



City of Santa Barbara
Public Works Department

ITEM 6

Interoffice Memorandum

DATE: December 7, 2010
TO: Board of Water Commissioners
FROM: Rebecca Bjork, Water Resources Manager
SUBJECT: RESULTS OF THE WATER CONSERVATION CUSTOMER PHONE SURVEY

As part of the Long-Term Water Supply Update, City Water Resources Division staff is developing a Water Conservation Plan, which includes both the technical evaluation of water conservation measures, as well as assessing the water customers' attitudes and awareness of water conservation.

As such, the City Water Resources Division staff partnered with Flycatcher Marketing (FCM) and the UCSB Social Services Department to better understand the value of the Water Conservation Program for residential customers. Quantitative research was conducted among high- and moderate-use household decision-makers to understand overall awareness and perceptions of local water conservation efforts.

Regarding how this survey and the results affect the south coast and countywide water conservation efforts, we have made an effort to coordinate this effort with the other water providers in the county. We asked for financial participation from other water providers but unfortunately no others were able to contribute to the funding of the survey. We did ask for and received review and input on developing the survey questions from the other water providers in the county through our countywide Regional Water Efficiency Program (RWEPP) group. As well several of the staff from the RWEPP group will be attending the meeting with staff and FCM, where results will be presented and participating in discussion of the recommendations and next steps based on the survey.

The results of the customer phone survey, as well as recommendations for next steps are compiled in the attached report. We look forward to having Rick Sabbag, with FCM, make his presentation to the Commission.

AJ/dm

Attachment



City of Santa Barbara
Residential Customer
Quantitative Survey

PREPARED BY FLYCATCHER MARKETING

12.13.10

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BACKGROUND

The City of Santa Barbara (the City) is the local water provider for the Santa Barbara area on the coast of California, serving a population of approximately 94,000 people. Its water supply comes from the Gibraltar Reservoir, Lake Cachuma, groundwater, recycled water, State Water Project, and water efficiency improvements.

For more than twenty years the City has aggressively promoted water conservation and would like to achieve further water efficiencies over the next twenty years. The City has an extensive Water Conservation Program already in place. As part of the Long Term Water Supply Update, it is developing a Water Conservation Plan, which includes both a technical evaluation of water conservation measures as well as assessing the water customers' attitudes and awareness of water conservation.

As such, the City partnered with Flycatcher Marketing (FCM) and the UCSB Social Services Department to better understand the value of the Water Conservation Program for residential customers. Quantitative research was conducted among high- and moderate-use household decision-makers to understand overall awareness and perceptions of local water conservation efforts.

NOTE: Target audiences that are not part of this initial study, but ideally should be researched and incorporated into your water conservation efforts at the appropriate time, include landscape contractors, landscape architects and designers, property managers for HOAs, and property and facility managers for municipal and commercial accounts. All these groups are key influencers for high water use end-users and can significantly impact the City's water conservation efforts. We recommend that the City conduct in-depth interviews and/or focus groups (i.e. qualitative research) with these targets at the appropriate time. We recommend qualitative research and not a quantitative survey because the sample size is too small for these audiences.

OBJECTIVE

The overall objective for this research study was to understand current awareness and perception of the City's Water Conservation Program among high and moderate water-use households. More specifically, the research goals were to:

1. Gauge the mindset of homeowners when it comes to water conservation, including awareness of existing programs and messaging, belief systems, and core values.
2. Determine the most meaningful motivations for acceptance of and participation in a water conservation program for residential homeowners in the marketplace.
3. Identify and prioritize the critical area(s) of concern, confusion, and barriers to acceptance of such a program.
4. Explore alternative ways of reaching and communicating with target customers.
5. Identify potential water conservation programs that homeowners would be interested in the City offering.
6. Identify possible differences in the above areas among different segments of the target audience, including the Latino population.

RESEARCH METHODOLOGY

From October 13 to October 28, 2010, an empirical, quantitative measurement and tracking assessment of awareness, interest, and attitudes toward water conservation and the City was conducted. The UCSB Social Services Department conducted a total of 417 telephone surveys. Each survey lasted approximately 13 minutes. The sponsor of the study, the City of Santa Barbara, was revealed to the participants from the outset.

Participants were recruited from residential customer lists provided by the City and separated by summer water usage. They were not paid an incentive to participate in the study. The high water-use customers experienced a minimum of a 100% increase in water use during the summer months of July and August, and the moderate water-use customers experienced a 50% to 75% increase in water use during this same period. These customers were targeted for the research as they represent the most potential for conservation. Other criteria for participants included:

1. They must be the primary decision maker (50% or more of the decision making) for their household when it comes to water use, lawn and garden landscape, and water maintenance.
2. All should be at least 25 years old.
3. All should have a landscaped yard and either a drip system or an in-ground irrigation system as the primary means of watering.
4. Ideally, a mix of males and females should be represented in each participant segment.

The City, according to the defined segments, provided calling lists, including contact names and telephone numbers.

This report presents the findings of this quantitative assessment study. The screener and discussion guide are included in the Appendices. The City has the option of tracking these same measures over time and assessing potential change.

This study is accurate to within $\pm 4.71\%$ at the 95% confidence level.

DETAILED FINDINGS

1. CHARACTERISTICS OF THE SAMPLE

OVERVIEW: *Specific desired characteristics of the survey panel were developed in a recruiting screener. Survey participants were all pre-screened to ensure they met the desired requirements.*

**High v. Moderate
Water Users:**

The survey participants were split evenly between high and moderate water users as defined by their increase in usage during the summer months of July and August. High water users represent 48.9% of survey participants while moderate water users represent 48% of participants. The balance of 3.1% comprised survey participants contacted during the early testing phase of the project.

**Age of
Participants:**

Survey participants ranged in age from 25 to 70 or over. However, only 7% were in the 25 to 39 year old age group, while the balance were fairly evenly spread in the 40 to 70 and over age groups as follows: 40-49: 18.5%; 50-59: 25.9%; 60-69: 24.2%; 70 and over: 22.8%. Not surprisingly, this spread is indicative of Santa Barbara's older population base and its popularity as a retirement community.

**Gender of
Participants:**

Participants were split very evenly with 51.4% being female and 48.6% male.

Own or Rent:

An overwhelming 93.3% of participants own their single family home, while only 6.2% rent.

**Methods of Watering
Landscape:**

Only 20.1% of survey participants' water using manually activated drip irrigation as their primary method of watering their landscapes. The balance, or 79.9%, water using automatic irrigation systems that use sprinklers, drip, or other watering devices. Other forms of watering, such as using a hose as the primary watering method, were eliminated during the screening process.

Have a Lawn:

A significant majority of 76.3% has a lawn, while 23.7% do not.

**Use Gardener or
Landscape
Contractor:**

65.7% of survey participants use a gardener or landscape contractor to maintain their yard. The balance, 34.1%, does not. It is noteworthy to correlate the 65.7% of survey participants that use a gardener or landscape contractor with the 76.3% that have a lawn. This clearly indicates that gardeners or landscape contractors play a key role and are very involved, either directly or as a key influencer, with the participants' lawns. Lawns, as we know, are a landscape feature that uses substantial amounts of water.

Ethnicity:

84.7% of participants were White/Caucasian while 5.8% were Latino. A very small minority answered as being Native American, African American, Asian, Multi-racial, other, or refused to answer. (NOTE: Although a goal was to include more Latino participants, there was no way the supplied lists could identify Latinos ahead of time, so the result represents Latinos "as they fell" in the survey. Thus no ethnic breakouts in the data tabs could be run.)

2. CONCERNS ABOUT ENVIRONMENTAL ISSUES

OVERVIEW: *Survey participants were asked a series of four questions about various environmental issues in order to gauge how important water as an issue ranked in comparison. The questions were asked in a randomized order, which changed from participant to participant. Answers were expressed on the following scale: Very Serious, Somewhat Serious, Not That Serious, and Don't Know. Overall, all the issues scored very similarly, and substantiated the high degree of environmental sensitivity that exists in the Santa Barbara area.*

Water Supply Shortage:

52% of participants answered that water supply shortage is a Very Serious Concern for them, while another 37.4% answered that it is a Somewhat Serious Concern. Combined, these total 89.4% who have a significant concern about the water supply. Only 8.9% indicated that it is Not That Much of a Concern.

