td>
<td>Bellingham</td>
<td><a href="http://www.bellinghamautomotive.com">www.bellinghamautomotive.com</a></td>
<td>Whatcom</td>
</tr>
<tr>
<td>Benchmark Automotive</td>
<td>8428 NE State Hwy 104</td>
<td>Kingston</td>
<td><a href="http://www.benchmarkautoandtire.com">www.benchmarkautoandtire.com</a></td>
<td>Kitsap</td>
</tr>
<tr>
<td>Big Johns Oil and Lube</td>
<td>1818 99th Street E</td>
<td>Tacoma</td>
<td><a href="http://www.autorepairtacoma.org">www.autorepairtacoma.org</a></td>
<td>King</td>
</tr>
<tr>
<td>Bristow's Exclusive Auto Repair</td>
<td>4731 S Washington</td>
<td>Tacoma</td>
<td><a href="http://www.bristowsauto.com">www.bristowsauto.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>Bron's Automotive</td>
<td>1025 Blacklake Blvd SW #2-8</td>
<td>Olympia</td>
<td><a href="http://www.bronsautomotive.com">www.bronsautomotive.com</a></td>
<td>Thurston</td>
</tr>
<tr>
<td>Brown's Automotive</td>
<td>29020 216th Ave SE</td>
<td>Black Diamond</td>
<td><a href="http://www.brownsautoperformance.com">www.brownsautoperformance.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Bruce Titus Port Orchard Ford</td>
<td>1215 Bay St</td>
<td>Port Orchard</td>
<td><a href="http://www.portorchardford.com">www.portorchardford.com</a></td>
<td>Kitsap</td>
</tr>
<tr>
<td>Budd &amp; Company</td>
<td>800 S Rainier Ave</td>
<td>Seattle</td>
<td><a href="http://www.buddandcompany.com">www.buddandcompany.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Bud's Transmission Service &amp; Auto Repair</td>
<td>707 Beach Ave</td>
<td>Marysville</td>
<td><a href="http://www.budtransmissionservice.com">www.budtransmissionservice.com</a></td>
<td>Snohomish</td>
</tr>
<tr>
<td>Burlington Automotive</td>
<td>747 W McCorquedale Rd</td>
<td>Burlington</td>
<td><a href="http://www.burlingtonautomotive.com">www.burlingtonautomotive.com</a></td>
<td>Skagit</td>
</tr>
<tr>
<td>Car Pros Kia</td>
<td>7230 South Tacoma Way</td>
<td>Tacoma</td>
<td><a href="http://www.carprosia.com">www.carprosia.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>Car Smart Automotive Repair</td>
<td>15532 Main Street E</td>
<td>Sumner</td>
<td><a href="http://www.carsmartautoservice.com">www.carsmartautoservice.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>Car Tender</td>
<td>1706 12th Avenue</td>
<td>Seattle</td>
<td><a href="http://www.car-tender.com/services.html">www.car-tender.com/services.html</a></td>
<td>King</td>
</tr>
<tr>
<td>CG's Come-N-Go Automotive</td>
<td>14719 Canyon Road E</td>
<td>Puyallup</td>
<td></td>
<td>Pierce</td>
</tr>
<tr>
<td>Circle &amp; Square Auto Care</td>
<td>10953 Rhody Dr</td>
<td>Port Hadlock</td>
<td><a href="http://www.circleandsquare.com">www.circleandsquare.com</a></td>
<td>Jefferson</td>
</tr>
<tr>
<td>Conaway Motors</td>
<td>5201 Colby Avenue</td>
<td>Everett</td>
<td><a href="http://www.conawaymotors.com">www.conawaymotors.com</a></td>
<td>Snohomish</td>
</tr>
<tr>
<td>Cooper's NW</td>
<td>3236 Wheaton Way</td>
<td>Bremerton</td>
<td></td>
<td>Kitsap</td>
</tr>
<tr>
<td>Courtesy Auto Service and Tire of Tacoma</td>
<td>4502 S Steel St #701</td>
<td>Tacoma</td>
<td><a href="http://www.tacomaautorepairshop.com">www.tacomaautorepairshop.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>Courtesy Automotive and Tire</td>
<td>124 Woods Street</td>
<td>Monroe</td>
<td></td>
<td>Snohomish</td>
</tr>
<tr>
<td>D &amp; T Automotive &amp; Muffler</td>
<td>6421 South Tacoma Way</td>
<td>Tacoma</td>
<td></td>
<td>Pierce</td>
</tr>
<tr>
<td>Dan's Automotive</td>
<td>705 Sunset Pond Lane</td>
<td>Bellingham</td>
<td><a href="http://www.dansautomotivebellingham.com">www.dansautomotivebellingham.com</a></td>
<td>Whatcom</td>
</tr>
<tr>
<td>Denny's Auto Service</td>
<td>123 North Front Street</td>
<td>Shelton</td>
<td><a href="http://www.dennysauto.com">www.dennysauto.com</a></td>
<td>Mason</td>
</tr>
<tr>
<td>East Hill Auto Service</td>
<td>25955 104th Ave SE</td>
<td>Kent</td>
<td><a href="http://www.easthillautosrvce.com">www.easthillautosrvce.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Shop</td>
<td>Address</td>
<td>City</td>
<td>Website</td>
<td>County</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>--------------------------------</td>
<td>---------------</td>
<td>---------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>East Valley Auto Rebuild</td>
<td>8005 S. 222nd Street</td>
<td>Kent</td>
<td><a href="http://www.marktheguru.com">www.marktheguru.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Eastside Autoworks</td>
<td>12404 SE 38th STE A</td>
<td>Bellevue</td>
<td><a href="http://www.eastsideautoworks.com">www.eastsideautoworks.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Eastside Transmission</td>
<td>1900 132nd Ave NE</td>
<td>Bellevue</td>
<td><a href="http://www.eastsidetransmission.com">www.eastsidetransmission.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Edward’s Automotive Service</td>
<td>950 N 128th St</td>
<td>Seattle</td>
<td><a href="http://www.edwardsauto.com">www.edwardsauto.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Elliott Tire &amp; Service</td>
<td>5601 15th Avenue NW</td>
<td>Seattle</td>
<td><a href="http://www.etireandservice.com">www.etireandservice.com</a></td>
<td>King</td>
</tr>
<tr>
<td>European Motors Service Center</td>
<td>5911 Steilacoom Blvd SW</td>
<td>Lakewood</td>
<td></td>
<td>Pierce</td>
</tr>
<tr>
<td>Eurotech Auto Service</td>
<td>221 170th Street S</td>
<td>Spanaway</td>
<td><a href="http://www.eurotech-autoservice.com">www.eurotech-autoservice.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>Evergreen Autoworks</td>
<td>18204 Bothell-Everett Hwy</td>
<td>Mill Creek</td>
<td><a href="http://www.evergreenautoworks.com">www.evergreenautoworks.com</a></td>
<td>Snohomish</td>
</tr>
<tr>
<td>Firestone Complete Auto Care - Tacoma Mall</td>
<td>4502 S Steele St #211</td>
<td>Tacoma</td>
<td></td>
<td>Pierce</td>
</tr>
<tr>
<td>Genesis Automotive &amp; RV Repair</td>
<td>6220 S Tacoma Way</td>
<td>Tacoma</td>
<td><a href="http://www.genesisautovry.com">www.genesisautovry.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>Gig Harbor Automotive Service</td>
<td>4101 Harborview Drive</td>
<td>Gig Harbor</td>
<td><a href="http://www.ghautoservice.com">www.ghautoservice.com</a></td>
<td>Pierce</td>
</tr>
<tr>
<td>High Road Automotive</td>
<td>1531 Leary Way NW</td>
<td>Seattle</td>
<td><a href="http://www.high-road.com">www.high-road.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Hockett &amp; Olsen Automotive</td>
<td>1278 Ferncliff Avenue N E</td>
<td>Bainbridge Island</td>
<td><a href="http://www.hoauto.mechanicnet.com">www.hoauto.mechanicnet.com</a></td>
<td>Kitsap</td>
</tr>
<tr>
<td>Import Autosport</td>
<td>7391 Miller Road</td>
<td>Anacortes</td>
<td><a href="http://www.importautosportinc.com">www.importautosportinc.com</a></td>
<td>Skagit</td>
</tr>
<tr>
<td>Integrity Auto Maintenance &amp; Repair</td>
<td>80 NE Gilman Blvd</td>
<td>Issaquah</td>
<td><a href="http://www.integrityautorepair.com">www.integrityautorepair.com</a></td>
<td>King</td>
</tr>
<tr>
<td>Kern's Complete Automotive Care</td>
<td>13716 Canyon Road E Ste A</td>
<td>Puyallup</td>
<td><a href="http://www.kernsauto.com">www.kernsauto.com</a></td>
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<tr>
<td>Kimball's Automotive Services</td>
<td>10105 Pacific Ave S</td>
<td>Tacoma</td>
<td><a href="http://www.kimballassignmentandbrakes.com">www.kimballassignmentandbrakes.com</a></td>
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<td>L &amp; B Auto Repair</td>
<td>8023 79th Avenue SE</td>
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<td>Larry's Classic Quality Brake</td>
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<td>6434 South Tacoma Way</td>
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<td>Michael's Auto Repair</td>
<td>17443 NE 70th st.</td>
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<td>Midas Auto Service Experts - Bothell</td>
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<tr>
<td>Northwest German Car Repair</td>
<td>15028 Hwy 99</td>
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<td><a href="http://www.northwestgerman.com">www.northwestgerman.com</a></td>
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<td>Olympic Transmissions &amp; Auto Care</td>
<td>7011 Martin Way E, Ste A</td>
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<td><a href="http://www.olympicautocare.com">www.olympicautocare.com</a></td>
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<td>Park Place LTD Service</td>
<td>13730 NE 20th Street</td>
<td>Bellevue</td>
<td><a href="http://www.parkplcetld.com">www.parkplcetld.com</a></td>
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<td>Pete's Auto Repair</td>
<td>6209 Portal Way</td>
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<td>Precision Tire &amp; Auto Center</td>
<td>3151 N Goldie Rd</td>
<td>Oak Harbor</td>
<td><a href="http://www.tirefactory.com/oakharbor">www.tirefactory.com/oakharbor</a></td>
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<td>Quality Foreign Auto</td>
<td>18002 Bothell-Everett Hwy</td>
<td>Mill Creek</td>
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<td>Rod's Japanese Auto Care</td>
<td>5292 Guide Meridian</td>
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<td>Rolf's Import Auto Service - Lakewood</td>
<td>3122 96th St S</td>
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<td>Rolling Bay Automotive</td>
<td>11216 Sunrise Dr NE</td>
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<td>16211 SE 1st St</td>
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<td>SA-GO Auto Repair</td>
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<td>Service Pro</td>
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<td>20309 Ballinger Way NE</td>
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<td>Smart Subaru Service</td>
<td>11338 Mukilteo Speedway</td>
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<td><a href="http://www.smart-service.com">www.smart-service.com</a></td>
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<td>Sommer's Automotive Service</td>
<td>13205 NE 124th Street</td>
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<td><a href="http://www.autorepairshopkirkland.com">www.autorepairshopkirkland.com</a></td>
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<td>South End Auto Care</td>
<td>8318 Pacific Highway E</td>
<td>Tacoma</td>
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<td>Sparks Car Care</td>
<td>32627 S Pacific Hwy</td>
<td>Federal Way</td>
<td><a href="http://www.sparkccc.com">www.sparkccc.com</a></td>
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<td>Specialty Motors</td>
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<td>The Service Center At I-5 Motors</td>
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<td>Transmission Sales &amp; Service</td>
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<td>Tvetens Auto Clinic</td>
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<td>Valley Automotive Electric</td>
<td>21715 Dorre Don Way SE</td>
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<td><a href="http://www.valleyautoelectric.com">www.valleyautoelectric.com</a></td>
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<td>Vander Wal's Garage</td>
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<td>West Seattle Autoworks</td>
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<td>Willand's Tech-Auto</td>
<td>2040 Vista Dr</td>
<td>Ferndale</td>
<td><a href="http://www.willands.com">www.willands.com</a></td>
<td>Whatcom</td>
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Appendix 8

Long-term Funding
Research Summary and
Recommendations
Long-Term Funding Research Summary and Recommendations

Lessons Drawn from Other Programs
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Introduction

The Don’t Drip and Drive program addresses a significant source of pollution in the Puget Sound region - vehicles that leak fluids and create significant water quality impairments. Phases I and II of the program have laid the foundation through research and pilot testing of strategies for a wide-spread campaign in the Puget Sound region. A long-term funding approach is needed to continue this regional effort to reduce pollution from mobile sources.

