

# JACOBS ENGINEERING GROUP INC.

## MEMORANDUM

**TO:** Steve Cox/NST Long Beach  
Andrea Dunham/SOUTHWESTDIV

**DATE:** 15 October 1991

**FROM:** Charles Gardiner/CH2M HILL-SFO

**SUBJECT:** Telephone Survey Summary  
Naval Complex Long Beach

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This Letter Report summarizes the results from the Telephone Survey conducted during the week of 30 September 1991. The survey was designed to evaluate the community response to the Final Community Relations Brochure (brochure) that was mailed to 85 individuals from various groups and organizations. Approximately 20 percent (18 individuals) of the mailing list was contacted by telephone.

The majority of those contacted were from large organizations and/or were on vacation when the brochure arrived. The brochures were subsequently routed to other individuals. Initially, 10 interviewees had received the brochure, while eight had not. After resending eight brochures to those people, a follow-up interview was conducted. Of the eight addressees to whom brochures were resent, one follow-up interview is included in this summary.

All those questioned who had received the brochure indicated that they had read the brochure and were happy to provide feedback. All of the individuals indicated that the information contained in the brochure was valuable and had a positive impact on them. One gentleman from the Chamber of Commerce in Long Beach forwarded it on to a special environmental committee. Others commented that the information was very concise and would be very appropriate for the general public.

When asked what information was most interesting or valuable, the response varied according to each individual's role in the community. Many thought that the water quality section was valuable. The remediation process and the flow chart of the Installation Restoration Program process were also mentioned. No one specifically commented on the hazardous waste section other than it would be an appropriate introduction for the average citizen. In general, each person interviewed added that all the information incorporated in the brochure was important.

A majority of those questioned indicated that they would like to have more information on the environmental programs, including waste minimization, dewatering issues, soil investigation, and gas spill assessment. The fact that people surveyed were in fields where they are involved in these and similar programs, led to their requesting more detailed information on each of the programs. One question from two individuals was regarding the schedule for Base closure and cleanup. Several interviewees commented that the brochure was detailed enough for the general public and one commented that the brochure was too technical.

Many of those interviewed agreed that the most vital of the environmental issues in the Long Beach area were recycling, air and water quality, harbor and ocean impacts, and hazardous waste management and cleanup. Added issues were waste minimization, dewatering, ridership and commuting, and noise pollution.

The appearance of the brochure itself was given great reviews. The feeling was that the brochure was very professional and well prepared. Many liked the use of color, and the graphics were mentioned by most as being very effective. Everyone thought that the use of a brochure was an efficient way of reaching the most people and gave an appropriate introduction to the programs.

Other means to reach the community were suggested during the interviews. Public meetings and news articles were most popular, however, one comment was made that public meetings tend to be very costly. Radio and television were suggested only by a small percentage of interviewees, while others suggested school information programs and advertisements in the local journals and papers. A majority of interviewees recommended production of follow-up brochures, or a series of publications to continue to inform the community and as the most effective means of informing and reaching the most people.

The overall reaction of those participating in the telephone survey was very positive and follow this comment from a Chamber of Commerce representative, "You (Long Beach Naval Complex) are out ahead of the pack." A Port of Long Beach representative shared this thought, "They (Long Beach Naval Complex) usually keep to themselves. It is good that they are sharing these programs."

A summary of the survey results is attached.

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**Attachment 1**  
**Summary of Telephone Survey**

## Naval Station Long Beach Community Relations Brochure

### Telephone Questionnaire

Hello. My name is \_\_\_\_\_. I am calling on behalf of the Long Beach Naval Complex. I would like to take just a few minutes of your time to discuss some information materials the Naval Complex sent to you recently. We sent a brochure describing the environmental programs at the Naval Station and the Naval Shipyard.

1. Did you receive the brochure? Yes 10 No 8

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

The 8 that did not receive a brochure were re-sent, of those 8, 1 received and completed a survey.

2. Have you looked at the brochure? Yes 11 No 7

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes 11 No 0

If no, why not?

4. What information was most interesting or valuable?

Flow chart of IR process, recycling, water quality section, remediation efforts. "Good educational tool."

5. Are there programs described in the brochure that you would like to know more about? Yes 11 No 0 Which ones?

Schedule of base clean-up, dewatering issues, contacts for these programs, waste minimization, soil investigation and gas spill assessment, in general - all programs.