Ocean Water Quality:

55.2% of participants answered that ocean water quality is a Very Serious Concern for them, while another 33.8% answered that it is a Somewhat Serious Concern. Combined, these total 89.0% who have a significant concern about the quality of ocean water in the area, the same total as expressed in the water supply question. Only 8.6% indicated that it is Not That Much of a Concern.

Global Warming Due to Greenhouse Gases:

47% of participants answered that global warming due to greenhouse gases is a Very Serious Concern, while another 31.4% answered that it is a Somewhat Serious Concern. Combined, these total 78.4% who have a significant concern about global warming due to greenhouse gases. Although this is slightly lower than the first two environmental issues, it is still extremely high. 18.7%, or fewer than one out of five participants, indicated that it is Not That Much Of A Concern.

Increased Traffic Congestion:

43.4% of participants answered that traffic congestion is a Very Serious Concern, while another 43.6% answered that it is a Somewhat Serious Concern. Combined, these total 87.1%, which is on par with the issues of water supply, ocean water quality, and global warming due to greenhouse gases. Only 12.2% indicated that it is Not That Much of a Concern.

3. AWARENESS AND IMPACT OF ENVIRONMENTAL OUTREACH EFFORTS

OVERVIEW: *Survey participants were next asked a series of three randomized questions about various environmental outreach programs they may have seen or heard in the past six months in order to gauge their awareness of outreach efforts. Answers were expressed on the following scale: Yes, No, Not Sure, and Don't Know. Unlike the questions about environmental issues, these questions scored lower but still strong; they also scored very similarly to each other. (NOTE: All three environmental outreach programs were not necessarily active in the past six months in the Santa Barbara area.)*

***Eating Five Servings
of Fruits and Vegetables***

Every Day: 47.2% of participants answered that they had seen or heard outreach communications about the benefits of eating five servings of fruits and vegetables every day. 44.8% answered that they had not seen or heard such outreach communications. 7.4% said they were unsure and 0.5% answered that they did not know.

***It is Bad to Litter
or Throw Trash into
the Environment:***

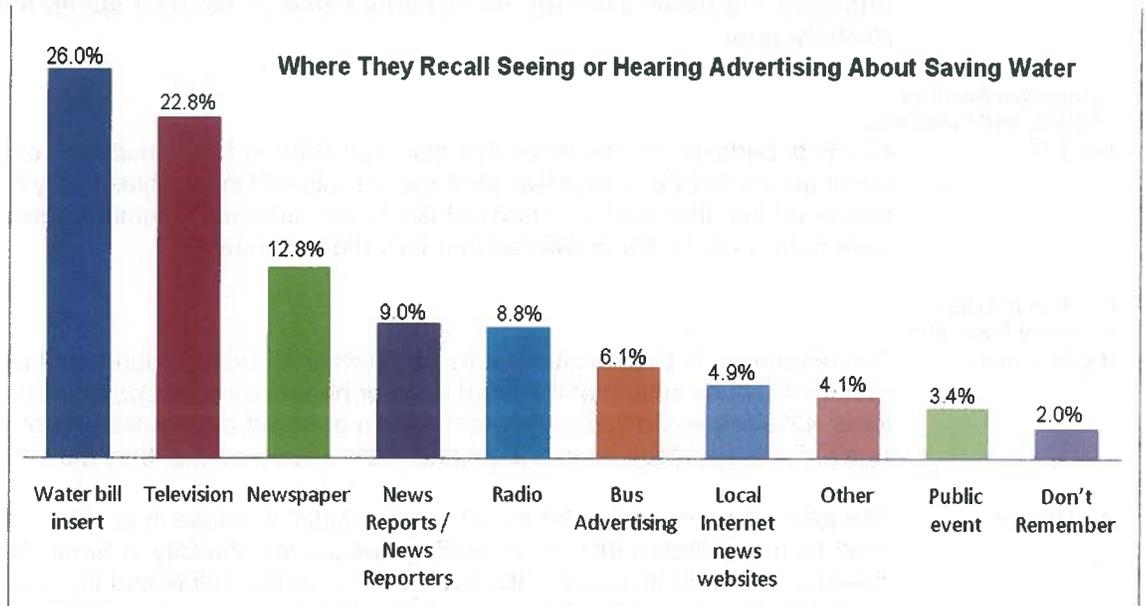
The responses to this question were very similar to the question about fruits and vegetables, with 49.4% answering that they had seen or heard outreach communications about the topic. 42% answered that they had not seen or heard such outreach communications. Again, 7.4% said they were unsure and 1.2% answered that they did not know.

Saving Water:

The topic about saving water showed a significant increase in positive response. However, it must be remembered that the sponsor of the survey, the City of Santa Barbara, was revealed to the participants at the outset and possibly influenced the responses. 61.4% answered that they had seen or heard outreach communications about the topic. 32.9% answered that they had not seen or heard such outreach communications. 5.0% said they were unsure and 0.7% answered that they did not know

Where They Saw Communications About Saving Water:

The responses to this question were very widespread with no one response clearly standing out from the rest. However, three are noteworthy: Water Bill Insert (26%), Television (22.8%), and Newspaper (12.8%) registered the most frequent responses (61.6% total, almost two thirds of all responses). Additionally, News Reports/News Reporters garnered an additional 9% response.



Influence on Water Usage at Home:

40.8% of participants answered that seeing outreach communications about Saving Water Has Influenced their water usage at home. 19.9% say it has influenced their water usage Just a Little, while 39.4% answer Not Really (13%) or No (26.4%). The implication here is that the water saving communications has had impact on 40.8% of participants and little to no impact on 59.2% of the participants.

4. WATERING HABITS AND USAGE

OVERVIEW: *The next series of questions focused on the participants' watering habits in terms of frequency, amount, and overall usage. Judging by the responses, the participants are extremely confident in their watering decisions.*

Frequency of Watering:

Responses to this question about how often they water during the mid-summer months of July and August yielded a spread of responses. The most frequent responses in rank order were 3 days/week (34.9%), 2 days/week (24.5%), 4 days/week (13.8%), and once/week (11.6%). Only 4.4% answered that they water 6 days/week (0.9%) or everyday (3.5%). It is notable that only 4.1% do not know, as they leave that decision to their gardener or landscaper (or their smart irrigation controller), this in a market that uses gardeners or landscape contractors in two thirds (65.7%) of households surveyed. This again implies a

significant degree of involvement on the part of participants in setting their watering schedules.

Watering the Right Amount:

An overwhelming majority (87.8%) is confident that they are watering appropriately for their garden or yard and are not over-watering. This breaks down to 32.6% who are Absolutely Certain, 30.3% who are Quite Certain, 20.4% who are Fairly Certain, and 4.6% who are A Little Unsure But Probably Right. Only 12.2% believe they are Unsure But This Is Their Best Guess (7.6%) or Do Not Know (4.6%). This shows a tremendous confidence that the participants believe they know what they are doing in terms of watering their yards and are neither over- or under-watering their yards, while at the same time they depend on their gardener to manage their landscape. This sense of confidence is consistent with research we have done throughout the country. (NOTE: Due to the nature of the quantitative survey, we were not able to probe why they are so confident. This could be a point of discussion in a future focus group.)

Water Usage:

Participants were asked about how many gallons of water per day their entire household uses during the mid-summer months of July and August. Here responses were far less confident and thus far less accurate. The mean (average) response was 284 gallons per day; the median (equal number of responses above and below) was 100 gallons per day. The responses ranged from a low of 20 to a high of 1500 gallons per day. This compares to a City average of 314 gallons per day per household and reflects a significant lack of awareness as to actual household water use. Again, this finding is consistent with findings in other parts of the country.