This report incorporates two sources of information to support recommendations for long-term funding for Don’t Drip and Drive:

- Research and Interviews of representatives of five behavior change programs that use incentives or focus on car-related behaviors.
- Interview with a legislative professional about what legislative strategies may be possible in Washington.

Methodology

In February 2015, Cascadia Consulting Group (Cascadia) interviewed representatives of four behavior change programs that use incentives or focus on car-related behaviors. The main goal of the interviews was to:

- learn how successful programs elsewhere use incentives to change behavior,
- obtain long-term funding for incentive programs, and
- evaluate the success of their programs.

To select the programs to interview, the Steering Committee established criteria for programs and Cascadia conducted a web-based search of publicly funded programs that could provide lessons learned to help transform the campaign into a long-term, well-funded program.

The Steering Committee selected five behavior-change programs for further research and established criteria and preliminary questions. Cascadia interviewed representatives from those programs over the phone from February 9 to March 30, 2015. Table 1 presents the programs and organizations that were researched.
Table 1. Organizations Contacted

<table>
<thead>
<tr>
<th>Program and Organization</th>
<th>Initial Reason for Contacting</th>
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<tr>
<td><strong>Maryland Smog Check and Car Inspection Program</strong></td>
<td>During preliminary research, this program appeared to require a leak test as part of vehicle emissions inspections. <strong>Note:</strong> the interview revealed that the program conducts only a gas cap vapor leak check and not a drip check, which the program contact considered unfeasible.</td>
</tr>
<tr>
<td>Maryland Department of Motor Vehicles</td>
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<tr>
<td><strong>Don’t Mess with Texas</strong></td>
<td>This nationally recognized campaign initially obtained funding from the Texas Department of Transportation. Stormwater runoff is an important concern for the Washington Department of Transportation and there may be parallels to justify funding.</td>
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<tr>
<td>Texas Department of Transportation</td>
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<td><strong>Pierce County Woodstove Exchange Program</strong></td>
<td>This long-term program provides financial incentives to households in Washington to replace uncertified stoves. This Washington-based model offers rebates to individuals for preventing pollution.</td>
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<tr>
<td>Puget Sound Clean Air Agency</td>
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<tr>
<td><strong>California’s Vehicle Retirement Programs</strong></td>
<td>This program permanently removes polluting vehicles from the road and uses a directly related funding source (vehicle registration fees).</td>
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<td>Air Resources Board, California Environmental Protection Agency</td>
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<tr>
<td><strong>San Joaquin Valley Tune In &amp; Tune Up</strong></td>
<td>This program provides repair vouchers to people with vehicles that fail a smog test. They hold weekend events where people bring their car to have a smog test and then get a voucher for repair.</td>
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<td>ValleyCAN</td>
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In addition, the Don’t Drip and Drive project team interviewed legislative consultant Bruce Wishart about long-term funding strategies.
Program Summaries

Maryland’s Smog Check and Car Inspection Program

Program Information and History

The Maryland Smog Check and Car Inspection Program focuses on preventing air pollution. To achieve this, vehicle owners are required to have their cars’ emissions tested every two years when they are registering or renewing the registration for their vehicle. In addition to the emissions test, the program conducts a gas cap vapor leak test. At this time no liquid leak tests are performed as a part of this program. In addition to vehicle emissions testing, the program includes a service-provider education and accreditation program and limited public outreach.

The program was initiated in 1984 in response to federal air pollution regulations from the Environmental Protection Agency. The program started in eight jurisdictions and later expanded to an additional six jurisdictions in response to the federal 1990 Clean Air Act amendments. Now, the program serves at least 85% of Maryland’s vehicles. The major stakeholders—who are not necessarily funders—included in the program are the American Lung Association, the American Automotive Association (AAA) and automotive service providers.

Incentives and Outreach

Financial Incentive
The program provided a financial incentive for one year in 1995, because the program was phasing in a new higher-standard test that eventually replaced the previous lower-standard test. During the phase-in period motorists could choose between the two tests, and were offered a $2 coupon per vehicle off the $14 emissions test price for choosing the higher standard emissions test. All vehicle owners requiring testing at the time were offered the coupon. Subsequently the lower-standard test was phased out. The Maryland Smog Check and Car Inspection Program decided incentives were no longer necessary because motorists cannot register their cars without passing the emissions test.

Accreditation Program
The program operates a free education and accreditation program for the automotive service industry called Certified Emission Repair Facilities (CERF). Service providers who participate in the program are advertised to motorists who fail the vehicle emissions test. Each automotive technician must take a series of courses and pass a test to become accredited. A business may only be advertised if it has a certified technician onsite. It is believed that the accreditation program helps businesses increase technician skills and provide proof to their customers that the shop has taken the time to improve their skills and standards.

1 www.dmv.org/md-maryland/smog-check.php, www.mde.state.md.us/programs/Air/MobileSources/VehicleEmissionsInspectionProgram/RepairIndustry/Pages/Programs/AirPrograms/Mobile_Sources/veip/veipfacilities/Certified%20Emissions%20Repair%20Facilities.aspx
Service providers who participate in the accreditation program are spot-audited to ensure they have properly functioning equipment and certified staff onsite. Because the program is voluntary and does not provide cash incentives, the program has not had problems with service providers trying to “game” the system. The Maryland Smog Check and Car Inspection Program staff is currently satisfied with the accreditation program.

Motorists sometimes have difficulty finding an accredited service provider that can promptly make the necessary repairs. Maryland’s Smog Check and Car Inspection Program is trying to attract more service providers to participate in the certification program to offer motorists a larger pool of providers to choose from. To do this, they have hung posters advertising the accreditation and handed out booklets listing CERF service stations at their vehicle emissions inspection stations. The program has a staff member who visits non-CERF service stations to inform them of the program and offer incentives in the way of technical reference materials. They are also conducting a survey of accredited stations and non-accredited stations to get feedback about barriers to joining so they can develop new ways of attracting businesses.

The list of accredited service providers can be found here: www.mde.state.md.us/programs/Air/MobileSources/VehicleEmissionsInspectionProgram/RepairIndustry/Documents/CERF_list.pdf

Outreach
The Maryland Smog Check and Car Inspection Program does not currently provide education or outreach to motorists beyond offering a list of accredited service providers. In the past, it offered car care clinics that were scheduled around existing events such as Earth Day festivals, when motorists could receive a free vehicle assessment (less comprehensive than the emissions testing), advice from a technician and educational information. The staff feel this is an important part of the program and they intend to start offering the clinics again. The challenge to offering the clinics has been getting qualified repair technicians with the proper insurance coverage to work the clinics. Maryland’s Smog Check and Car Inspection Program lost the partner it had that fulfilled this requirement and is looking for a new one.

Budget and Funding Sources
The budget for the Maryland Smog Check and Car Inspection Program comes entirely from the $14 fee that motorists are charged at the time of the vehicle testing. The total budget in a two-year funding cycle is approximately $47 million, most going to operations and testing by the Maryland Department of Motor Vehicles. The Maryland Department of Environment receives $1.3 million per year to operate the accreditation program and any outreach that is done. Some approximate allocations are:

- **Advertising:** Advertising is a small part of the budget and consists of a list of service providers to give to motorists who fail the emissions test, posters for service providers to display and information provided on the program website.
- **Accreditation Trainings:** Approximately $80,000 per year.
• **Service Provider Compliance:** The program has four field staff that do compliance inspections about 25% of their time (i.e., equivalent to about the cost of one full-time person).

• **Car Care Education Events (when conducted):** Approximately $30,000 per year.

• **Evaluation:** While a significant portion of the budget goes to evaluation, no dollar amount was available.

The program is supported by the department because of federal laws that require air quality standards compliance. In the 1980s, advisory groups developed recommendations for lawmakers on options for complying with the federal air quality standards, and lawmakers used those recommendations to develop new state laws. A bill was passed that required a program for service providers to become integrated into the program. Maryland has chosen to focus on creating the accreditation program for service providers to fulfill that requirement.

Originally, the cost for testing vehicles was estimated at $19 per vehicle. Lawmakers decided that amount was too high and mandated that the fee be $14. Over the years, the program has found efficiencies and new technologies to be able to work within the reduced budget.

**Evaluation**

The following types of evaluation are conducted by the program:

- **Air Quality Monitoring:** watching for trends in air pollution.
- **Air Pollution Modeling and Simulation:** based on the number of vehicles tested and fleet distribution to track reduction of emissions.

**Don’t Mess With Texas**

**Program Information and History**

In 1986, the Texas Department of Transportation started the Don’t Mess with Texas\(^2\) program to prevent roadside litter because of the high cost of litter cleanup. The program grew out of an extensive education program launched by the Texas Highway Commission. At the time, the Department decided that it needed to educate the public on the amount of litter being generated and the cost to taxpayers of picking up the litter.

The trademarked slogan Don’t Mess with Texas was created as a way for the public to latch onto the idea of litter prevention but is now used by the public as a slogan for state pride. This broad use has had both benefits and challenges for the campaign, as some individuals have used the slogan in a negative manner. On occasion, the program has to remind businesses and public figures that the slogan is for litter prevention and is not meant to be used as a part of other campaigns. The program’s attitudes and behavior research, however, has found that 82% of Texans know the slogan is for the litter campaign, and that 98% of Texans recognize the brand.

\(^2\) www.dontmesswithtexas.org
The program has an instrumental partnership with a non-profit organization called Keep Texas Beautiful, which is responsible for taking the message out to the public.

The program consists of advertising campaigns on television and radio, as well as various projects that change from year to year. In 2015 these projects include:

- Report a Litterer—an anonymous call-in line.
- Adopt-a-Highway—where public volunteers pick up litter from the sides of highways four to six times a year.
- Trash-off—a statewide single day clean-up event.
- Road Tour—a traveling outreach team that sets up booths at festivals, concerts, games and other events.
- Campus Clean-up—sponsorship and support for college clean-up events.
- Litterforce—education program for elementary students.
- Scholarships—funded by sponsors for students who participate in litter prevention.
- Middle School Can Slogan Contest—students will create clever slogans for trash cans and ten winners will receive trash cans for their school branded with the slogan.
- Elementary School Art Contest—students will create art promoting litter prevention and winning art will be used in a Don’t Mess with Texas calendar.

Behavioral research conducted by the program has found that people between the ages of sixteen and thirty-four are Texas’ worst litterers. As a result, although the program tries to reach the general population in their advertising and programs, it focuses on this target audience of people ages sixteen to thirty-four and on students just below this age bracket.

Incentives and Outreach

Incentives

The Don’t Mess with Texas program has offered incentives that have varied from year to year. Most incentives are a coupon or giveaway provided by a sponsor. The following is the list of incentives being provided in 2015.

- Three college scholarships, one $6,000 and two $2,000, for students involved in litter prevention. The scholarships are supported by a sponsor who pays the scholarship directly to the institution of the student’s choice.
- Thirteen iDeaUSA 8 tablets for the students who are art contest winners and thirteen $100 gift certificates for teachers who represent the winning students in the Elementary School Art Contest.
- Litterbags, window decals and desktop icons branded with the Don’t Mess with Texas logo and message. The program distributes large quantities of these materials (an estimated 250,000 to 1,000,000 litter bags every eighteen months). Due to the large demand, over the years the program has had to limit the number of giveaways provided, such as to only one bag and one
window decal per person. Organizations and groups can apply to receive multiple giveaway items such as litterbags and are asked to demonstrate why and how the giveaway will be used.

Program-branded items are distributed to the public on a per-request basis that is managed on the website and at outreach events. Distribution through the website has been successful as it allows staff to control and track recipients and quantities.

Coupons and giveaways provided by sponsors are used at outreach events. These sponsor partnerships work well, because they provide the program with free products to use as incentives and provide the sponsor with public recognition through the program’s outreach.

Promotion and Outreach
Don’t Mess with Texas also creates partnerships with businesses that use the Don’t Mess with Texas message on their packaging and in their marketing. In 2015, Don’t Mess with Texas has an agreement with Whataburger to print the Don’t Mess with Texas message on its food bags and t-shirts and to post the message through the company’s social media. Don’t Mess with Texas conducts outreach and clean-up events across the state at festivals and colleges. Its education program called Litterforce is directed at elementary-age schoolchildren and includes educational materials for teachers and an online video game for children.