6. Was there any information that was unclear? Yes 2 No 9

If yes, what was unclear about it?

Two people felt the brochure was too technical for the general public to understand.

7. What do you see as the most important environmental issue in Long Beach and the surrounding area? **Everyone interviewed thought all four issues addressed were THE most important in the Long Beach area. Other important topics included: ridership/commuting, noise pollution, and dewatering issues.**

- Recycling       Harbor and ocean impacts  
 Air quality       Hazardous waste management  
 Water quality       Hazardous Waste cleanup  
 Other

8. What did you think of the overall appearance of the brochure?  
**Very professional, well prepared, good use of graphics, full color was effective, very concise, and impressed with the layout.**

9. Is sending information in the mail the best way to get information to you?  
Yes 18      No 0  
**Even those who did not get first or second brochure sent thought that mailing was usually the best way to relay information.**

10. What other ways do you think the Navy should use to keep you and the community informed?

- 3 Public meetings    3 Newspaper articles  
1 Radio announcements    1 Television programs    see below Other

**Mass mailings, introduction to schools, brochures, press releases, series of publications, need follow-up on contact people.**

**Most felt that the brochure was the most effective way to reach the community and give a introduction on a level that most people could follow.**

**Attachment 2**  
**Telephone Survey**

Julius Miller

G. Douglas  
U.S. Naval Station

Call back  
10/1

Naval Station Long Beach Community Relations Brochure

Telephone Questionnaire

Hello. My name is \_\_\_\_\_. I am calling on behalf of the Long Beach Naval Complex. I would like to take just a few minutes of your time to discuss some information materials the Naval Complex sent to you recently. We sent a brochure describing the environmental programs at the Naval Station and the Naval Shipyard.

1. Did you receive the brochure? Yes \_\_\_\_\_ No X

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

2. Have you looked at the brochure? Yes ✓ No \_\_\_\_\_

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes ✓ No \_\_\_\_\_

If no, why not?

4. What information was most interesting or valuable?

IR flow chart  
all areas covered

5. Are there programs described in the brochure that you would like to know more about? Yes ✓ No \_\_\_\_\_ Which ones?

6. Was there any information that was unclear? Yes 5 No ✓

If yes, what was unclear about it?

Good educational tool, good overview for general public

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts
- Air quality       Hazardous waste management / Disposal
- Water quality       Hazardous Waste cleanup
- Other

8. What did you think of the overall appearance of the brochure?

*Impressed with layout  
Graphics helped*

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles
- Radio announcements       Television programs       Other

*Brochure the best  
(Thinking about doing  
a graphic brochure after  
seeing how effective this was)*

B. Ellis.  
Defense Fuel  
Regn

Naval Station Long Beach Community Relations Brochure

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1. Did you receive the brochure? Yes  No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

Water quality

4. What information was most interesting or valuable?

remediation  
soil & gas assessment spill

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

6. Was there any information that was unclear? Yes  No

If yes, what was unclear about it?

too technical for public

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts
- Air quality       Hazardous waste management
- Water quality       Hazardous Waste cleanup
- Other

*- Sound pollution  
Long Beach  
(machinery, auto)*

8. What did you think of the overall appearance of the brochure?

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles
- Radio announcements       Television programs       Other

*brochures, testimonials*

J. Higgins on  
Chamber

Naval Station Long Beach Community Relations Brochure

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1. Did you receive the brochure? Yes  No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

Sent it to a committee

4. What information was most interesting or valuable?

"Out ahead of the pack"

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

6. Was there any information that was unclear? Yes  No

If yes, what was unclear about it?

Clear for the average citizen

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling
- Harbor and ocean impacts
- Air quality
- Hazardous waste management
- Water quality
- Hazardous Waste cleanup
- Other

8. What did you think of the overall appearance of the brochure?

9. Is sending information in the mail the best way to get information to you?

Yes  No

*well worth*

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings
- Newspaper articles
- Radio announcements
- Television programs
- Other

*% of time to community*

Naval Station Long Beach Community Relations Brochure

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1. Did you receive the brochure? Yes  No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

4. What information was most interesting or valuable?

a week since reading

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

Thinks this info is appropriate for intro to programs

6. Was there any information that was unclear? Yes  No

If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts  
 Air quality       Hazardous waste management  
 Water quality       Hazardous Waste cleanup  
 Other

8. What did you think of the overall appearance of the brochure?

*accurate info - no additional info needed*

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles  
 Radio announcements       Television programs       Other

*This was effective.*

J. Heath  
Naval Civil Eng. Lab.

## Naval Station Long Beach Community Relations Brochure

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2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

4. What information was most interesting or valuable?

Recycling sandblast grit - flow chart

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

Good intro - not sure they need more info.