5. WATER SAVING ACTIONS TAKEN DURING THE PAST YEAR

OVERVIEW: *The next series of questions focused on actions the participants have taken during the past year to save water. Overall, they claim to have been incredibly active in this regard and have made a significant effort toward water conservation, far greater than anything we have seen during our many years of researching water conservation issues. Again, please remember that they are participating in a City-sponsored survey about water conservation, which likely influenced their responses. However, the City has had an extensive water conservation program for over twenty years, which additionally may be reflected in the answers. This would be a topic for probing in a possible future focus group.*

Installed Water-wise

Plants: 71.9% of participants answered that they have installed water-wise plants within the past year to save water. 26.4% have not. Only 1.7% do not know.

Installed Efficient Irrigation

Equipment: Similar to the first question, when asked if within the past year they have installed efficient irrigation equipment such as drip irrigation, rotating sprinkler nozzles, or a smart irrigation controller to save water, an overwhelming majority (71.5%) again answered that they have. 27.1% say they have not. Only 1.4% do not know.

Replaced Lawn With Water-Saving

Plants: 44.6% answered that they have replaced at least some lawn with water-saving plants within the past year. 54.4% have not. 1% do not know. (NOTE: Having done dozens of water

conservation research projects where we always see a strong emotional attachment to lawns and a very strong resistance to removing any of it, the percentage that claim to have taken this action within the past year is exponentially greater than anything we have ever seen elsewhere.)

**Kept Irrigation System
In Good Working**

Order: Clearly everyone appears to be incredibly diligent regarding the maintenance of their irrigation equipment as well, as 93.5% of participants say they have done this. Only 6.0% have not.

Used Online Irrigation

Scheduling Tools: When the question was asked if within the past year they have used online irrigation scheduling tools to adjust watering outdoors, including a Landscape Watering Calculator and/or Watering Index to save water, the dominant majority (71.5%) say they have not used such tools. Only 24.5% say they have. The implication is that there may be little awareness and demand for these tools. Further, perhaps demand is impacted by consumer confidence that they are already using the right amount of water so "Why bother to check?" It is also a possibility that the complexity of using an online irrigation scheduling tool could be a factor as well.

**Installed a High
Efficiency Toilet:**

The installation of high efficiency toilets appears to be very strong, as 59.5% of participants say they did this within the past year. 39.9% did not. (NOTE: It is not clear if and how many of the 39.9% installed HETs more than a year ago.) Please note that the terms "high efficiency toilet" and "low-flow toilet" were not defined in the survey question, so it is likely that participants assumed a high efficiency toilet was one in the same as a low flow toilet.

**Installed a High
Efficiency Clothes
Washer:**

The installation of High efficiency Clothes Washers program also appears to be very strong, as 51.3% of participants say they did this within the past year. 47.2% did not. (NOTE: As before, it is not clear if and how many of the 47.2% installed this appliance more than a year ago.)

**Done Anything Else
Not Mentioned:**

66.7% of participants say they did nothing else to save water beyond what was previously reported. 32.6% say they did. Comments from this minority focused on landscaping (watering less, using drip, etc.), indoor use (shorter showers, turning off water while brushing teeth, full loads of laundry, etc.), and a stronger conservation ethic.

6. ATTITUDES AND PERCEPTIONS ABOUT SANTA BARBARA'S WATER SITUATION

OVERVIEW: *A series of statements describing various aspects of the water situation in Santa Barbara was read to the participants one at a time. The purpose was to ascertain attitudes and perceptions, uncover barriers to acceptance of water conservation, identify misperceptions, and lay the foundation for a future messaging platform. Participants were given a response scale as follows: Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, Strongly Disagree, and Do Not Know.*

STATEMENT: *"In Santa Barbara during the summer months of July and August, on average 60% of residential water use is for outdoor irrigation."*

**Summer Water
Use Much More
Outdoors:**

Most respondents find this statement very believable. A strong majority of 62.8% of participants either Strongly Agree (30.5%) or Somewhat Agree (32.4%) with this statement. Only 6.0% Neither Agree Nor Disagree, while only 5.2% either Somewhat Disagree (3.8%) or Strongly Disagree (1.4%). It is notable that 25.9% answered that they Do Not Know.

STATEMENT: "On average, each person in Santa Barbara uses 120 gallons of water per day."

**Actual Water Use
Unknown:**

This statement showed that the participants, as we have seen consistently in our other research, do not know how much water gets used. Only 26.4% of participants either Strongly Agree (6.5%) or Somewhat Agree (19.9%) with this statement. 11.3% Neither Agree Nor Disagree, essentially saying they Do Not Know. Only 11.0% either Somewhat Disagree (6.0%) or Strongly Disagree (5.0%). However, it is noteworthy that a majority (51.3%) answer that they simply Do Not Know.

STATEMENT: "I am doing enough today to conserve water."

**I'm Already Doing
My Part:**

Consistent with our findings throughout the country, Santa Barbara participants believe they are already doing their part to conserve water, as 65.7% state they Strongly Agree (28.1) or Somewhat Agree (37.6%) with this statement. Only 5.0% Neither Agree Nor Disagree, while 27.3% either Somewhat Disagree (22.5%) or Strongly Disagree (4.8%). Only 1.9% Do Not Know. The implication here is that given that they already think they are doing enough, it might be a challenge to motivate them to do even more.

STATEMENT: "My yard looks great, so I must be using the right amount of water."

**I Know I Am Using
the Right Amount
of Water:**

Participants, as seen earlier, are very confident they are using the right amount of water on their landscapes. A strong majority (58.3%) either Strongly Agree (24.5%) or Somewhat Agree (33.8%) with this statement. 9.8% Neither Agree Nor Disagree, while 25.6% either Somewhat Disagree (17.7%) or Strongly Disagree (7.9%). 6.2% Do Not Know. It would appear that the standard of "using the right amount of water" is based on their evaluation of the health of their yards with no consideration as to whether it would be just as good (or perhaps even better) with using less water.

STATEMENT: "My yard reflects my design style."

**Landscapes Are
Very Personal:**

It is clear, and not unexpected, that participants are personally attached to and proud of their landscapes and yards, as 75.1% either Strongly Agree (43.4%) or Somewhat Agree (31.7%) with this statement. 6.2% Neither Agree Nor Disagree, while only 15.0% either Somewhat Disagree (10.6%) or Strongly Disagree (4.6%). Their yards represent an emotional attachment and are seen as an extension of themselves.

STATEMENT: "It makes sense to have a water-wise landscape here in Santa Barbara."

Water-wise Landscapes

Are the Way To Go: Participants unquestionably and universally understand the need for water-wise landscapes in Santa Barbara, as evidenced by a near unanimous 96.4% who either Strongly Agree (79.4%) or Somewhat Agree (17.0%) with this statement. Only 3.6% Neither Agree Nor

Disagree (0.5%), Somewhat Disagree (1.2%), Strongly Disagree (1.2%), or Do Not Know (0.7%).

STATEMENT: "A water-wise landscape saves me money and helps protect the environment."

**Water-wise Landscapes
Save Money and Are
Environmentally**

Friendly:

Similar to the above statement, participants unquestionably and universally understand the benefits of having a water-wise landscape. As before, 96.4% either Strongly Agree (79.6%) or Somewhat Agree (16.8%) with this statement. Only 3.6% Neither Agree Nor Disagree (1.2%), Somewhat Disagree (0.7%), Strongly Disagree (0.5%), or Do Not Know (1.2%).

STATEMENT: "With the cost of water going up, I need to consider ways to conserve water in my yard."

**Rising Water Rates
Are A Motivator for**

Water Conservation: Clearly there is a direct relationship between the rising cost of water and water conservation. 86.3% Strongly Agree (62.6%) or Somewhat Agree (23.7%) with this statement. Only 13.7% Neither Agree Nor Disagree (3.8%), Somewhat Disagree (4.1%), Strongly Disagree (3.8%), or Do Not Know (1.9%).

STATEMENT: "Water-wise plants and landscaping will look great at my home."

**They Believe A Water-wise
Landscape Will**

Look Great:

Continuing the above strong and very favorable trends, 87.3% of participants Strongly Agree (57.3%) or Somewhat Agree (30.0%) with this statement, while only 12.7% Neither Agree Nor Disagree (2.2%), Somewhat Disagree (3.8%), Strongly Disagree (3.6%), or Do Not Know (3.1%).