Budget and Funding Sources
Don’t Mess with Texas has an annual budget of $1,980,000, which has remained the same over the last 30 years except for a few years with $200,000 to $500,000 increases. The budget is supported entirely by the Texas Department of Transportation, whose funds come from the state’s general fund. The program’s budget falls under the department’s maintenance funds, because the program is reducing the amount of roadside litter pick-up required.

Program sponsors provide support by conducting outreach and marketing and providing scholarships or product giveaways. Sponsors do not provide any operational budget, so none of the money provided by sponsors goes through the Texas Department of Transportation. For example, Forestar Group, which sponsors the college scholarship program, pays the scholarship money directly to the student’s college institution. This arrangement allows Don’t Mess with Texas to give scholarship-type incentives that would otherwise be prohibited by state laws regarding gifting public funds.

The approximate breakdown of components of the annual Don’t Mess with Texas budget is:

- **Advertising**: $1,000,000
- **Outreach Events**: $40,000 for fifteen events in 2015
- **Focus Groups**: $24,000 to $30,000 for three or four groups held in different locations
- **Attitudes and Behavior Change Studies**: $65,000 to $70,000
- **Visible Litter Studies**: $150,000
The program initially gained support because of the large amount of money spent on litter pick up. In 1986, Texas spent $20,000,000 on litter pick up. While the cost of litter pick-up has grown over thirty years (to $37,000,000 per year), it is believed that the program has reduced the growth in litter pick-up costs because the state’s population has grown significantly. In addition, these costs do not account for inflation.

The popularity of the Don’t Mess with Texas slogan has been integral in gaining legislative support to ensure continued funding. The interviewee said, “Our legislators love Don’t Mess with Texas so we have their support. We even have to remind them not to use the slogan in their campaigns.”

The funding source has remained stable over time but has not grown. Despite the program’s popularity, every year the program conducts a substantial amount of reporting and research to justify and support the continuation of the long-term funding for the program (see Evaluation section).

**Evaluation**

The following types of evaluation are conducted by the program:

- **Attitudes and Behavior Studies:** Research on public attitudes and behaviors related to litter is conducted through the use of online surveys, telephone surveys and mail-in surveys. The 2013 Attitudes and Behavior Study is available at:
  
  [www.dontmesswithtexas.org/docs/DMWT_2013_Attitudes_Behaviors_Exec_Summary.pdf](http://www.dontmesswithtexas.org/docs/DMWT_2013_Attitudes_Behaviors_Exec_Summary.pdf)

- **Visible Litter Studies:** A contactor monitors, characterizes and measures the accumulation of litter in plots along Texas highways over a period of time. The 2013 Visible Litter Summary is available at:
  
  [www.dontmesswithtexas.org/docs/DMWT_2013_Litter_Survey_Executive_Summary.pdf](http://www.dontmesswithtexas.org/docs/DMWT_2013_Litter_Survey_Executive_Summary.pdf)

- **Focus Groups:** Three to four focus groups are conducted each year to obtain information about brand awareness and understand how to strengthen marketing messages.

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**Wood Stove Exchange Program in Pierce County**

**Program Information and History**

Washington’s Wood Stove Exchange Program started in 2007 in response to increasing federal air quality standards for fine particulate pollution in 2006. At that time, the Puget Sound Clean Air Agency (PSCAA) identified areas in its four-county service area that were out of attainment with standards, particularly Tacoma. Through funding from the Washington Department of Ecology, the Clean Air Agency started the program in 2007 to address the pollution before areas became designated non-attainment areas. In non-attainment areas, businesses must meet higher air quality standards, which makes it difficult to attract new businesses or encourage businesses to expand. Also, being a non-attainment area puts federal transportation dollars at risk. In 2009, Tacoma and surrounding areas were designated by the EPA as a non-attainment area.

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3 [www.airsafepiercecounty.org](http://www.airsafepiercecounty.org)
The Wood Stove Exchange Program was created, because the main source of fine particulate pollution came from individual households burning wood for heat. In 2012, the Clean Air Agency worked with a community-based task force to develop a state plan with a timeline and enforceable mandatory measures. They also worked with the state legislature to include these enforceable measures in an implementation plan.

Starting October 1, 2015, wood stoves in the Tacoma area are required to be EPA certified. Uncertified stoves (usually one that is 25 or more years old) will be required to be removed or rendered inoperable by September 30, 2015. The Clean Air Agency will enforce this rule by looking for homes emitting illegal smoke and checking in with the residents to find out more about the stove.

In February 2015, Tacoma’s status was changed from non-attainment to attainment. The program will continue to offer incentives for people who retire or exchange their wood stoves as long as the agency is able to receive the funding to do so. The Wood Stove Exchange Program is likely to continue to receive funding as there is a ten year maintenance plan to ensure the area remains in attainment. The change in designation, however, may affect the amount of funding they receive.

The Clean Air Agency has conducted research to identify the demographics of a typical wood burner so that they can better target their messaging and program. The instrumental partners in the program are:

- **Puget Sound Clean Air Agency**—manages the program.
- **Department of Ecology**—main funding agency.
- **Tacoma Power and Puget Sound Energy**—conduct outreach and offer rebate programs that can support the change-outs.
- **Tacoma-Pierce County Health Department**—manages the intake of applications for low-income families that are eligible for a higher incentive.
- **Pierce County**—key team member, also provided additional stimulus funding support in 2010–2011.
- **City of Tacoma**—key team member, also provided additional stimulus funding support in 2010–2011.
- **Cities of Tacoma, Puyallup, Fircrest, Fife and University Place and Pierce County**—all help with outreach or participate in burn bans.
- **United Way of Pierce County**—offers a referral program for households with wood stoves.
- **Heating contractors and retailers**—Eleven companies are approved to sell and install the wood stoves. They often help with outreach as well by informing their customers about the program.

### Incentives and Outreach

#### Incentives

The Wood Stove Exchange Program offers various incentives for recycling operable stoves and for purchasing new wood stoves or cleaner heating devices including:
• $350 for eligible residents to scrap their old wood stoves if they take it to the recycling yard (new since 2012).
• $200 for eligible residents to scrap their old wood stoves if they use the program’s pick-up service to transport their stove to the recycle yard. This rebate removes barriers for those who do not have a vehicle or are not able to haul their own stove to the dump.
• $1,500 discount off the purchase of a cleaner heating device is about 25–30% of cost.
• Low-income residents may be eligible for free heating replacement.
• Indoor trash burners and indoor barrel stoves are eligible for a $100 recycling reward.

Originally, the program only offered a replacement program incentive. Now, the program offers a reward for recycling the stove without replacing it. With the recycling incentive, stove owners receive a check directly. For replacement incentives, stove owners must use an approved contractor to install a particular device. The contractor provides the stove owner a discount, in the incentive amount, on the device and installation and is then reimbursed by the program.

Each household can receive one stove replacement incentive ($1,500) and a recycling incentive ($200 or $350) for a second stove or up to two recycling incentives ($200 or $350) for two separate operable stoves. Households are based on street address. Limiting the number of incentives and requiring stoves to be operable helps prevent fraud by people turning in inoperable stoves that had already been removed and discarded by the original owner.

Distribution of Incentives
Participants submit an online application to determine eligibility and select their discount type. As a requirement of the Department of Ecology’s grant, the Wood Stove Exchange Program must verify that each stove has been removed, destroyed and recycled.

Buy-back/scrapping—The participant receives the buy-back/scrapping incentives after submitting an application that includes a photo of the connected and operable wood stove and after delivering or having the stove delivered to the designated recycle yard. The recycle yard then verifies the paperwork, signs off on the delivery and provides a receipt to the customer to send to the Wood Stove Exchange Program for the incentive. The recycle yard also sends a photo of the decommissioned wood stove and the date of decommissioning to the program office. Staff feedback is that this system has worked well, and while there was some difficulty with the quality of the photos or documentation, the program has mostly been able to overcome issues.

Replacement—The point-of-sale discount works like an instant rebate for the customer. The participant must work with an approved contractor to have a new stove or heating device installed. The contractor submits paperwork, including the permits and an inventory of new equipment installed, to be reimbursed for the discount. Again, feedback from staff is that the current system works well. The program has improved the reporting system for contractors by moving from paper to online reporting but has not been able to reduce the amount of information gathered.
The agency has legal counsel to provide advice on structuring incentives. The program also has experience offering incentive programs for other environmental issues. The program regards the incentive as purchasing pollution reduction; creating the link to pollution reduction ensures that the incentive is not a gift of public funds. Staff expressed that finding the right incentive level was both integral to the program and a challenge. The program seeks to motivate the customer without overpaying, which would reduce the number of incentives the program can offer.

**Quantity of Wood Stoves Retired**

The numbers of wood stoves that have been retired through the incentive program are below (based on a June-June fiscal year):

- **2007-2008**—162 stoves removed (first year, fall through spring funding grant, i.e., not a full year).
- **2008-2009**—407 stoves removed.
- **2009-2010**—369 stoves removed.
- **2010-2011**—275 stoves removed.

  During this period the program received stimulus funding that was focused on energy efficiency, so the program paid a higher incentive that had to be used for a cleaner heating device and could not be used to purchase a new wood stove. The program found that participation declined despite the higher incentive, because people who burn wood like wood heat.

- **2011-2012**—None.

  The program took a year off running the exchange program to write the implementation plan.

- **2012-2013**—488 stoves removed.

  In 2012 the new enforceable measures went into place—by October 1, 2015, all wood stoves will have to be EPA certified. The Clean Air Agency was well funded in this grant cycle and was able to increase outreach significantly. In previous years, relatively little money was available for outreach so the program was limited to some direct mailing.

- **2013-2014**—488 stoves removed.

- **2014-2015**—510 stoves removed, to date.

**Promotion and Outreach**

Promotion and outreach initially was limited but increased when Tacoma became federally designated as a non-attainment area in 2009. Until funding increased, the Clean Air Agency largely relied on program partners, including the cities, county and utilities, to help advertise the program to the public. In 2009-2010 the program began direct mailings. Additional public outreach and education was done in 2011-2012, funding for promotion increased to better inform the public of the new enforceable measure requiring non-EPA certified stoves be rendered inoperable by September 30, 2015. With that increase, the program was able to create a more focused advertising campaign including television, print, online announcements and outdoor ads, such as billboards.

**Budget and Funding Sources**

Most of the funding for the Wood Stove Exchange program comes through a series of two-year grants from the Department of Ecology’s clean air and water programs. The current grant, which ends in June 2015, totals $2,700,000. The budget is divided as follows:
Ecology grants have changed over time. Initially, Ecology grant funding was provided in response to Tacoma/Pierce County being a non-attainment area for the EPA’s federal standards for fine particle air pollution. These grants tended to be short term (fall through spring). The program later received clean water grant funds with the justification that air quality affects water quality. While the program has been successful in getting the grants, these grants are not guaranteed, because the grant process is competitive and the grant fund’s budget depends on the state legislature.

Other funding comes through partnerships with other agencies that take on some of the work and provide similar assistance that can be combined to augment the Ecology funding:

- **Low-Income Home Energy Assistance Program** - This federally funded program provides incentives that are combined with Clean Air Agency incentives to encourage participants to install new wood stoves and to use other programs for additional incentives.
- **Utilities** - Local energy utilities, including Tacoma Power and some of the utilities from surrounding cities, provide heating system and energy efficiency rebates on the same or similar equipment that can be combined with Wood Stove Exchange Program incentives.
- **USDA Rural Housing Repair and Rehabilitation Loans and Grants** - provide additional assistance for low-income residents.
- **Puget Sound Energy** - has an energy efficiency rebate and assistance program that can be leveraged by the Wood Stove Exchange Program.
- **Puget Sound Clean Air Agency** - invests additional funds in the Wood Stove Exchange Program from a per-capita fund which receives about 55 cents per person from Tacoma and Pierce County. The interviewee did not say how much additional funding they invest.
- **Federal stimulus funding** (former) - During the recession, the Wood Stove Exchange Program received stimulus funds through the City of Tacoma.

The program has benefited by identifying funding opportunities that might not initially appear to align with their program. For example, the program was able to obtain water quality funding from Ecology by making the connection to air quality.

To successfully gain support from the legislature for removing wood stoves, there was a demonstration of community support, education for the public and decision-makers about the issues and an effort to gain agreement between community stakeholders, the public and elected officials on legislative bill specifics.