6. Was there any information that was unclear? Yes  No

If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts  
 Air quality       Hazardous waste management  
 Water quality       Hazardous Waste cleanup  
 Other

8. What did you think of the overall appearance of the brochure?

*Very professional*

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles  
 Radio announcements       Television programs       Other

Naval Station Long Beach Community Relations Brochure

Telephone Questionnaire

S. Yingling  
Naval Supply  
San Diego

Hello. My name is \_\_\_\_\_. I am calling on behalf of the Long Beach Naval Complex. I would like to take just a few minutes of your time to discuss some information materials the Naval Complex sent to you recently. We sent a brochure describing the environmental programs at the Naval Station and the Naval Shipyard.

1. Did you receive the brochure? Yes  No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

Good to keep up with what L.B.N.C. is up to - hard to get info.

4. What information was most interesting or valuable?

[contacts & waste minimization (in Long Beach)]

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

info. & contacts

6. Was there any information that was unclear? Yes  No

If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling
- Air quality
- Water quality
- Other
- Harbor and ocean impacts
- Hazardous waste management
- Hazardous Waste cleanup

Waste minimization  
Ridership - commuting

8. What did you think of the overall appearance of the brochure?

Well prepared & concise

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings
- Newspaper articles
- Radio announcements
- Television programs
- Other

Information & Help on contacts

B. Mitchell  
Port of LA

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2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

*Good for average citizen*

4. What information was most interesting or valuable?

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

*Dewatering - time frames for base closure/clean-up*

6. Was there any information that was unclear? Yes  No

If yes, what was unclear about it?

*Not enough detail for Port of LA*

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts  
 Air quality       Hazardous waste management  
 Water quality       Hazardous Waste cleanup  
 Other

*Dewatering issues*

8. What did you think of the overall appearance of the brochure?

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles  
 Radio announcements       Television programs       Other

*Brochure was appropriate*

*These are very costly!*

G. Kratz  
Part of Long Beach

Naval Station Long Beach Community Relations Brochure

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1. Did you receive the brochure? Yes  No

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2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

(Clean-up of base -  
schedule of clean-up) ?

4. What information was most interesting or valuable?

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

6. Was there any information that was unclear? Yes  No   
If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts  
 Air quality       Hazardous waste management  
 Water quality       Hazardous Waste cleanup  
 Other

8. What did you think of the overall appearance of the brochure?

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles  
 Radio announcements       Television programs       Other

"A lot speculation as to closure of base"

"They usually keep to themselves, good to share these programs"

Part of L.B.

used to meet w/ Commander, no longer

City of L.A.  
Environ.

### Naval Station Long Beach Community Relations Brochure

#### Telephone Questionnaire

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1. Did you receive the brochure? Yes  No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

4. What information was most interesting or valuable?

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

*In each program.*

6. Was there any information that was unclear? Yes  No

If yes, what was unclear about it?

*good intro to citizens level*

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts
- Air quality       Hazardous waste management
- Water quality       Hazardous Waste cleanup
- Other

8. What did you think of the overall appearance of the brochure?

*Good graphic*

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles
- Radio announcements       Television programs       Other

*Mass mailing  
School contacts*

N. Nicholas

SCAQM

call Tues

Roberta

Naval Station Long Beach Community Relations Brochure

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1. Did you receive the brochure? Yes  No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

4. What information was most interesting or valuable?

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

6. Was there any information that was unclear? Yes  No   
If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts  
 Air quality       Hazardous waste management  
 Water quality       Hazardous Waste cleanup  
 Other

8. What did you think of the overall appearance of the brochure?

9. Is sending information in the mail the best way to get information to you?

Yes \_\_\_\_\_ No \_\_\_\_\_

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles  
 Radio announcements       Television programs       Other

J. Kellogg

**Naval Station Long Beach Community Relations Brochure**

**Telephone Questionnaire**

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1. Did you receive the brochure? Yes  No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

Was out of town, but saw brochure (per assistant.)