STATEMENT: "When I think of making my landscape more water-wise, I imagine that it probably will not feel as comfortable and relaxing as it does now."

**A Water-wise Landscape
Will Be As Comfortable
And Relaxing as What They**

Currently Have:

Looking at this same topic from the negative aspect, that participants would be giving up important attributes to have a water-wise landscape, 61.4% disagree with the statement, with 27.8% answering Somewhat Disagree and 33.6% answering that they Strongly Disagree. It is worth noting, however, that 29.7% either Strongly Agree (8.2%) or Somewhat Agree (21.6%). The implication of these two questions is that a significant majority of your customers do not perceive water-wise plants and landscaping to be detrimental to the look and feel of their landscape. This is a very positive finding and one that we generally do not see in our research.

STATEMENT: "No matter what people do today, there will still be adequate water available in the future."

**There Will Not Be
Adequate Water Supply**

in the Future:

Participants were not at all comfortable with this statement, reflecting their sensitivity to local water issues. 81.0% disagree with the statement, with 23.7% answering Somewhat Disagree and a very strong 57.3% answering that they Strongly Disagree. Only 15.2% either Strongly Agree (4.6%) or Somewhat Agree (9.4%).

STATEMENT: "I do not really believe our water supply is threatened."

Believe Water Supply

Is Threatened:

Keeping with the participants' high degree of awareness and sensitivity to the water issues facing Santa Barbara, 77.3% disagree with this statement, with 20.9% answering Somewhat Disagree and a very strong 56.4% answering that they Strongly Disagree. A minority 16.8% either Strongly Agree (4.8%) or Somewhat Agree (12.0%).

STATEMENT: "There may be a year or two where our water supply is very low, but over the long-term it will bounce back."

**Unsure If Water Supply
Will Be There Over**

The Long Haul:

This statement, more than any other yet reported, had a more broad range of responses. 47.0% agree with this statement, with 13.2% answering Strongly Agree and 33.8% answering that they Somewhat Agree. 6.5% Neither Agree Nor Disagree. 38.8% either Somewhat Disagree (20.6%) or Strongly Disagree (18.2%). Clearly this is an area of uncertainty for the participants.

STATEMENT: "Our water supply is threatened because other areas in Southern California use more than their fair share."

**Other Areas of Southern
California Use Too Much**

Of Our Water:

40.5% agree with this statement, with 17.3% answering Strongly Agree and 23.3% answering that they Somewhat Agree. 12.2% Neither Agree Nor Disagree. 28.3% either Somewhat Disagree (15.8%) or Strongly Disagree (12.5%). It is noteworthy that 18.9% answered Do Not Know. The responses are particularly interesting in that other areas of Southern California do not get water from the same sources as Santa Barbara, indicating a lack of awareness as to where the local water supply comes from and that State Water provides only a small portion of Santa Barbara's water supply. It also indicates a perception that "Someone else is causing the water problems, not me." This is consistent with our research findings in other regions, wherein the general attitude is that "I am doing my part to save water; it's others who are causing the problem."

STATEMENT: In our arid climate where the water supply fluctuates substantially, water conservation is critical to helping us through the dry times.

Belief in Water

Conservation:

A near unanimous 97.4% agree with this statement, with an overwhelming 81.8% answering Strongly Agree and 15.6% answering that they Somewhat Agree. A mere 2.6% Neither Agree Nor Disagree, Somewhat Disagree, Strongly Disagree, or Do Not Know. Clearly the participants have heard, understand, and believe the message — loud and clear.

7. ATTITUDES AND PERCEPTIONS ABOUT THE CITY AS WATER PROVIDER

OVERVIEW: *Another series of statements was introduced that focused on the relationship between the residential customers and their water provider. As you move forward, it is important to understand the strengths and weaknesses of this relationship. Participants were given the same response scale as before: Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, Strongly Disagree, and Do Not Know.*

STATEMENT: *“My water provider is mainly concerned with making money.”*

*Participants Unsure If
Water Provider
Mainly Concerned*

With Making Money: Participants were split in their responses to this statement. 36.0% agree with this statement, with 12.0% answering Strongly Agree and 24.0% answering that they Somewhat Agree. 10.8% are on the fence as they answered that they Neither Agree Nor Disagree. But 46.3% Somewhat Disagree (26.9%) or Strongly Disagree (19.4%). 7.0% answered that they Do Not Know. But overall, even though there is some doubt, as expected, almost half believe that making money is not the top priority of their water provider. This issue often leads to customer confusion and push back, as end-users typically do not understand why rates go up when water conservation efforts are successful (i.e. using less water). But with almost half of customers understanding that making money is not the top priority, there is more awareness of understanding why rates increase and supporting the decisions of the City.

STATEMENT: *“My water provider is mainly concerned with providing an adequate supply of water.”*

*Much More Confident
About Water Provider
Providing An Adequate*

Supply Of Water: It appears they believe that your main concern is being sure there is enough water to meet the needs of the area, as the reaction to this statement was much more positive. A very significant majority, 69.8%, agrees with this statement, with 27.1% answering Strongly Agree and 42.7% answering that they Somewhat Agree. 9.6% are unsure as they answered that they Neither Agree Nor Disagree. But only 12.5% Somewhat Disagree (9.1%) or Strongly Disagree (3.4%). 8.2% answered that they Do Not Know.

STATEMENT: *“I have confidence that my water provider will offer the right water conservation programs.”*

*Very Confident You Will
Offer the Right Water
Conservation*

Programs: Overall they have confidence that you know and will offer the correct programs to achieve the needed water conservation. Almost two thirds of participants, 62.4%, agree with this statement, with 20.1% answering Strongly Agree and 42.2% answering that they Somewhat Agree. 11.5% are unsure as they answered that they Neither Agree Nor Disagree. 18.9% Somewhat Disagree (12.7%) or Strongly Disagree (6.2%). 7.2% answered that they Do Not Know.

STATEMENT: "I trust my water provider to be sure we have an adequate water supply for my needs."

**High Degree of Trust
That You Will Provide
Adequate Water**

Supply:

It is worthwhile to point out that this is the only statement that incorporates the word "trust," a very powerful term. More than two thirds of participants, 70.0 %, agree with this statement, with 21.3% answering Strongly Agree and 48.7% answering that they Somewhat Agree. Only 6.2% are unsure and answered that they Neither Agree Nor Disagree. Roughly one out of five, 19.4%, Somewhat Disagree (14.6%) or Strongly Disagree (4.8%). 4.3% answered that they Do Not Know. These results are highly noteworthy as they again show what appears to be a strong and trusting relationship between the end-user and the City as water provider.

8. AWARENESS OF GARDEN WISE GUYS TELEVISION SHOW

OVERVIEW: *The next set of statements focused on the Garden Wise Guys television program. The purpose was to measure the awareness, familiarity, and frequency of watching the show.*

STATEMENT: "Have you ever heard of or seen the Garden Wise Guys Television show?"

Minimal Awareness

Of the Show Exists: 15.3% of participants answered affirmatively, while 84.2% say they have neither heard of nor seen the show. However, please keep in mind that this show is aired only on City and County television stations and has a limited budget for outreach and promotion. This level of awareness again demonstrates residents' interest in water wise landscaping

STATEMENT: "How many episodes have you seen of the Garden Wise Guys television show?"

Few Episodes Seen: Of those who have at least heard of the show (only 73 out of 417 participants), 76.7% have seen one to five episodes, while 17.8% have seen more than five.