**Evaluation**

The following types of evaluation are conducted by the program:

- **Air quality improvement**. Emission reduction is calculated using an approved formula based on the number of stoves retired, which is a requirement of their grant reporting.
- **Participant surveys.** The program surveys 10% of program participants who have gone through the whole program and those who haven’t followed through with the program.
- **Contractor feedback.** The program obtains feedback from contractors regarding program operations and what contractors are hearing from customers about barriers.

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**California Vehicle Retirement and Replacement Programs**

### Program Information and History

Vehicle scrapping\(^4\) originally began in California during the 1990s when Unocal Aviation, which was a high emitter of air pollutants, asked the California Air Resources Board (ARB) if it could purchase high-emitting vehicles to recycle and scrap in exchange for offsets. In 1998, the Air Resources Board’s agreement with Unocal ended, regulations around vehicle scrapping were written, and the Consumer Assistance Program and the Voluntary Accelerated Vehicle Retirement programs began. California now has three vehicle scrapping programs that have two goals: 1) to improve air quality by reducing vehicle emissions and 2) to help consumers meet requirements for smog checks. The three programs are the Consumer Assistance Program (CAP), the Enhanced Fleet Modernization Program (EFMP), and the Voluntary Accelerated Vehicle Retirement Program (VAVR). CAP and EFMP are both managed and implemented by the Air Resources Board and the Bureau of Automotive Repair (BAR). VAVR operates in six local districts and is funded through the Carl Moyer fund, which itself is funded by a smog abatement fee on state vehicle registrations. Each district runs its program independently.

The partners in the vehicle retirement and replacement programs are:

- **Air Resources Board** regulates and develops the program structure and policies.
- **Bureau of Automotive Repair** implements the CAP and EFMP programs.
- **Six Local Air Districts** operate independent VAVR programs. The districts are San Joaquin, Bay Area, Mojave Desert, Antelope Valley, San Luis Obispo, and Santa Barbara.
- **Contractors** conduct scrapping and recycling, automotive repairs and (in some cases) promotion.

### Incentives and Outreach

**Incentives**

**Consumer Assistance Program (CAP).** CAP started in the 1990s. CAP is run by Air Resources Board and Bureau of Automotive Repair, and is funded by a $1 fee on the annual vehicle registration. This program is designed for people whose vehicles have failed a smog test and are considered gross polluters. The

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\(^4\)California’s vehicle scrapping program should not be confused with Cash for Clunkers, which was a federal stimulus program formally called the Car Allowance Rebate System (CARS). The federal program operated in 2009 and ended in July of that year once funds were exhausted. It was implemented with stimulus funds as a way to help car dealerships through the recession. The rebates were given to consumers who traded in their old vehicles at a dealership. For more information, see: http://www.whitehouse.gov/administration/eop/cea/CarAllowanceRebateSystem/

There is also a website, www.cashforclunkers.org, that links visitors to state and local vehicle scrapping programs. California’s vehicle scrapping programs are separate from Cash for Clunkers.
program provides incentives to vehicle owners by paying them of $1,000 ($1,500 for low-income individuals, defined as 225% of federal poverty level) to retire and scrap vehicles. CAP also provides up to $500 to repair vehicles that do not pass a smog test. The vehicle must be registered or be only three months without registration renewal, in operable condition and have been in California for at least two years. Vehicle owners can retire one vehicle, once per year to receive the incentive.

**Enhanced Fleet Modernization Program (EFMP).** EFMP\(^5\) started in 2009, authorized by Assembly Bill 118. It is funded by another $1 fee on vehicle registration fees and is also run by Bureau of Automotive Repair. This program is designed for vehicles that do not fail the smog check. The program offers multiple incentive levels based on the owner’s income and location.

- **Statewide**—Vehicle owners can receive $1,000 ($1,500 for low-income individuals making no more than 225% of the federal poverty level) for retiring and scrapping their vehicle. Incentives are paid for any model and year up until the current year. Vehicles do not need to be registered, but owners must be able to prove that their vehicle has been in California for two years. Vehicle owners can receive incentives for scrapping one vehicle every two years.

- **San Joaquin and the South Coast**—Because these areas have the worst air quality in the state, larger incentives are offered to motivate low-income motorists to retire and replace old vehicles with newer more efficient models that are no more than eight years old. The replacement incentives are scaled based on income and the efficiency of the new vehicle (35+ mpg, hybrid, electric) and range from $2,500 to $4,500. Vehicle owners who retire their vehicles may also be eligible to receive incentive funds for “alternative transportation mobility options” including but not limited to public transportation passes or car sharing memberships. Vehicle owners can receive these higher retirement and replacement incentives once in their lifetime. The incentives can be combined to increase the overall incentive for purchasing a new vehicle.

**Voluntary Accelerated Vehicle Retirement (VAVR).** VAVR, started in the 1990s, is a local-level program available in six local air districts for vehicles that have passed the smog test but are older and higher emitting. Individuals can receive $1,000 for retiring and scrapping a vehicle, with no additional funding for low-income individuals. Eligible vehicles must be model year 1994 or older. The VAVR is supported by the Carl Moyer Program, which is funded by a smog abatement fee on vehicle registrations that is either $12 or $20 of the registration fee that the state collects. VAVR is optional for local air districts. The local air districts that choose to implement VAVR are entirely responsible for the administration of the program. The Air Resources Board is responsible for developing program guidelines and regulations but is not involved in the administration of the programs.

**Quantity of Vehicles Retired Through the Three Programs:**

- **Consumer Assistance Program:**
  - 2011-2012: 14,000 vehicles retired
  - 2012-2013: 12,000 vehicles retired
  - 2013-2014: 15,000 vehicles retired
  - 2014-2015: 12,000 vehicles retired

- **Enhanced Fleet Modernization Program:**

\(^5\) [www.arb.ca.gov/msprog/aqip/efmp/efmp.htm](http://www.arb.ca.gov/msprog/aqip/efmp/efmp.htm)
Long-Term Funding Plan
Don’t Drip and Drive Program

2011-2012: 26,000 vehicles retired
2012-2013: 25,000 vehicles retired
2013-2014: 30,000 vehicles retired
2014-2015: 22,000 vehicles retired

Note: all numbers represent vehicle retirement; only 22 people have opted to receive incentives for vehicle replacement.

- Voluntary Accelerated Vehicle Replacement Program:
  Overall there are far fewer retirements made under the VAVR programs.
  San Francisco Bay area has the biggest program—they retire several thousand per year.
  The rest of the districts collectively retire several hundred per year.

Distribution of Incentives
CAP and EFMP scrapping incentives are distributed using the same process:

- Drivers submit an application (the same application is used for both programs).
- After submitting an application, drivers receive a letter of eligibility, which they take to a dismantler along with the vehicle’s title document. The dismantler faxes all the paperwork to Bureau of Automotive Repair while the customer is onsite to confirm the application approval, which prevents processing of fraudulent paperwork and ensures the dismantler gets reimbursed.
- The dismantler marks each car and stores it separately from their other inventory to be destroyed when a Bureau of Automotive Repair audit team visits (typically once every seven to ten days).
- After verifying the application with Bureau of Automotive Repair, the dismantler gives the driver a check and is later reimbursed by the Bureau.
- To ensure that retired vehicles are not sold on the secondary market, the Bureau of Automotive Repair has an audit team that visits dismantler locations to inspect the marked vehicles to be dismantled then watch them be crushed for recycling. The vehicles are held for seven to ten days to allow time for an auditor to visit.

The EFMP replacement incentives provided in San Joaquin and the South Coast are still in the pilot phase and the program is experimenting with incentive distribution and learning how people could manipulate the system. For example, the program is testing providing checks made out to the car dealership where the participant will buy their new car. The program has also tried giving the check directly to the dealership. One challenge has been that people have purchased a new vehicle with the large incentive and then sell the car for a profit. The program is planning to monitor how long people who receive the incentives own their new vehicles and how many people sell their new vehicle shortly after purchase. At this time the program does not plan to penalize people for selling the new vehicles right away. Instead, the program plans to use the information to improve their system.

Each VAVR program is managed independently by each district and each has different structures for distributing incentives. Staff report that incentives for retirement and scrapping work well and drivers are happy to receive the incentives immediately. One challenge is that dismantler contractors
experience a delay in receiving their reimbursements. In addition, the program is trying to change their regulations to address that many of the vehicles the program pays for are already near their end of life.

A 2013 audit showed that the vast majority of scrapped vehicles had major mechanical problems and were near the end of their operable life. In the future, the programs will require eligible vehicles to have had a smog test no more than six months before scrapping. For air quality benefits, the program would like to pay only for vehicles that still have remaining useful life but are high or gross emitters.

**Promotion and Outreach**

The replacement programs spend relatively low amounts on education and outreach and more on retirement and replacement incentives. The program has determined that the vehicles they retire are too expensive to maintain, so it is more practical to focus on reimbursements that help people purchase new vehicles rather than on education campaigns around maintenance. Participants learn about the incentive programs by word-of-mouth, smog check failures and some direct mailings.

Four to five years ago for a short time, the Bureau of Automotive Repair used black balloons in a campaign to encourage people to maintain their vehicles. The black balloon campaign was a public service announcement campaign to remind the public that keeping their vehicles properly maintained will reduce harmful emissions. The black balloons were a symbol representing air pollution that endangers the health of Californians, especially children. See a newsletter at [www.bar.ca.gov/pdf/ARSC-summer08.pdf](http://www.bar.ca.gov/pdf/ARSC-summer08.pdf) for examples of campaign messages.

The replacement programs have local case managers that help people choose new vehicles and navigate financing to avoid predatory lenders.

**Budget and Funding Sources**

The CAP and EFMP programs each receive $1 per vehicle registration, totaling roughly $27,000,000 for each program per year. CAP does not usually spend the entire budget each year, because the program is only available to people who fail the smog test. CAP determines its budget on a year-by-year basis, and additional money stays in the fund to ultimately be used for the CAP program. EFMP usually spends its entire budget each year because the program is more flexible. VAVR from the Carl Moyer fund is also funded by vehicle registration fees. Each local district receives a different amount of money based on its budgetary needs.

**Evaluation**

The Air Resources Board produces reports and assessments of the vehicle scrap and replacement programs. The assessments report includes:

- Characteristics of California’s vehicles as a whole
- Numbers of cars retired by model, age, and condition
- Number of cars purchased through the replacement program
- Reduced emissions based on the vehicles retired
San Joaquin Valley Tune In & Tune Up

Program Information and History

In 2005, ValleyCAN, a non-profit organization, started Tune In & Tune Up\(^6\) to help improve air quality by eliminating mobile source pollutants generated by older “out of tune” vehicles in the San Joaquin Valley. To do this the program provides repair vouchers to people with vehicles that fail a smog test. The program views getting older, unregistered vehicles that fail smog tests repaired and re-registered as their greatest success.

Tune In & Tune Up currently holds 22 weekend events per year where people bring their car to have a smog test and get a voucher for repair if they fail. Each event tests 400 to 500 vehicles, of which about 50% of vehicles fail the test and are awarded a repair voucher. The vehicles that participate in the program were typically manufactured in 1995 or earlier, have more than 180,000 miles on them and a lot of deferred repairs.

A ValleyCAN board member from Chevron had the idea to start the program with two main goals: first to test the assumption that there were high emitting, unregistered vehicles out in the community and second to demonstrate that there were non-regulatory approaches to emission reductions that would produce quantifiable benefits. As a result, ValleyCAN created a public event to attract high-emitting vehicles and collect data on how many vehicles they saw and repaired.

Originally, the program was funded by Chevron and held three to four events per year. The number of events was increased between 2008 and 2010 to 16 events per year as the program received additional funding from the San Joaquin Valley Air District. In July 2012, the District, recognizing the value of the program, took over the funding completely and increased the number of events to 22 per year, which are held every other weekend, except on holidays.

The San Joaquin Valley has some of the worst air quality and the highest number of older vehicles in the U.S. Six of its eight counties are among the counties with the highest poverty rate. People who fail their emissions test for registration and cannot afford the repair are “kicked” out of the vehicle registration system and often continue to drive their vehicles un-registered. The Tune In & Tune Up program assists those that are not accessing the vehicle retirement and replacement programs either because they do not want to share their personal information with the government, or because their vehicle has been un-registered too long to be able to qualify for those programs.