2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not?

4. What information was most interesting or valuable?

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

6. Was there any information that was unclear? Yes  No   
If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts  
 Air quality       Hazardous waste management  
 Water quality       Hazardous Waste cleanup  
 Other

8. What did you think of the overall appearance of the brochure?

9. Is sending information in the mail the best way to get information to you?

Yes \_\_\_\_\_ No \_\_\_\_\_

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles  
 Radio announcements       Television programs       Other

M. Piszker  
Corps of Engineers

(send ✓ 9/30  
another)

Naval Station Long Beach Community Relations Brochure

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1. Did you receive the brochure? Yes  No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

2. Have you looked at the brochure? Yes  No

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes  No

If no, why not? Only because he was looking for applications to 20/20, and others of WS projects

4. What information was most interesting or valuable?

5. Are there programs described in the brochure that you would like to know more about? Yes  No  Which ones?

Too technical for the public (general)

6. Was there any information that was unclear? Yes  No   
If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts
- Air quality       Hazardous waste management
- Water quality       Hazardous Waste cleanup
- Other

8. What did you think of the overall appearance of the brochure?

*Liked full color.*

9. Is sending information in the mail the best way to get information to you?

Yes  No

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles
- Radio announcements       Television programs       Other *press releases*

*Series of publications*

Naval Station Long Beach Community Relations Brochure

Telephone Questionnaire

*G. Berkman*  
*Branch*  
*of Reading*

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1. Did you receive the brochure? Yes \_\_\_\_\_ No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

*Address was correct*  
*(?)*

2. Have you looked at the brochure? Yes \_\_\_\_\_ No \_\_\_\_\_

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes \_\_\_\_\_ No \_\_\_\_\_

If no, why not?

4. What information was most interesting or valuable?

5. Are there programs described in the brochure that you would like to know more about? Yes \_\_\_\_\_ No \_\_\_\_\_ Which ones?

6. Was there any information that was unclear? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts  
 Air quality       Hazardous waste management  
 Water quality       Hazardous Waste cleanup  
 Other

8. What did you think of the overall appearance of the brochure?

9. Is sending information in the mail the best way to get information to you?

Yes \_\_\_\_\_ No \_\_\_\_\_

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles  
 Radio announcements       Television programs       Other

J. Workman  
will call back  
10/1  
JM 10/5

Naval Station Long Beach Community Relations Brochure

Telephone Questionnaire

Hello. My name is \_\_\_\_\_. I am calling on behalf of the Long Beach Naval Complex. I would like to take just a few minutes of your time to discuss some information materials the Naval Complex sent to you recently. We sent a brochure describing the environmental programs at the Naval Station and the Naval Shipyard.

1. Did you receive the brochure? Yes \_\_\_ No

If yes, go to #2. If no, describe the brochure and doublecheck address, make correction on mailing list.

never got either <sup>sent</sup> brochure address was correct (?)

2. Have you looked at the brochure? Yes \_\_\_ No \_\_\_

If no, explain that we are calling some recipients of the brochure to evaluate the value and content of the brochure. Offer to call back in a few days after they have had a chance to review it.

3. Did you find the information of value? Yes \_\_\_ No \_\_\_

If no, why not?

4. What information was most interesting or valuable?

5. Are there programs described in the brochure that you would like to know more about? Yes \_\_\_ No \_\_\_ Which ones?

6. Was there any information that was unclear? Yes \_\_\_ No \_\_\_  
If yes, what was unclear about it?

7. What do you see as the most important environmental issue in Long Beach and the surrounding area?

- Recycling       Harbor and ocean impacts
- Air quality       Hazardous waste management
- Water quality       Hazardous Waste cleanup
- Other

8. What did you think of the overall appearance of the brochure?

9. Is sending information in the mail the best way to get information to you?

Yes \_\_\_\_\_ No \_\_\_\_\_

10. What other ways do you think the Navy should use to keep you and the community informed?

- Public meetings       Newspaper articles
- Radio announcements       Television programs       Other

S. Schick  
10 sent  
10/9

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