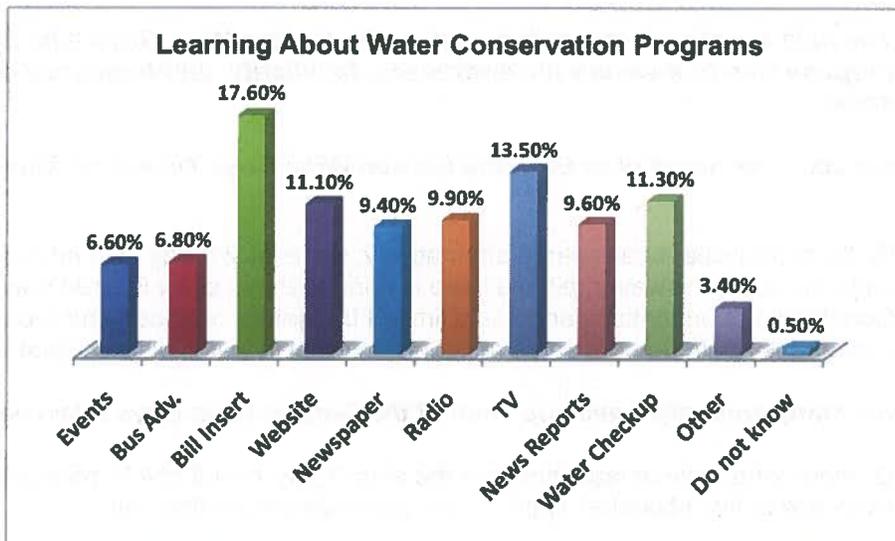
9. HOW BEST TO LEARN ABOUT WATER CONSERVATION PROGRAMS

OVERVIEW: *The final question asked what the participants thought would be the most effective ways to learn about water conservation programs. The purpose was to provide input for future outreach efforts.*

STATEMENT: *“What would be the best ways to learn about the water conservation programs offered by your water provider?”*

Broad Array of Answers:

A broad range of responses to this question was given. The visual below indicates a breakout of the most common ones. Participants were allowed to provide multiple responses.



The table below shows the most frequent responses in descending order both numerically and by percent of total, as well as the frequency of instances each answer was provided. The responses are divided into three groups to indicate relative priority. The top group includes Water Bill Insert and Television. The second group includes A Visit by City Staff for a "Water Checkup", Website, Radio, News Reports / News Reporters, and Newspaper. The bottom group includes Bus Advertising and Public events.

	Responses		Percent of Cases
	N	Percent	N
Water Bill Insert	258	17.60%	61.90%
Television	197	13.50%	47.20%
A Visit by City Staff for a "Water Checkup"	166	11.30%	39.80%
Website	163	11.10%	39.10%
Radio	145	9.90%	34.80%
News Reports / News Reporters	141	9.60%	33.80%
Newspaper	138	9.40%	33.10%
Bus Advertising	100	6.80%	24.00%
Public Event	97	6.60%	23.30%
Other	50	3.40%	12.00%
Do Not Know	8	0.50%	1.90%
Total	1463	100.00%	

Open-Ended Questions and Verbatim Responses

Participants were asked a series of seven open-ended questions to add context and “color” to the quantitative study. Areas probed included sources of water conservation communications, what they recalled, and how the outreach efforts may have changed their behavior. We also asked participants how best to reach them with water conservation messages and the types of water conservation programs they would like Santa Barbara to offer. Care must be taken to not read too much into these responses, as they are qualitative (directional) in nature, not quantitative, and therefore not projectable. That said, there are several recurring themes that support the quantitative findings and influenced our recommendations.

1. Your customers share a conservation ethic and are especially committed to water conservation.
“I’ve had an expert come out and we’ve reworked the watering in our garden. We have low flow toilets [and] we’ve adjusted showers. I’m careful because I know we’re short on water in California”

“Mainly the things that I can do, mainly the water quality things about not having water running into the streets; the water quality as well as water waste issues since I don’t have what I consider frivolous things like a swimming pool or lawns, and manual watering systems where sprinklers were running over the curbs and down the streets. I have a full array of solar on the roof of the house, so I have a solar water heater that I’ve had since 1983 that’s fully functional, so my gas bill is low, which lowers my water usage. My only luxury water wise is a koi pond on the north side of the house. And with drip irrigation being on seven water stations, the plant needs are grouped by the needs of the plant type, so it’s not overwatering some plants, because everything gets the same amount.”

“Turn off tap when brush[ing] teeth. I feel guilty about water. It makes me mad to look at the water going down the faucet. Also, when I’m cleaning cat food cans to recycle, I feel like I’m wasting water “

“We have to save water for whoever’s coming after us.”

2. Sustained water conservation marketing programs have created awareness and buy-in. A large portion of awareness can be directly traced to City marketing outreach, advertising, and PR efforts. Sources mentioned include: “city consultation”, “all the brochures the city puts out”, “mailer from the city”, public meetings,” and “advertising”. Another popular source is information that came directly from children and friends of the family.

“Well, the city sent out this mailer where they said they would be willing to come around and help you and I think that’s good; we might do that.”

3. While awareness of the need for water conservation is high as is acceptance, recall of the specific marketing messages is often very general in nature or in many cases incorrect.

“I remember a lot of commercials that are locally made for water conservation.”

“Not a lot; just that we need to conserve water.”

“Take a 20-gallon shower.”

“Actually it’s the same stuff over and over again. Just about saving it; different ways of saving it. Don’t let the water run while brushing your teeth.”

“Water goes straight to the ocean and that sort of thing.”

"Basically to conserve water even though it's not a real water shortage; we should just learn to live with less"

Others remember specific calls to action such as:

"20 gallons a day. Not letting water run while brushing teeth. Shorter showers. Drip irrigation. Don't overwater or let it go into the sidewalk; don't wash down your driveway because it wastes water. No leaky faucets."

4. They report that they have already taken measures to become more water efficient, purchasing and installing many of the popular indoor water conservation devices such as high-efficiency toilets, washing machines, and dishwashers. Many installed low-flow shower heads, fixed leaks, installed drip irrigation, smart irrigation controllers, and stated that they replaced some turf with water-wise plants. Others depend on their own abilities to manage their water use.

"We're watering as little as possible, changing our plants to ones that use less water."

"We only water a couple of times a week for a very short time. We are fastidious about our leaks. We called the city to have a water meter put in. We talk to our neighbors about it, and since we are retiring, we have to care about our utilities."

"[I use my] own brain. See rain; turn sprinklers off"

5. There were 112 responses out of the 417 participants to the open-end question about water conservation from web resources. The question did not specify the City or County websites, which are both promoted for water conservation, so responses can be assumed to apply to both websites. Some respondents were unspecific about what they learned.

"Nothing new, I'm pretty well educated on this. It was typically general things everyone should know."

"Various things"

"I didn't learn much."

Many were very specific about what they learned and the actions they have taken.

"I liked all the plants that they listed. It was inspiring. [Clothes] washing water- I've learned the difference between efficient washers and regular."

"In my old property I put in a lot of plants that were recommended and took out plants that were considered flammables and non-native."

"Water-catch system, mulching, rain water catch, drip equipment, choice of plants."

"We should have those rotating heads and more drip irrigation but my landscaper refused to do rotating heads!"

6. Respondents (N=297) had many ideas about the types of water conservation programs that the City should offer. Many feel that audits and personal visits to their properties were exactly what is needed to help them become more water efficient and especially with landscape water use.

Responses showed that not all participants were aware that the City offers audits and personal visits, i.e. "water check-up". Increased promotion of the water checkup service should be considered.

"It wouldn't be bad to have a free service where they would come out and look at how you have things set up and say this is the way you should set things up and help people set it up where its more efficient and it would be more cost effective that way too. Sort of like the gas company, where they come and look and make sure everything is the way it should be. Water companies should do that too."

"Come and tell you how you could save water."

"More home visits to help you conserve more water through both domestic and landscaping irrigation needs."

"They need to have inspectors to send out to people like my neighbor. He has a geyser come up at night and I called the city about it and I don't know what they are allowed to do or not."

"Maybe an analysis of the yard, what's planted, and how to properly water. [Make] suggestions on some changes to the landscape. I know that the program to come and check for leaks is important"

"I would like to consult with them about our water bill, which is getting really high; so I would like to consult with someone on that subject"

They want you to continuously educate them on how to be water efficient using a wide array of marketing communication vehicles.

"Well, I kind of like the flyers in the mail that come with the bill they have, reasonable tips and advice. I don't look on the internet unless I have to; having people go to the internet is lazy business."

"Probably just educational information about some things that you have mentioned- like websites and the correct amount of water that you should be using on your lawn."