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\(^6\) www.valleycan.org/tune_in_tune_up.php.html
The program is open to anyone but targets low income owners of older vehicles that are high emitters. Each event has about a six hour wait and they have found that people with higher income and newer vehicles generally will not wait that amount of time to receive the voucher. Additionally, the program does not collect any information about the vehicle owner in order to reduce a primary barrier that would prevent people from bringing in their vehicles. About 45 percent of the vehicles at the events are unregistered, and the program has found that once those vehicles are repaired about 98 percent will re-register their vehicles.

**Incentives and Outreach**

**Incentives**

Tune In & Tune Up’s repair voucher is valued at up to $850 dollars per vehicle to cover the entire cost of emission system testing and repair which is done at a service station. Approximately $150 of the $850 is spent on testing and the remainder (up to $650) is spent on repairs. On average, the program pays service stations approximately $775 per vehicle. ValleyCAN advertises that they provide a $500 dollar repair voucher, because market research showed that people were less suspicious of $500 dollar incentive and more likely to participate than when they were offered a higher incentive of $850. In order to ensure participation, the program increased the price point (i.e. value) of the voucher over time until it could cover the entire cost of repairs required by most vehicles.

Tune In & Tune Up has about an 85 percent completion rate. They distribute about 5,500 vouchers per year and they perform and pay for about 4,500 repairs. There is no limit to how many vehicles for which an individual can get vouchers, and individuals do not have to prove that they own the vehicles or provide any information about the vehicles or themselves to the program. The emission system repairs that are done will normally last for the rest of the vehicle’s useful life. Emissions systems begin to fail after about 250,000 miles, by which time the vehicles do not usually have much useful life left.

**Redemption of Incentives**

The process by which incentives are redeemed is:

- A repair voucher is awarded to the driver of the vehicle after the vehicle fails a basic smog test conducted at a Tune In & Tune Up event.
- The driver then takes the vehicle to a STAR-certified repair shop, which is a state certified testing and repair facility certified through the Bureau of Automotive Repair (BAR). The shop conducts more accurate emissions testing and determines how much the repair will cost. The shop then approves the repair with the Tune In & Tune Up program and performs the repairs. If the testing and repairs cost more than $850 the owner of the vehicle can pay the difference, or it will be recommended that the vehicle be retired. The program does not pay for testing and repairs that cost more than $850.
- The repair shop submits an invoice with the emissions test results and record of the repair to Tune In & Tune Up. The program then pays the shop directly for the repair.

The computer systems and emissions testing equipment that STAR-certified service stations use is connected to the Bureau of Automotive Repair’s computer system, so it is difficult for garages to commit fraud by not completing a proper repair. In addition, the certification process is rigorous so the program has not experienced much, if any, fraud.
The program does not track what happens to vehicles once they are repaired. The vehicle owner may sell the vehicle if they wish to. The program is only concerned with repairing vehicles that are high emitters and are likely to continue to be in use.

The incentives are not considered a gift of public funds because they are considered purchases of emission reductions, and the end-user does not receive any cash. The state mandates that the air district have an emission reduction program.

**Promotion and Outreach**

Tune In & Tune Up does extensive community outreach to low-income vehicle owners through community leaders and organizations including THP-Plus Statewide Implementation Project, Foundation for California Colleges, VRRRM...*(sic.)*, Advanced Transportation Technology and Energy Initiative and Healthy Air Living. The program does not conduct any educational outreach in addition to promoting their Tune In & Tune Up events, because they feel that motivating people to action is more important than creating awareness. They also have found that registration for their program is so high that the people they are reaching are already aware of air quality problems and the repairs that need to be made to their vehicles.

**Potential Expansions of Tune In & Tune Up**

Staff would like to potentially expand the program to fund repairs for vehicles that are considered functional failures, which are cars that didn’t fail the test but are likely to in the near future. Funding vehicles like this would increase the number of vehicles they repair by about 50 percent, which would be very costly. Another potential expansion would be the provision of a retirement incentive like a bus pass.

The requirements of the state vehicle repair and retirement programs are not usually attractive to Tune In & Tune Up participants. According to staff, many of the vehicle repair or retirement programs are highly focused on fraud prevention and become really restrictive resulting in the potential exclusion of vehicle owners who have the worst polluting vehicles and who therefore do not have their car registered.

**Budget and Funding Sources**

Tune In & Tune Up is entirely funded by the San Joaquin Valley Air District whose funding comes from a $19 fee on vehicle registration in San Joaquin Valley. The annual budget for Tune In & Tune Up is $4 million allocated approximately in these categories:

- Vehicle repairs: Approximately $3 million
- Promoting and conducting the weekend events: $700,000
- Administration and evaluation for the program: $300,000

In 2012, after the San Joaquin Air District took on full funding for the Tune In & Tune Up program, regulation on the ways the air district could spend their funds were eased because they became fully self-funded through the registration fees. This allowed Tune In & Tune Up to have greater flexibility to tailor the program to the problem they were trying to solve.
Tune In & Tune Up was able to demonstrate the need and success of the program in their initial years when they were funded by Chevron, and this helped justify funding from the district. The district also recognized that they needed to be proactive about reducing the number of high-emitting, unregistered vehicles. Through their evaluation, Tune In & Tune Up was able to demonstrate that there are large numbers of older high emitting vehicles that need repairs and that the cost of fixing the vehicles was much more cost effective compared to not meeting air quality standards.

The program has strived to use good data to show that there is a problem that needs to be solved and that solving it proactively is cheaper than solving it after the problem has occurred. Staff recommended that Don’t Drip and Drive demonstrate the relation between liquid leaks and vapor leaks to take advantage of funding from both Clean Air Act violations and Clean Water Act violations. They also recommended focusing on areas that are most sensitive to liquid leak pollution.

**Evaluation**

Tune In & Tune Up evaluation reports include:
- Number of vehicles emission tested
- Emission test results
- Number of vouchers provided
- Number of vehicles repaired
- Make, model and year of the vehicles
- Emission reductions as a result of the vehicles participating in the program

Tune In & Tune up is in the process of completing a 12-18 month report that will be available in May 2015. Older reports are available at [www.valleycan.org/tune_in_tune_up.php.html](http://www.valleycan.org/tune_in_tune_up.php.html).

**Legislative Considerations**

The Don’t Drip and Drive project team had a discussion about long-term funding options with legislative consultant, Bruce Wishart, who has over 30 years experience working on water pollution issues in Washington State. *We learned the following key points.*

**Water pollution polls high with the public.** It is one of the most compelling issues to the public and most people are more willing to respond to water quality issues relative to other issues.

**It is important to show the pros and cons of various approaches.** When different potential funding sources and incentives are proposed, legislators want to know the research on the benefits and challenges of each option.

**Private versus public entities in the delivery of financial incentives.** The issue that will arise about how to avoid a problem with the potentiality of private auto repair shops making decisions on the types of repairs and the costs of repairs. This problem, for example, is avoided with the emissions testing which is run by the state and by the wood stove program in which the market price for the stoves is a known amount.
**Model Toxics Cleanup Act (MTCA) funding is highly tapped out.** While there may be a good nexus with MTCA funding as a source for support of the Don’t Drip and Drive program and incentives because of the connection to cleanups and petroleum products, it is a source of funding that is under significant pressure to fund a large number of programs. In addition, there are concerns by some about the use of MTCA to fund stormwater programs.

**Regulatory option may need to be considered in the long run.** Requiring vehicle leak checks and repairs, similar to the existing emissions program, by certified mechanics during registration and sale of vehicle is a potential long-run solution. A major challenge could be how to address equity for low income users which may require a waiver system or public funding to provide supplemental assistance.

**It may be best to start with a smaller program.** Sometimes new programs start as a smaller effort as a pilot and then expands over time. This provides a way to refine strategies before a larger commitment.

**There may be additional benefits to the program.** Don’t Drip and Drive could be a jobs/small business/job training program. For example, low income users could get their leak checked for free at a technical school and the program could incorporate aspects of a technical school training program.

**Discussion**

This section summarizes key findings from the research, focusing on common themes and unique features that can provide lessons learned for Don’t Drip and Drive.

**Program Information and History**

These programs that address pollution tend to be long-term (greater than 5 years):

- Maryland’s Smog Check and Car Inspection Program started in 1984 and expanded and updated in 1990.
- Don’t Mess with Texas started in 1986.
- California has three different vehicle retirement programs that started in 1998 and 2009.
- Tune In & Tune Up started in 2005.

Creating a program to comply with environmental quality laws or reduce clean-up costs provides a strong driver:

- Maryland’s Smog Check and Car Inspection Program and the Wood Stove Exchange Program, were created in response to federal air quality regulations.
- California’s Vehicle Retirement Programs were started in response to state legislation around air quality and the increased use of alternative fuel vehicles. Tune In & Tune Up addresses the same issue.
• Don’t Mess with Texas was started by Texas Highway Commission in response to the high cost of picking up litter.

Partnering with other agencies, organizations and businesses has been important for achieving program goals and leveraging resources:
• Don’t Mess with Texas partners with a non-profit called Keep Texas Beautiful that does most of the program’s outreach. Sponsors provide a significant number of the benefits, such as giveaways and scholarships.
• The Wood Stove Exchange Program is managed by the Puget Sound Clean Air Agency and has a significant number of partners including Pierce County, City of Tacoma, Tacoma Public Utilities, Puget Sound Energy, Tacoma-Pierce County Health Department and several surrounding small cities. The partnerships that the Wood Stove Exchange Program has created have allowed it to leverage the services and incentives of other organizations to increase outreach and incentives for participation.
• California’s Vehicle Retirement Programs is run by several agencies in partnership and relies on relationships with contractors to scrap and repair vehicles as needed.
• Maryland’s Smog Check and Car Inspection Program works with a number of nonprofits.

Incentives and Outreach

All of the programs include or have included incentives and education/outreach. Free accreditation to shops that qualify to perform repairs also plays a role in some programs:
• California’s Vehicle Retirement Programs and the Wood Stove Exchange Program both provide financial incentives to the end user for either retiring, or retiring and replacing, old, polluting equipment.
• Tune In & Tune Up provides financial incentives for those who are reluctant to share their personal information with the government.
• Maryland’s Smog Check and Car Inspection Program operates a free accreditation program for service providers. The service providers are incentivized to participate because the accreditation is free and is accompanied by free advertising to people who fail their smog test.
• Don’t Mess with Texas focuses on outreach and provides some incentives to enhance their outreach. Incentives are provided in the form of giveaways, including litter bags and window decals that are branded with the Don’t Mess with Texas message and distributed through their website and at outreach events, scholarships for students who participate in litter prevention and free trashcans with winning designs for schools in the design competition.

Incentives may or may not be needed when regulatory requirements are initiated:
• Maryland’s Smog Check and Car Inspection Program ceased providing incentives to vehicle owners when the passing a smog check became a registration requirement thus preventing motorists from driving high emitting vehicles.
• California’s Vehicle Retirement Programs, on the other hand, recognizes that a number of motorists driving high-emitting vehicles are unregistered. As a result, California’s Vehicle Retirement Programs provide incentives for retirement of high emitting vehicles as a way to
encourage vehicle owners, who may be discouraged by potential repair costs the smog test may incur, to register their vehicles.

To discourage and prevent fraudulent behavior, specific financial incentives or free advertising to shops may be needed:

- Maryland’s Smog Check and Car Inspection Program conducts onsite audits of participating service providers to check that shops have properly functioning equipment and check the documentation of the certified staff who must be present for the audits. These procedures ensure that the participating service providers are able to repair vehicles to Maryland’s standards.
- Washington’s Wood Stove Exchange Program requires proof from the residential applicant to ensure their wood stoves are eligible for retirement and incentives, and they audit the recycle yard to ensure that the wood stoves retired are being destroyed.
- California’s Vehicle Retirement Program audits vehicle registrations and/or requires the vehicle owner to provide proof that the vehicle has been in California for a minimum of two years. They regularly audit scrap yards to ensure that all vehicles retired through the program are destroyed and are not sold on the secondary market.

It is important to balance incentive amounts to be large enough to encourage participation in the program but also allow the program incentive funds to be available to a large number of people:

- Staff at California’s Vehicle Retirement Programs have had difficulty finding the right incentive amount to attract owners to turn in vehicles with useful life remaining. An audit in 2013 showed that the vast majority of the vehicles retired had major mechanical problems and did not have a significant amount of useful life remaining. Research done as a part of their 2013 program assessment (linked to in the program summary below) showed that 99% of vehicles in running condition offered for sale in classified ads, similar to those targeted by the retirement program, are listed above the current incentive of $1,000 ($1,500 for low-income owners) and have a median cost of $4,000. This suggests the current level of incentive may not be attracting the vehicles the program is trying to target.
- California’s Vehicle Retirement Programs and the Wood Stove Exchange Program both have additional funding in place for low-income participants.

Programs avoid prohibitions on gifts of public funds by incentivizing purchase or repair of polluting equipment to reduce pollution or by using sponsors to give incentives directly without the need for payment from public agencies.

- California’s Vehicle Retirement Programs, Tune In & Tune Up and the Wood Stove Exchange Program justify giving cash incentives to individuals by considering them purchases of polluting equipment that reduce emissions rather than gifts of tax dollars.
- Don’t Mess with Texas only provides financial incentives through sponsors who provide the incentives directly to the end users. For example, when they award their college scholarships, the sponsor pays the tuition directly to the educational institution of the student’s choice rather than giving the money to the Department of Transportation to distribute.
Outreach

Outreach and promotion are shown to greatly improve the reach of the programs:

- Don’t Mess with Texas has an extremely high brand recognition (98%) and is primarily an educational campaign that spends a large portion of its budget on promotion and advertising. Methods include TV, billboards, radio and social media. Don’t Mess with Texas conducts focus groups and behavior research to craft marketing campaigns that are effectively targeted at a specific audience.

- The Wood Stove Exchange Program reported that outreach and education is integral to the success of the program. They conduct promotion to inform the public of the program but for the most part have not focused on providing education through trainings or workshops. The type of outreach and education has changed over the course of the program’s history due to funding increases. At first, their outreach was limited to promotion through local utilities and cities and some direct mailing. When the program was creating the implementation plan, outreach included more education in the form of training or community meetings. Now, the program has a more focused marketing plan that informs the public through television, print, online announcements and outdoor ads (like billboards). The number of participants has increased as the promotion has increased.

- California’s Vehicle Retirement Programs do not spend much budget on promotion. Instead, drivers learn about the program by word of mouth, by failing a smog check and from some direct mailings.

- Tune In & Tune Up uses a targeted approach for those vehicle owners who know that they have an emissions problem – inviting them to testing events to confirm their emissions release and providing vouchers for full repair. They use existing networks of community leaders, non-governmental organizations and business contacts to spread the word to the target audience, many of whom are unwilling to share their personal information with the government (thus not participating in the other California vehicle repair and retirement programs).

Budget and Funding Sources

Programs receive long-term funding through various sources including state grants, general funds and user fees:

- **Two-year grants**: the Wood Stove Exchange Program is funded through two-year grants from the Washington State Department of Ecology. The current grant is $2.7 million.

- **Department of Transportation funding (from state general fund)**: Don’t Mess with Texas receives money from the Department of Transportation’s portion of the state’s general fund. The current annual budget is nearly $2 million.

- **User fees**: Maryland’s Smog Check and Car Inspection Program ($1.3 million annually), California’s Vehicle Retirement Programs ($27 million annually) and Tune In & Tune Up ($4 million annually) receive funding through fees that are charged at the time of vehicle registration.
Compliance with federal and state pollution-related regulations or pollution related problems are the drivers for the financial support at the state level for these programs:

- Four programs were created and funded in response to federal air quality standards and state legislation, and one program was started by the Texas Highway Commission in response to the high cost of picking up roadside litter. In addition, Don’t Mess with Texas has built a nationally known brand that is supported by the public.
- Washington’s Wood Stove Exchange Program received air quality grants and was able to obtain funds allocated for the Department of Ecology’s Water Quality program by justifying that air quality affects water quality.

**Evaluation**

Research and analysis to track success is important both for making improvements to programs and providing accountability and justifying their funding to decision makers:

- Don’t Mess with Texas has been able to justify continuing its funding by doing extensive behavioral and litter research to demonstrate that the program is achieving its goals.
- Maryland has been able to demonstrate air quality improvements through their monitoring.
- Tune In & Tune Up was able to justify moving from private funding to public funding sources due to the high quality data and evaluation results they collected.

**Recommendations**

Based on the experience of other similar programs across the nation that were reviewed in this report, Don’t Drip and Drive should consider the following related to long-term funding and effectiveness of the program:

- **Plan for the long term.** Other successful programs across the U.S. have durations of greater than five years, in many cases for twenty years. This allows partnerships to evolve and strengthen, advertising and promotion to create brand reach and certainty for agencies. It would also be beneficial to have a committed long-term coordinator position or program (10-20 years), so there is continuity of the campaign, not the stop-start that grants cause and fast turnover of grant managers. This program would fund regional elements like advertising, social media, repair shop partnerships, advisory committee, general coordination, etc.

- **Show clear connection to federal and state law compliance.** To justify funding and to gain public support the program needs close ties to state and federal laws and the ability to reduce pollutant loads. Water quality is a highly important issue for the public and thus broad support can be gained. Connections to air quality may also be made to gain additional support for the program.

- **Capitalize on partnerships.** Leveraging partnerships allows for greater funding, ways to fund program components directly (i.e., prizes for art contests) and maximize reach. Look for partnerships with other state or federal agencies, businesses, academic institutions and non-governmental organizations where there are nexuses. It is important for partners to see a benefit
for them. For Don’t Drip and Drive, there are excellent opportunities to partner with air quality and transportation agencies and quick lube shops and other auto related businesses.

- **Provide toolkits for partners.** Toolkits are a cost-effective way to support the program. Partners will use tested toolkits for their own marketing and other purposes, thus allowing a broader reach of the campaign. For example, there is a high demand for tools that can be implemented on a local-scale by jurisdictions to support the program, including low-cost items (similar to the Puget Sound Starts Here drain markers) that help them meet or exceed their municipal stormwater permit requirements.

- **Identify funding from multiple sources with nexuses.** Several programs found funding support both through air quality funding sources and others with a close nexus. Air quality, transportation, highway safety and human health are some potential avenues to consider.

- **Avoid “gift of public funds.”** Programs avoid prohibitions on gifts of public funds by incentivizing purchase or repair of polluting equipment to reduce pollution.

- **Determine the correct price point for incentives.** It is important to determine the optimum level of value for incentives to ensure that a large number of people respond to the incentive, but not so large that the program has overstepped what is needed to motivate action.

- **Consider advertising and promotion as integral to the program.** Programs that include strong marketing have shown the largest numbers of participation. Programs that have a regulatory requirement (i.e., required in order to register vehicle) don’t need significant marketing, but for discretionary programs, promotions, outreach and advertising is key.

- **Incorporate adaptive approach in the model program.** As Don’t Drip and Drive builds toward a model program that can be implemented regionally or statewide, it is important to continue testing new approaches to make this a model with strategies that work to change vehicle owner behavior. All of the programs reviewed made changes as their programs evolved in order to improve effectiveness, test new strategies, and increase participation.

- **Include safeguards against fraud.** With a financial incentive, there is the potential for some to try to “game” the system. It is important to develop safeguards to prevent fraud. In addition, some programs include periodic audits of contractors and partners.

- **Provide support for low income users.** Car repairs to address leaks can be out of reach for low income users. Decision-makers will want to see provisions to assist low income audiences in a program that uses state or federal funds.

- **Incorporate targeted events.** Using Tune In & Tune Up as a potential model and building on the success of the workshops, Don’t Drip and Drive could add a component of advertised events for vehicle owners who know or suspect that they have a leak. Leaks could be confirmed and vouchers or coupons that offset all or a significant portion of the cost of the repair provided. Tune In & Tune
Up avoids abuse of the system by having the repair shop obtain permission for the repair job in advance (same day) and by reimbursing the repair shop directly. This program is particularly effective for low income users.

- **Include evaluation for accountability.** Monitoring and evaluation of both water quality improvements and success of the program elements is critical for providing justification for funding and to show accountability.
Expanded
Repair Shop
Interview Summary
Summary of Interview with Potential Automotive Partners

In February 2015, Cascadia interviewed auto industry representatives including auto shops that participated previously in the Don’t Drip and Drive program, ASA Northwest, and companies that provide oil change services (quick lube shops). The following sections describe the survey methodology, key findings, and recommendations regarding the program scenarios presented in the interviews.

Survey Methodology

Cascadia interviewed representatives from eight auto shops that participated in Don’t Drip and Drive in 2014, as well as a representative from ASA Northwest (a key Don’t Drip and Drive partner). Cascadia also contacted representatives at the corporate office of Oil Can Henry’s, the corporate office of Jiffy Lube International, and Heartland Automotive (a major Jiffy Lube franchise owner). All contacts agreed to participate in the interview voluntarily, except Jiffy Lube International and Heartland Automotive. Jiffy Lube International referred Cascadia to Heartland Automotive, which then forwarded the interview questions to a different decision-maker at Jiffy Lube International. Interviews were scheduled in advance and conducted over the phone from February 9 to February 25, 2015. Table 1 presents the organizations that were contacted and whether they completed an interview. Complete interviewee responses are included separately.

Table 1. Organizations Contacted

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<thead>
<tr>
<th>Type</th>
<th>Business or Organization</th>
<th>Interview Status</th>
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<tr>
<td>1 Industry Organization</td>
<td>Automotive Services Association Northwest</td>
<td>Complete</td>
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<tr>
<td>2 Repair Shop</td>
<td>Brown’s Automotive</td>
<td>Complete</td>
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<td>3 Repair Shop</td>
<td>Bud’s Transmission Service</td>
<td>Complete</td>
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<td>4 Repair Shop</td>
<td>Rolf’s Import Auto Service</td>
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<td>5 Repair Shop</td>
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<td>7 Repair Shop</td>
<td>T &amp; T Tire Factory</td>
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<td>8 Repair Shop</td>
<td>Terry’s Automotive</td>
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<td>9 Repair Shop</td>
<td>West Seattle Autoworks</td>
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<tr>
<td>10 Quick Lube</td>
<td>Oil Can Henry’s Corporate</td>
<td>Complete</td>
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<tr>
<td>11 Quick Lube</td>
<td>Jiffy Lube International</td>
<td>Referred interviewer to Heartland Automotive</td>
</tr>
<tr>
<td>12 Quick Lube</td>
<td>Heartland Automotive (Jiffy Lube franchise owner in Washington)</td>
<td>Forwarded interview questions to Jiffy Lube International</td>
</tr>
</tbody>
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Recommendations

Permanent Advertising with Optional Rebate/Coupon Program

Combine Scenario 1 (permanent advertising-only campaign) with Scenario 2 (publicly funded rebate/coupon program) for a two-tiered program in which shops can choose their level of participation: shops can either supply their own discounts with limited tracking, or receive rebates in exchange for more tracking. Revise discounts to be presented as dollar amounts rather than percentages, with larger amounts for more expensive repairs.

- Most shops and ASA would participate in the advertising-only campaign with very limited tracking. This campaign should:
  - Consider asking whether shops would offer a 15% discount or a multi-tiered, dollar-based discount.
    - The multi-tiered coupon would offer one dollar amount for small repairs and a larger dollar-based discount for more expensive repairs. For example, $20 off repairs costing $150-$250, $40 off repairs costing $251-$500, and $60 off repairs costing more than $500. The dollar amount would be more tangible to customers, while the tiers would ensure the discounts fall within an acceptable percentage-off range for shops.
  - Use substantial advertising so shops can see an increase in customers.
    - All shops that were interested in participating mentioned increasing business, while the two shops that were not interested in this scenario said they had not seen increased business from the current program.
  - Hold the campaign for a limited time during the year, ideally when shops are not busy.
  - Keep tracking easy and simple with no customer-specific information.
    - Tracking time and customer privacy issues in the phase II Don’t Drip and Drive campaign (in 2014) were also key reasons why two shops were not interested in participating in either scenario.
  - Continue promoting the environmental benefit to shops.
    - All shops interested in participating mentioned contributing to a better environment.

- Some shops would also participate in a publicly funded reimbursement program with extensive tracking. This program should:
  - Give shops confidence that they will be reimbursed.
    - Have very clear guidelines so shops know what repairs will be eligible for reimbursement. In addition to written guidelines, explore developing a look-up website where shops can enter the make, model, and year of the vehicle; repair type and cost; and customer or license information to verify eligibility.
  - Reimburse shops within 30 days of receiving the forms.
— **Make tracking as easy as possible by offering multiple ways to submit requests**: however, note that paper-submitted requests may increase staff needed to ensure the program reimburses shops within 30 days.