"I think they need to put it on television or else in the movie theatres. And I think they should have a water festival. I mean they do Earth Day, but they really need to produce this. It was a bigger issue when we first moved here. People don't really know about it. And they should work on it in schools, part of the science curriculum. That's how they got parents to stop smoking."

Unsurprisingly, rebates and other financial incentives are a very popular request as they are very concerned about the cost of water. As mentioned, this is an older community with many retirees on fixed incomes. They perceive water to be costly.

"Discounts, incentives, education about water; lower cost."

"They should give me a water conserving washing machine and water efficient toilet. Switch to a double flush toilet system like in Australia."

"Water rebates; you know rebates for purchasing plants that don't need a lot of irrigation."

"I like the financial incentives they had in the 70s, like the toilets and shower heads. I like that they raise the price as a deterrent. Price breaks on purchasing low water-consuming plants. Send out coupons for that type of stuff. I think they probably do, but public awareness through Earth Day and dealing with myths."

"Nothing, just pricing."

7. Lastly, we asked how best to reach them. Their responses covered a broad cross-section of water conservation communication vehicles including referrals from landscape contractors and direct communication via email, direct mail, and telephone. They believe that you should teach the water conservation ethic to our children in schools. Another highly regarded communication vehicle is publicly sponsored events.

"School, teach children about it."

"Schools, scouting groups, community groups."

"Going to schools and getting to kids."

"Seminars on different native plant landscaping."

"Hold seminars and free classes."

"Send me an email."

"Email a newsletter and [use Social Media such as] Facebook."

"Send a special letter to [residents] on recycled paper."

"Make phone calls and [give us] statistics."

KEY LEARNINGS

Stepping back from the detail of the research data and looking at the bigger picture, there are several key learnings about your customers that stand out. They are presented here in summary fashion.

Your customers:

1. Are very tuned in to environmental issues
2. Believe in water conservation and the need for it in Santa Barbara
3. Want to do the right thing
4. Have been very active in trying to conserve water both indoors and outdoors
5. Support changing to water wise landscapes and find them attractive
6. Believe they are already doing all they can to save water
7. Are very confident in their outdoor water management decisions
8. Are very proud of and emotionally attached to their landscapes
9. Have optimized their indoor water conservation efforts
10. Think first about saving water indoors
11. Do not know how much water they use
12. Have lawns in 76% of yards
13. Use gardeners and landscape contractors on 66% of yards
14. Use automatic irrigation systems in 80% of households
15. Unaware about where their water comes from and that it is mostly local
16. Trust the City to take the right steps to ensure adequate water supply
17. Minimally use the online irrigation scheduling tools
18. With minimal promotion, 15% are aware of the Garden Wise Guys television show, which demonstrates an opportunity to increase awareness to a large percentage of customers.

IMPLICATIONS & RECOMMENDATIONS

OVERVIEW: The City has done a commendable job in establishing the critical role water conservation must play in the community. Your citizens are acutely aware and sensitive to water issues and clearly want to do the right thing. Based on the research, we recommend the following.

STRATEGIC RECOMMENDATIONS

1. Leverage your strong and trusting relationship with your customers.

Your customers have confidence that you have their water interests at heart and will follow your direction. You have the opportunity to leverage this as you move forward. Continue to treat them with the utmost respect and thank them whenever possible for all they have done as partners to support this important initiative.

2. Continue to make water conservation a permanent way of life in Santa Barbara.

Although the community has done an excellent job so far, the task is certainly not done. It will require everyone to pitch in, continue what has been accomplished, and take personal responsibility for their water use. Water conservation must continue and as a permanent way of life.

3. Develop a City of Santa Barbara water conservation brand and unify all conservation efforts under this brand.

A City of Santa Barbara single conservation brand will unify all programs and give consumers a handy place to start. It will serve as a focal point, a hook, if you will, for everyone to refer to and support. It will create buzz and excitement and get everyone talking about the issues. This will require updating the current messaging used in outreach communications to better reflect the brand and goals.

4. Drive all water conservation programs through the Home Water Audit.

Pulling conservation efforts under one program, the Home Water Audit, currently branded as the "Water Check-up", provides an easy and effective way to engage the homeowner. By focusing conservation efforts around the Audit, homeowners will learn that the first step to any water question or issue (new appliance, bathroom remodel, irrigation upgrade, change in landscaping, etc.) is a FREE consultation visit (or telephone call) with the City's water conservation staff. The other programs would continue but be communicated and promoted through the Audit visit, where they can be properly discussed in-depth and applied to specific customer needs. The Audit then becomes a gateway to all the other conservation programs and education.

For the Audits to continue to grow, the City needs to make it easy for customers to participate. This includes providing a time that is convenient for the homeowner – such as weekends and evenings.

5. Continue focus of water conservation efforts on outdoors.

Based on the research, indoor conservation efforts have been very successful, though certainly they must continue to be reinforced to remain top of mind. With that said, the City should continue and even further focus its efforts (and budgets) much more on outdoor water use, which, as we all know, uses much more water than indoor water use.

6. Continue to partner with and engage key influencers.

With 76% of customers having lawns, 66% using gardeners or landscape contractors, and 80% using automatic irrigation systems, the involvement of key influencers such as gardeners, landscape contractors, and

local nurseries is critical and should be increased above current levels. These influencers are important partners for the City in disseminating information about proper water use products and behavior as well as local conservation programs. These groups also want to be well informed about the issues so they can be better consultants to their clients. Consideration should be given to targeting these specific influencers with conservation programs and education in order to provide another communication link to customers. Be sure to continue and enhance their partnership in the communication channel, as they have the ear of your customers. They play a key role and should continue to be engaged by the City as you take your water conservation programs to the next level and focus on outdoor water usage.

7. Educate your customers — in an easy to grasp manner — about how much water they are using and what their water goal should be.

Studies have shown that when end-users learn how much water they use, they are shocked, embarrassed, and change their behavior. Although you currently include some information about this on your water bills, we recommend developing a clear and easy way to better communicate this, ideally on a real-time, always available basis. Investigating improved and additional opportunities to communicate this information is recommended including options for the future with AMR technologies.

8. Give feedback whenever possible

Knowledge is king. Customers appeared ready to act on conservation measures but lacked education or the understanding of their own usage patterns and problems. Rather, increasing the specific information offered through the Home Water Audit and other City-to-resident interactions, you can act as consultants to improve conservation measures for homeowners. This kind of community involvement and homeowner-friendly approach also greatly increases word-of-mouth promotion of the City and its conservation programs. Another avenue is to take advantage of your customers calling the water conservation hotline by offering more specifics over the phone through a detailed phone audit process, advising customers of rebate options, website resources, etc.

For the individual water customer, knowledge can make them feel smart about their efforts and deepen their satisfaction that they are doing the right thing.

9. Use technology as a way to increase customer conservation.

Conservation is more readily accepted when made easy. New technology is a great way to achieve ease and convenience without the customer having to alter their behavior. The Smart irrigation controller is a good example for water conservation; as are new home appliances, thermostats, and light bulbs for energy. In addition, end-users typically like the idea of “being smart” by using the latest technology to avoid too much waste and to save money over the long run.

It should be noted that the technology, and any other conservation measure for that matter, should be as non-invasive as possible. The technology applied to save water need not greatly alter or transform the aesthetic or landscape for the customer. This is important to residents because they are concerned about and emotionally attached to the look of their landscapes.

10. Use Community Based Social Marketing (CBSM) as the primary method to grow conservation awareness and program participation.

CBSM draws heavily on research in social psychology, which indicates that initiatives to promote behavior change are often most effective when they are carried out at the community level and involve direct contact with the target audience. The emergence of Community-Based Social Marketing over the last several years can be traced to a growing understanding that programs which rely heavily or exclusively on media advertising and other traditional marketing methods can be effective in creating public awareness and understanding of issues related to sustainability (which is where Santa Barbara is now), but have been proven limited in their ability to foster behavior change.

In recent years, a variety of public and private campaigns have utilized normative social influence to address a range of social issues including water conservation, household energy use, littering, and recycling. The cumulative results of these campaigns suggest that providing individuals with normative information – information about what others in the community do or approve of doing – can have profound effects on behavior. Furthermore, when incorporated into media campaigns, conveying normative information can produce significant changes in behavior.