  - Offer an online portal that shops can use on their own schedule. Some shops preferred monthly or weekly submissions, while another shop wanted to request reimbursement as they completed repairs.
  - Allow shops using standard customer invoicing software to submit invoice print-outs instead of filling out new forms.
  - Allow shops that prefer paper to mail standardized paper forms.

— **Research the specific requirements for ASE, AAA, EnviroStars, and Washington State emissions certification, and for ASA membership, to understand clearly what the certifications address and how rigorous they are.**

  - ASE, AAA, and Washington State Emissions certifications and ASA membership may cover both proper automotive repair as well as environmental compliance.
  - EnviroStars certification would address environmental compliance but not proper automotive work.
  - If existing certifications do not seem sufficiently rigorous, consider both requiring a certification and using spot-inspections by program or Department of Ecology staff.

— **Further research options and the need for methods to avoid shops increasing prices because of the reimbursement.** Some shops thought this would not be needed, while others provided ideas that would be cumbersome for the program. One option to balance these issues could include the following elements:

  - Ask shops to provide a list of standard charges, hours, and labor rates when they sign up for the program and compare these charges and labor rates to standard labor rates (through Mitchell or All Data) or standard repair “book times,” or to the average of all shops in the program. Ask shops to update their labor rates every year or two.
  - Include an ethical contract as part of the shop participation agreement.
  - Periodically spot-check reimbursement forms to review prices.

— **Conduct additional audience research and pilot programs with customers and with more shops to explore rebate systems.**

  - Refine the program scenario to be more specific, including rebate levels for specific repairs/vehicles, reporting systems, and shop requirements. Then present the scenarios to more shops to assess how many would be interested in participating.
  - Develop and test with customers a well-defined program scenario that puts the reporting burden on them to submit rebate forms provided by their shop, or to pre-apply for a rebate voucher to give to their shop (reducing the information the shop must fill out while still allowing the customer to receive an “instant” rebate).
Car Diaper Program

Conduct additional research and shop outreach on “car diapers.” Only one of the shops had heard of
the product, and no one had seen the product before. Four of the eight shops needed more
information to address their concerns before they could make a decision. Three shops said they would
participate and could serve as pilot testers. One shop would not participate and opposed the product
because it was not a true fix for leaks.

- Shops that were interested in participating mentioned:
  - The environmental benefit of **preventing drips though a free or low-cost alternative** when
    customers cannot afford an expensive repair.
  - Raising awareness of leaks.
  - Being able to **track the severity and location of leaks**.

- Shops also expressed the following concerns:
  - **Shop liability** if the product causes an oil spill, injury, or vehicle damage (whether due to
    malfunction or improper customer use or driving habits).
  - **Lack of information about the product** including installation, absorbance capacity, durability,
    and undercarriage clearance.
  - **Customers using the product as a permanent solution**, particularly customers with limited
    incomes or low-value vehicles, leading to:
    - Environmental harm if oil leaks out of the tray or oil-soaked pads fall out of the tray onto
      roadways.
    - Vehicle damage if customers do not refill or change fluids.
    - Reduced shop income if customers use the free inspection and car diaper without
      eventually paying for a repair. Shops recommended requiring customers to return to the
      shop within a specified amount of time for a full repair, although this stipulation would
      be difficult to enforce.
  - **Limited applicability of the product.**
    - Leaks occur in many places under the car, not just at the oil pan.

- While several shops felt their customers are mainly interested in permanent fixes while their vehicle
  is in the shop, others felt that at least some of their customers would be interested because the
  product offers an alternative, particularly if it is free.

Quick Lube Shops

Oil Can Henry’s shops appear much easier to reach and work with than Jiffy Lube shops. The program
should pursue a partnership with Oil Can Henry’s, particularly for a leak detection and referral
program connected to the main Don’t Drip and Drive campaign.

For either company, the corporation would need to agree to participate before involving individual
shops.
- **Oil Can Henry's** is based in Oregon. Half of their shops in the Puget Sound Region are owned by the corporation and half are owned by individual franchise owners. The corporate marketing director would help coordinate with franchise owners if the corporation decided to participate.

- **Jiffy Lube International** is based in Texas, but most of the local shops are owned by one franchise owner, Heartland Automotive. The corporate headquarters would need to approve any kind of partnership, after which franchise owners could decide whether to participate. Although we could not complete an interview with either Jiffy Lube International or Heartland Automotive, we learned that Jiffy Lubes in the Seattle area do not perform diagnostics or repairs.

Oil Can Henry’s representative said the company would probably participate in a leak detection and referral program, for similar reasons that auto shops participate in Don’t Drip & Drive.

- **The program would fit into their current procedures:** Oil Can Henry’s shops already inform customers when they notice leaks (and note it on the invoice), do very limited repairs on minor leaks only (e.g., by using leak-stop products), and have informal relationships with mechanics to which individual shops will refer customers. Because technicians typically do a visual inspection anyway, they would likely support including the visual leak inspection as a formal part of the checklist in the basic oil change service package.

- The program offers business and environmental benefits by providing an opportunity to:
  - Connect with more customers and get them to pay more attention to their service.
    - The marketing director mentioned using digital advertising that would direct to a coupon on the company’s website.
  - Show that quick lube shops keep oil out of the environment.

Oil Can Henry’s marketing director would need to discuss the car diaper product with his operations team before assessing the company’s likelihood of participation.

- The perceived benefits of participating were:
  - A competitive advantage over other quick lube shops that did not offer the product.
  - A program that fits nicely under the company’s “environmental umbrella.”
  - A quick installation, if the product is as easy to install as it looks.

- Concerns with the scenario were:
  - Installation could slow down their service, which is something they want to avoid.
  - Liability concerns, similar to those of the other auto shops—especially for the more severe leaks.
  - Lack of benefit to their business because Oil Can Henry’s shops do not repair vehicles (aside from very minor leaks).
Auto shop and ASA Northwest representatives were asked about three potential scenarios for future Don’t Drip & Drive campaigns. The three scenarios were:

1. Permanent advertising-only campaign
2. Publicly funded rebate or coupon program with advertising
3. Publicly funded provision of a temporary leak solution (“car diaper”)

For each scenario, representatives were asked whether they would participate, why they would or would not participate, and how the scenario could be improved. As part of the second scenario, representatives were also asked about rebate and coupon programs they currently participate in to obtain ideas and lessons learned for program logistics. The following sections present key findings for each of these scenarios.

**Scenario 1: Permanent Advertising-Only Campaign**

**Scenario Description:** Don’t Drip and Drive develops a bigger advertising campaign with radio, TV, print, and billboards throughout all of Puget Sound. The campaign website directs drivers to participating shops. We ask participating shops to continue to offer a free inspection plus 10% off (up to a $50 value). Participating shops track only the number of leaking vehicles they fix during a few sample months in the year.

- Six auto shops plus ASA Northwest said they would participate.
- Two auto shops said they would not participate.

**Shops Interested in Participating**

Six out of eight shops and ASA Northwest said they would participate in a program like this.

- ASA Northwest and all six interested shops mentioned they would participate:
  - For the **opportunity for more business or new customers.**
  - To **contribute to a better environment.**
Shops Not Interested in Participating

Two of the eight shops said they would not participate in a program like this; however, one of the two noted that it supported the Don’t Drip and Drive effort and would be able to make a more informed decision about participation in the future.

- Both shops that were not interested mentioned a lack of customer traffic from the current program. Other reasons (mentioned by one shop per reason) are noted below.
  - Brown’s Automotive
    - Customers do not want King County to have their information.
    - People in the shop’s service area are not environmentally conscious and are therefore not interested in the program.
    - The shop already offers free inspections, reminders for customers who do not fix leaks, and a 15% coupon for repair.
  - Bud’s Transmission Service
    - Technicians are too busy to track Don’t Drip and Drive customers.

Recommended Changes

Shops recommended the following changes:

- Run the program during limited times of the year rather than year-round.
  - Two auto shops suggested running the program during select times of the year as opposed to year-round to make it easier on participating shops.
  - Both of these shops also suggested allowing shops to decide when to offer the discount so they could choose not to participate during months when they are already busy; free inspections can “cut into the bottom line” during these times.
  - One of these shops also recommended running the program during the summer, when people are more likely to notice vehicle leaks.
  - In contrast, ASA recommended a year-round campaign to allow tracking participants to become a habit. If a three-month campaign is used, then ASA recommended running the campaign during February, March, and April when business at shops is slower (which increases their ability to track participants).

- Make the tracking process easier.
  - One auto shop, as well as ASA, recommended an easier process for recording information for the DDD program, likely referring to the coupon portion which is not part of this proposed scenario.

- Offer a larger discount and make discounts based on dollar amounts rather than percentages.
  - One auto shop recommended offering more of a discount (up to $70) for expensive repairs and using coupons for dollar amounts off as opposed to percent off.
Target coupons to specific areas with older vehicles, which Val-Pac may be able to do, and list participating shops on the coupons.

Because the program is focused on Puget Sound, have the Department of Ecology give discounts directly to customers without shop involvement.

Scenario 2: Publicly Funded Rebate/Coupon Program

Scenario Description: Don’t Drip and Drive has the same level of regional advertising as in the first scenario, but we have public funding to pay for repair discounts up to $200. Shops would be asked to provide an instant discount and then apply for reimbursement. Because we’re using public funds, to obtain reimbursement shops would first need to report information such as customer name and contact info, vehicle type, license plate number, leak and repair type, and total repair cost.

Three shops said they would participate: Sparks Car Care, T & T Tire Factory, and West Seattle Autoworks

One shop said it would maybe participate: Bud’s Transmission

Four shops said they would not participate: Brown’s Automotive, Rolf’s Import, Swedish Automotive and Terry’s Automotive

ASA Northwest preferred the first scenario, saying that the rebate/coupon scenario would be harder to promote.

Reasons to Participate

The shops that were uncertain or said they would participate were all willing to wait 30 days for reimbursement. Interested shops mentioned the following benefits of the scenario:

- Two shops mentioned environmental benefit.
- One shop mentioned the benefit of being reimbursed because it would make them more willing to do smaller repairs.
- One shop and ASA mentioned that upfront discounts make customers happy, and one shop said that upfront discounts are better for lower-income households.

Reasons Not to Participate

The shops that were uncertain or said they would not participate in this scenario commonly expressed concerns about customer privacy, certainty of reimbursement and payment, and additional paperwork:

- Three shops mentioned they would not want to submit customer information to the Department of Ecology.
- Three shops mentioned they would need a way to confirm that a customer is approved for the program to ensure the shop will be reimbursed.
Two shops and ASA mentioned that they would **not want to deal with additional paperwork.**

One shop mentioned the **difficulty of collecting payment from lower income customers** (the demographic that this scenario would target).

ASA mentioned **fraud issues** that might arise in this scenario.

**Current Rebate and Coupon Programs**

Interviewees were asked about participation in other discount or rebate programs where their shop doesn’t pay for the discount.

Two of the eight auto shops currently participate in a supplier or manufacturer rebate program:

--- West Seattle Autoworks participates in one program in which they provide a discount to the customer and are reimbursed by their supplier. The steps are:

- When a customer gets an oil change using Eco-Friendly Oil (from Motor Oil Supply), the shop gives them a small form to fill out which requires their name and address. The customer fills out the form and is responsible for mailing the form to Motor Oil Supply. The customer receives a voucher in the mail from Motor Oil Supply. The auto shop gives the customer a $10 discount in exchange for the paper voucher (which looks like a fake check).
- Once the auto shop has collected several vouchers, it contacts the supplier to send a sales representative who collects the vouchers and checks the shop’s stock of oil (to confirm the eligible products have been used).
- The supplier then sends the auto shop a check to cover the rebates.

--- T & T Tire Factory participates in several seasonal mail-in rebate programs in which the customer is responsible for submitting paperwork to receive the discount directly from the manufacturer. The steps are:

- Auto shop provides rebate forms and information to the customer.
- Customers complete the rebate form and submit to the manufacturer directly through electronic or postal mail.

All shops provide discounts (most self-funded by the shop) and were asked how they track the discounts that they do provide customers:

--- Five shops **track discounts electronically in customer accounts**, connected to customer information.

--- Two shops **track only discount dollar amounts, which are not connected to customer info**.

--- One shop **does not track any discounts**.

**Application and Reimbursement Process and Scenario Suggestions**

All interviewees were asked to share their suggestions for how the application and reimbursement process for Don’t Drip and Drive should work, even if they were not interested in participating.
Electronic submissions were most popular, either online or by email.

- Four shops suggested using some sort of **online reporting system for shops**.
  - One shop that suggested having customers turn in rebate forms directly to the program (minimizing shop involvement) suggested that online systems should allow those customers to track the status of their rebate online (such as when it has been accepted, processed, and fulfilled).
- Two shops mentioned **reporting through emails**, although one of these shops also mentioned that it personally prefers paper forms.
- Two shops suggested **mailing paper forms**. One of these interviewees suggested allowing shops to mail **print-outs of invoices** (which have customer and repair info on them) from the most common shop software systems to eliminate separate paperwork. Auto shops not using these systems would instead fill out a standardized form.

Three shops mentioned submitting reimbursement applications on a **monthly basis** and one preferred a **daily basis**. The other shops did not express a preference.

The shops that were interested in participating all said they would be willing to wait up to 30 days for reimbursement.

Shops also offered the following suggestions and comments:

- Have the **Department of Ecology send customers the rebate directly**, keeping auto shops out of the process.
- Have **very clear guidelines on eligibility and restrictions** so shops can be certain they will be reimbursed.
- Send **reminder emails** to remind shops to submit reimbursement applications online.
- Have shops display a **poster with** pictures or names of their customers who participated in the program and are helping save Puget Sound.
- **Require detailed information on the vehicle and repair services**, such as vehicle make, model, and mileage along with service date and services provided.
- One shop that was not interested said it would be willing to offer **15% off instead of 10%** with no state reimbursement or tracking.
- One shop suggested **using this scenario only with smaller service center shops** that would be less affected by the added paperwork. In contrast, another shop said that it would be easier for larger shops (which usually use common invoicing software) to participate as long as they could submit invoices rather than separate paperwork.

The following summarizes other changes that were recommended for this scenario:

- ASA and five shops suggested simplifying the process by **not requiring separate paperwork** for recording customer information or by accepting standard invoices in lieu of a campaign-specific form.
  - ASA, Swedish Automotive, T & T Tire Factory, and Terry’s Automotive all recommended less or no paperwork.
Sparks Car Care, T & T Tire Factory and West Seattle Autoworks recommended using invoices in the reimbursement application process.

Certifications and Maintaining Honesty

Shops were asked about existing certifications that the program should use in order to ensure that auto shops receiving reimbursements do quality mechanical work and comply with environmental standards. They were also asked about what other minimum requirements the program should adopt. The following is a list of the certifications or other minimum requirement mentioned by the shops and the frequency at which they were mentioned:

- Seven shops and ASA mentioned **ASE** certification.
- Four shops and ASA mentioned **EnviroStars**.
- Three shops mentioned **AAA** certification, with one of these shops saying that AAA monitors member shops to ensure they do ethical work.
- Three shops mentioned **ASA** as a certification and one other shop mentioned ASA membership as a minimum requirement.
- Two shops mentioned having an inspector from the Department of Ecology visit the shop.
- One shop each mentioned **Washington State emissions certification**, **Better Business Bureau**, the **Tacoma Health Department**, compliance with King County recycling laws, and a **repair warrantee** for 12 months or 12,000 miles.

Shops were asked about how to keep dishonest shops out of the program. The following points summarize their suggestions and feedback.

- **Monitor the submitted invoices and detailed receipts** from participating shops to make sure price matches what they agreed to before program began (three shops suggested this, admitting that it would be a lot of work for someone at the Department of Ecology)
- Two shops mentioned using either **standard labor rates** (through Mitchell or All Data) or **standard repair “book times.”** One shop dissented, saying that shops have different labor rates and operate in different ways.
- Have participating shops sign a **binding ethical contract**.
- Honesty is enforced through the shops’ **level of commitment** (e.g. ASA member shops and AAA-approved shops).
- Two shops and ASA said they do not think shops would raise prices. One shop seemed offended by the question and said that reviews on Facebook and Yelp would weed out dishonest shops.
**Discount Formats**

Interviewees were asked what discount formats are successful with their customers.

- Four shops said **dollar amount works better than percentages** because people think in dollars and not percentages.
- One shop felt the **format didn’t matter**, saying that shop owners will **offer larger discounts for larger jobs and smaller discounts for smaller jobs**.
- Three shops said that they use other coupons (besides Don’t Drip and Drive) in the format of a **percentage off up to a maximum amount**.
  - One of these shops also said they send customers hand-written thank-you notes with a $10 to $15 coupon, noting that they feel the personal touch is important.

**Scenario 3: Car Diaper Program**

**Scenario description:** There currently exists a product to catch drips that auto shops install like a washer on the oil plug of a vehicle during an oil change. It’s an 8-by-8 inch polycarbonate tray with an oil absorbent pad. You can think of it like a diaper for the car. It’s designed to be a temporary solution when drivers can’t fix their leaks right away. The City of Bellingham tested this product for two years on their fleet vehicles. (If needed, offer to send the Oil Catcher document by email.)

In this scenario, Don’t Drip and Drive has regional advertising. The program provides the car diapers for free to shops that agree to install the product for free. To continue receiving free diapers, participating shops would need to report information for every diaper installed, such as customer name, vehicle type, license plate number, and leak type and severity.

Seven shops plus ASA Northwest had not heard of the product although one shop has “make-shifted” something similar. One shop had heard of but not seen the product before. When asked if they would participate in the program:

- Three shops said they would participate in a program like this.
- Four shops said they would need more information or that they have concerns with this scenario.
- One shop said it would not participate in a program like this.
- ASA would promote a program like this—and thinks its member shops would participate if the program were free—but would like to see it combined with the first scenario.

**Why would you participate?**

The following is a summary of the responses for those auto shops that responded positively to this scenario. (Why would you participate? What do you like about this scenario? What benefits do you see for your shop?)

- Two shops said it would **prevent more leaks from hitting the ground**.
Two shops said it would raise awareness among customers about the issue of oil leaks.

Two shops said it would bring in more customers.

It would provide an alternative to customers that cannot get their leak fixed right away—this benefits both the customer and the shop.

Benefit of being able to monitor oil leaks in the area (severity and locations).

Why would you not participate?

The following points outline the concerns that were expressed by the shops:

- Four shops mentioned concerns with liability, such as if the product malfunctioned or overflowed when full, causing an oil spill, car damage, or injury to passengers.
- Three shops mentioned that it is a Band-Aid fix and does not address the real problem (which can also lead to vehicle damage).
- Two shops mentioned the issue of preventing customers from using this product as a permanent fix, including making sure customers understand that the product is designed to be temporary.
- One shop that was unsure about participating mentioned that customers would not pay the shop anything if they received a free inspection and free car diaper through the program.
- One shop had questions about how long the product would last.
- Two shops mentioned the concern of having the diapers end up on the roads, such as from not fitting correctly, getting bumped off from low clearance, or becoming too heavy with oil.
- Two shops and ASA mentioned that this product only targets one specific leak area even though leaks occur from other areas under the car besides the oil plug area.
- One shop mentioned that it did not want to collect and send in customer info for each diaper.
- One shop mentioned that it had concerns about whether the oil-absorbent pad is environmentally friendly, such as being biodegradable.
- One shop mentioned that the product will likely not fit on all cars.

Customer interest in product

Shops were asked if they thought their customers would be interested in this product.

- Four shops said at least a small portion of customers would be interested for the following reasons.
  - It offers a free alternative, back-up, or temporary solution to customers who cannot repair their leaks right away.
  - While most customers want a real fix, some customers do not plan fixing their leaks at all and could use an alternative.
- ASA said shops would be interested if the product was free for them.
- One shop said their customers would not be interested because customers want their vehicles fixed properly right away and would not want to come back later for repair.
- One shop said it would discourage customers from using the product because it is not a real repair.
- Two shops did not provide a clear answer:
  - One shop was not sure.
  - One shop thinks people with leaks park outside and do not care about preventing leaks.

**Recommended Changes**

The following points summarize the changes that were recommended to this scenario:

- Two shops suggested a stipulation that customers must return to the shop to have the leak fixed.
- Two shops mentioned having tracking be as easy as possible (one of these suggested putting more trust in the auto shops and having them record only the repair order numbers).
- Send a 6-week reminder to customers to come in and have the diaper taken off in the shop.
- The legislature should be focusing instead on holding manufacturers accountable for engine leaks (e.g., manufacturer warrantee for engine or fluid leaks under 10,000 miles).
Key Findings for Quick Lube Shops

General Questions

Corporate Structure

Oil Can Henry’s is based in Oregon. Half of their shops in the Puget Sound Region are owned by the corporation and half are owned by individual franchise owners. The corporate marketing director would help coordinate with franchise owners if the corporation decided to participate.

Jiffy Lube International is headquartered in Texas. Most Jiffy Lubes in the Puget Sound Region are owned by franchise owner Heartland Automotive. The corporate headquarters would need to approve any kind of partnership, after which franchise owners could decide whether to participate.

Services and Referrals Offered

Representatives were asked if the quick lube shops provide diagnostics or repair of any vehicle fluid leaks.

- Jiffy Lubes in the Seattle area do not provide diagnostics or repair of any vehicle fluid leaks. A limited number of shops elsewhere in the nation do provide this service.
  - NOTE: the Heartland Jiffy Lube representative stopped answering questions at this point. The remaining responses refer only to Oil Can Henry’s.
- Oil Can Henry’s can diagnose and repair some, but not all, fluid leaks related to the oil filter or drain plug.
  - They always notify customers of leaks found and note it on the invoice.
  - To avoid liability, the company will not service a vehicle if the leaking is too severe.
  - They sell certain additive products including a variety of leak-stop products for radiator, transmission, and oil systems.
  - Most Oil Can Henry’s shops have informal relationships with individual mechanics to which they will refer customers.

Scenario 1: Leak Detection and Referral Program

Scenario description: The first scenario: Don’t Drip and Drive provides region-wide advertising of our program using a variety of advertising channels to promote our business partners, including your corporation. At your shops, you provide a visual leak inspection as a part of your checklist that’s included in the basic oil change service package to customers, and for those who do have leaks, your shop staff recommend that they repair their leak and provide an information sheet about Don’t Drip and Drive, which includes information about our program, where they can find partnering repair shops that offer a discount on leak repairs, and information about selecting a repair shop. Our campaign may also provide your shop with posters, countertop displays, or other items to promote the program.
Oil Can Henry’s would probably be interested in a program like this, after clarifying that there would be no cost to join the program and that they would not be paying for the advertising. They noted the following benefits:

- Would get customers to pay more attention to their service.
- Opportunity to connect with more customers.
- Show that quick lube shops keep oil out of the environment.
- Technicians typically do a visual inspection anyway, so they would support including the visual leak inspection as a part of the checklist in the basic oil change service package.

They suggested having a link from the program’s website, digital advertising, or a link to a coupon as a promotional aspect.

They noted that the biggest issue for customers with leaks is that customers cannot afford repairs.

**Scenario 2: Car Diaper Program**

**Scenario description:** There currently exists a product that auto shops can install to catch drips from the oil plug of a vehicle. The product could be easily installed during an oil change. It’s an 8-by-8 inch polycarbonate tray with an oil-absorbent pad. You can think of it like a diaper for the car. It’s designed to be a temporary solution when drivers can’t fix their leaks right away. The City of Bellingham tested this product for two years on their fleet vehicles, and has had great successes with the product. (If needed, offer to send the Oil Catcher document by email.) In this scenario the program provides free mounts and car diapers to shops that agree to install the product on customers’ leaking oil pans at no cost. Your technicians would install drip diapers on leaking oil pans and also encourage them to get their leak fixed by providing the information packet about the Don’t Drip and Drive campaign. To continue receiving free diapers, participating shops would need to report information for every diaper installed, such as customer name, vehicle type, and leak severity (if you have capability to diagnose this).

Oil Can Henry’s has not seen or heard of the product, and the interviewee would need to get the company’s operations side involved before deciding whether they would participate.

They noted the following benefits of participating:

- Provides a competitive advantage if Oil Can Henry’s is the only quick lube shop to offer the product.
- The product falls under their environmental umbrella.
- The product looks simple and easy to install.
- Participation would be free for Oil Can Henry’s—any financial investment would make it more difficult to participate.

They might not participate because:

- Warrantee risk would be too high for severe leaks.
- The scenario does not enhance their business much because Oil Can Henry’s does not do repairs.
Installing the product could slow down service (Oil Can Henry’s is always trying to speed up their service).

They thought customers might be interested as a stop-gap measure in lieu of an expensive repair, particularly if the product were free.