11. Develop a Long-term Strategic and Tactical Marketing Plan

In order to take your water conservation program to the next level, we recommend the development of a Strategic and Tactical Marketing Plan. The Marketing Plan will serve as a guide for your efforts, a “roadmap” if you will. Since the City is undertaking the development of the Water Conservation Plan as a component of the Long-term Water Supply Plan, it is essential for your next level of marketing the Water Conservation Program. The Marketing Plan will set water conservation objectives, define the target audience, identify opportunities and challenges (barriers), establish the messaging platform, determine the tactics needed to support the strategies and objectives, develop the needed timeline, and estimate the budgets required. As the Mad Hatter said to Alice, “If you don’t know where you’re going, how will you know when you get there?” A combination of the Marketing Plan with the recently completed Water Conservation Technical Evaluation will be key elements of the City’s Water Conservation Plan.

The Marketing Plan will also explore developing a new media campaign based on the updated messaging platform, assessment of a CBSM strategy, branding of the water conservation program, and review of regional media campaign partnerships and options.

APPENDIX

SCREENER AND QUESTIONNAIRE

Screener and Questionnaire

Q:INTRO1 *****

T: 2 2

The City of Santa Barbara is seeking your opinions on Water Conservation.
Your input would be very valuable and greatly appreciated.

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:

KEY 1

QAL NotQAL

C: SKP Q8INTRO

Q:SQ1A *****

T: 2 2

Are you a main decision maker for your household when it comes to water use,
lawn, and garden landscape maintenance?

1. [Yes]

2. [No]

9. [DK/NR]

I:

NUM 1 9 2 0 23 7

IF (ANS=1)SKP INTRO3

Q:SQ1B *****

T: 2 2

Could I please speak to that person?
Is the person who is a main decision maker available?

1. [Yes]

2. [Not available right now]

3. [Refusal]

I:

NUM 1 9 2 0 23 7

IF (ANS=2)SKPCallater

IF (ANS=3)SKPRefusal

Q:INTRO2 *****

T: 2 2

[IF NEW PERSON ON THE PHONE]

The City of Santa Barbara is seeking your opinions on Water Conservation.
Your input would be very valuable and greatly appreciated.

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:
KEY 1

Q:INTRO3 *****
T: 2 2

I WOULD FIRST LIKE TO ASK A FEW QUESTIONS FOR CLASSIFICATION PURPOSES ONLY

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:
KEY 1

Q:SQ2 *****
T: 2 2

Do you live in a single-family residence?

1. [Yes]
2. [No]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7
IF (ANS>1)SKP SCROUT

Q:SQ4 *****
T: 2 2

Which best describes the primary way you water your landscape?

1. PRIMARILY by hand with a hose, NO SPRINKLERS
2. MOVABLE sprinklers
3. Manually-activated drip irrigation
4. Automatic irrigation system that uses sprinklers, drip or other watering devices

9. [DK/NR]

I:
NUM 1 9 2 0 23 7
IF (ANS<3|ANS>4)SKP SCROUT

Q:SQ5 *****
T: 2 2

Which of the following best describes your age?

- 1. under 25
- 2. 25-29
- 3 30-39
- 4. 40-49
- 5, 50-59
- 6. 60-69
- 7. 70 or over

9. [DK/NR]

I:
NUM 1 9 2 0 23 7
IF (ANS=1)SKP SCROUT

Q: SQ6 *****
T: 2 2

[Do not ask Respondent is:]

- 1. Male
- 2. Female

I:
NUM 1 2 2 0 22 7

Q:Q1INTRO *****
T: 2 2

There are several environmental issues that the people of Santa Barbara may face today and in the near future. For each issue, tell us if you think it is a very serious concern to Santa Barbara today, a somewhat serious concern, or not that much of a concern.

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:
KEY 1

Q: Q1A *****

T: 2 2

Water supply shortage

[Is this a very serious concern, a somewhat serious concern or not that much of a concern?]

1. [very serious concern]
2. [somewhat serious concern]
3. [not that much of a concern]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q1B *****

T: 2 2

Ocean water quality

[Is this a very serious concern, a somewhat serious concern or not that much of a concern?]

1. [very serious concern]
2. [somewhat serious concern]
3. [not that much of a concern]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q1C *****

T: 2 2

Global warming due to greenhouse gases

[Is this a very serious concern, a somewhat serious concern or not that much of a concern?]

1. [very serious concern]
2. [somewhat serious concern]
3. [not that much of a concern]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q1D *****

T: 2 2

Increased traffic congestion

[Is this a very serious concern, a somewhat serious concern or not that much of a concern?]

- 1. [very serious concern]
- 2. [somewhat serious concern]
- 3. [not that much of a concern]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q:Q2AINTRO *****

T: 2 2

Thinking about ads you've seen or heard on TV or radio, on the internet, in newspapers, or on buses, please tell us whether or not you saw or heard the following advertising campaigns in the past six months.

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:
KEY 1

Q: Q2A1 *****

T: 2 2

The benefits of eating five servings of fruits and vegetables everyday

[please tell us whether or not you saw or heard the following advertising campaigns in the past six months]

- 1. [Yes]
- 2. [No]
- 3. [Not sure]

9. [NR]

I:
NUM 1 9 2 0 23 7

Q: Q2A2 *****

T: 2 2

How it is bad to litter or throw trash into the environment

[please tell us whether or not you saw or heard the following advertising campaigns in the past six months]

1. [Yes]
2. [No]
3. [Not sure]

9. [NR]

I:
NUM 1 9 2 0 23 7

Q: Q2A3 *****

T: 2 2

Saving Water

[please tell us whether or not you saw or heard the following advertising campaigns in the past six months]

1. [Yes]
2. [No]
3. [Not sure]

9. [NR]

I:
NUM 1 9 2 0 23 7

Q:TRANS1 *****

T: 2 2

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:
IF (Q2A3=2|Q2A3>3) SKP Q3INTRO
KEY 1

Q: Q2B *****

T: 2 2

You said that you heard or saw [may have heard or seen] advertising about saving water, where do you recall seeing or hearing this advertising?

[INTERVIEWER: CHECK ALL THAT APPLY]

- Public event
- Bus Advertising
- Water bill insert
- Newspaper
- Radio
- Television
- News Reports / News Reporters
- Local Internet news websites
- Other [SPECIFY]
- Don't Remember

I:
 OTH 9 20 26 20 70 UPPER
 LOC 7 10 1
 SEL 10 1 9 0 ON OFF
 IF (ANS=10) SKP Q2D

Q: Q2C *****

T: 2 2

What do you remember about the advertising about saving water?

I:
 SYS
 HIGHCOL 74
 ENDSYS
 OPN 11 5 20 75 UPPER SCROLL
 SYS
 HIGHCOL 113
 ENDSYS

Q: Q2D *****

T: 2 2

Having seen or heard this advertising, do you think it has influenced your water usage at home? Please answer from the following choices: Yes; Yes, but just a little; Not really; or No.

- 1. [Yes]
- 2. [Just a little]
- 3. [Not really]
- 4. [No]

I:

NUM 1 9 2 0 23 7

IF (ANS>2) SKP Q3INTRO

Q: Q2E *****

T: 2 2

How has it influenced your water usage at home?

I:

SYS

HIGHCOL 74

ENDSYS

OPN 11 5 20 75 UPPER SCROLL

SYS

HIGHCOL 113

ENDSYS

Q:Q3INTRO *****

T: 2 2

Now, just a couple of quick questions about your property.

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:

KEY 1

Q: Q14 *****

T: 2 2

Do you use a gardener or landscape contractor?

- 1. [Yes]
- 2. [No]

- 9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q3A *****

T: 2 2

Do you have a lawn?

- 1. [Yes]
- 2. [No]

- 9. [DK/NR]

I:

NUM 1 9 2 0 23 7

IF (ANS>1) SKP Q4

Q: Q3B *****

T: 2 2

When it comes to watering your GARDEN OR YARD, about how often do you water during the mid-summer months of July and August? If you water some areas more than others, answer for the areas you water the most.

[INTERVIEWER: IF "EVERY OTHER DAY" CHOOSE 4]

- 1. Everyday
- 2. Six days a week
- 3. Five days a week
- 4. Four days a week
- 5. Three days a week
- 6. Two days a week
- 7. Once a week
- 8. Less than once a week
- 9. Don't know [gardener or smart irrigation controller sets watering schedule]
- 10. [NR]

I:
NUM 1 10 2 0 23 7
IF (ANS>8) SKP Q4

Q: Q3C *****
T: 2 2
How confident are you that this amount is appropriate for your GARDEN OR YARD and that you are not over-watering? Are you...

1. Absolutely certain
2. Quite certain
3. Fairly certain
4. A little unsure, but probably right
5. Unsure, but this is your best guess

9. [DK/NR]

I:
NUM 1 9 2 0 23 7
IF (Q3B>7) SKP Q4

Q: Q4 *****
T: 2 2
If you had to guess, about how many gallons of water does your entire household use per day during a typical July and August? Please include water used indoors as well as water used outdoors for watering landscaping and lawn areas. If you're not sure, just give it your best guess.

[INTERVIEWER: RECORD GALLONS, WHOLE NUMBERS ONLY (code 0-9000)
"REASONABLE" RANGE 20-2000]

9999. [VOL] [DK/refuse. *FOUR* NINES PLEASE]

I:
NUM 1 9999 7 0 23 7

Q:Q5INTRO *****
T: 2 2
I am now going to read you a list of ways that you may have used to save water at home within the past year. Please answer "Yes" or "No" to each.

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:
KEY 1

Q: Q5A *****

T: 2 2

[ways that you may have used to save water at home within the past year]

Install water-wise plants

1. [Yes]
2. [No]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q5B *****

T: 2 2

[ways that you may have used to save water at home within the past year]

Install efficient irrigation equipment such as drip irrigation, rotating
sprinkler nozzles or a smart irrigation controller

1. [Yes]
2. [No]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q5C *****

T: 2 2

[ways that you may have used to save water at home within the past year]

Replace lawn with plants that use less water

1. [Yes]
2. [No]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q5D *****

T: 2 2

[ways that you may have used to save water at home within the past year]

Keep irrigation system in good working order (for example, no leaks or overspray onto sidewalk, driveway, or hardscape)

- 1. [Yes]
- 2. [No]

- 9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q5E *****

T: 2 2

[ways that you may have used to save water at home within the past year]

Use online irrigation scheduling tools to adjust watering outdoors including a Landscape Watering Calculator and/or Watering Index

- 1. [Yes]
- 2. [No]

- 9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q5G *****

T: 2 2

[ways that you may have used to save water at home within the past year]

Install a high efficiency toilet

- 1. [Yes]
- 2. [No]

- 9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q5H *****
T: 2 2
[ways that you may have used to save water at home within the past year]

Install a high efficiency clothes washer

- 1. [Yes]
- 2. [No]

- 9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q5I *****
T: 2 2
[ways that you may have used to save water at home within the past year]

Do you use anything else I did not mention?

- 1. [Yes]
- 2. [No]

- 9. [DK/NR]

I:
OTH 1 20 26 20 70 UPPER
NUM 1 9 2 0 23 7

Q: Q6INTRO *****
T: 2 2
A number of statements can be made about water use and supply. Please indicate how much you agree or disagree with each of these statements by answering if you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree. If you are not sure, just give it your best guess.

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:

KEY 1

Q: Q6A *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

In Santa Barbara during the summer months of July and August, on average 60% of residential water use is for OUTDOOR irrigation.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q6B *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

On average, each person in Santa Barbara uses 120 gallons of water per day.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q6C *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

I am doing enough today to conserve water

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q6E *****

T: 2 2

[Please indicate if you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

My yard looks great, so I must be using the right amount of water.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q6F *****

T: 2 2

[Please indicate if you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

My yard reflects my design style.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q6G *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

It makes sense to have a water-wise landscape here in Santa Barbara.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q6I *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

A water-wise landscape saves me money and helps protect the environment.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q6J *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

With the cost of water going up, I need to consider ways to conserve water in my yard.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]

- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q6K *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

Water-wise plants and landscaping will look great at my home.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q6L *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

When I think of making my landscape more water-wise, I imagine that it probably will not feel as comfortable and relaxing as it does now.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q6N *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

No matter what people do today, there will still be adequate water available in the future.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

- 9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q60 *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

I don't really believe our water supply is threatened.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

- 9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q6P *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

There may be a year or two where our water supply is very low, but over the long-term it will bounce back.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]

5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q6Q *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

Our water supply is threatened because other areas in Southern California use more than their fair share.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q6S *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

In our arid climate where the water supply fluctuates substantially, water conservation is critical to helping us through the dry times.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q:Q8INTRO *****

T: 2 2

A number of statements can be made about your water provider.

Please indicate if you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree with the following.

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:

KEY 1

Q: Q8A *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

My water provider is mainly concerned with making money.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

- 9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q8B *****

T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

My water provider is mainly concerned with providing an adequate supply of water.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

- 9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q8C *****
T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

I have confidence that my water provider will offer the right water conservation programs.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

- 9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q8D *****
T: 2 2

[Please indicate if you you Strongly Agree, Somewhat Agree, Neither Agree Nor Disagree, Somewhat Disagree, or Strongly Disagree]

I trust my water provider to be sure we have an adequate water supply for my needs.

- 1. [Strongly Agree]
- 2. [Somewhat Agree]
- 3. [Neither Agree nor Disagree]
- 4. [Somewhat Disagree]
- 5 [Strongly Disagree]

- 9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q9 *****
T: 2 2

Have you ever heard of or seen the Garden Wise Guys Television show?

1. [Yes heard of]
2. [Yes seen]
3. [Not heard of nor seen]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7
IF (ANS=1|ANS>2) SKP Q10A

Q: Q9A *****
T: 2 2
How many episodes have you seen of the Garden Wise Guys television show?

1. 1 -5
2. More than 5

9. [DK/NR]

I:
NUM 1 9 2 0 23 7

Q: Q11A *****
T: 2 2
Have you ever visited a website for information on saving water?

1. [Yes]
2. [No]

9. [DK/NR]

I:
NUM 1 9 2 0 23 7
IF (ANS>1) SKP Q12

Q: Q11C *****
T: 2 2
What did you see or learn at the website that was helpful to you? Please be as specific as possible.

I:

SYS
HIGHCOL 74
ENDSYS
OPN 11 5 20 75 UPPER SCROLL
SYS
HIGHCOL 113
ENDSYS

Q: Q12 *****

T: 2 2

What water conservation programs or services do you think your water provider should offer?

I:
SYS
HIGHCOL 74
ENDSYS
OPN 11 5 20 75 UPPER SCROLL
SYS
HIGHCOL 113
ENDSYS

Q: Q13 *****

T: 2 2

What would be the best ways to learn about the water conservation programs offered by your water provider?

[INTERVIEWER: CHECK ALL THAT APPLY]

- Public event
- Bus Advertising
- Water bill insert
- Website
- Newspaper
- Radio
- Television
- News Reports / News Reporters
- A visit by City staff for a "water checkup"
- Other [SPECIFY]
- [VOL: Don't Know]

I:

OTH 10 20 26 20 70 UPPER
LOC 7 11 1
SEL 11 1 10 0 ON OFF

Q:TRANS2 *****

T: 2 2

Finally, for classification purposes only:

[INTERVIEWER: PRESS 1 TO CONTINUE]

I:

KEY 1

Q: Q15 *****

T: 2 2

Do you own or rent your home?

1. [Own]

2. [Rent]

9. [DK/NR]

I:

NUM 1 9 2 0 23 7

Q: Q16 *****

T: 2 2

For classification purposes only, which of the following best describes your ethnic group?

[READ LIST]

1. White or Caucasian

2. Latino

3. Native American

4. African American

5. Asian

6. Multi-racial

7. Or other

8. [VOL] [don't know]

9. [VOL] [refuse]

I:

NUM 1 9 2 0 23 7

Q: Thanks *****

T: 2 2

These are all my questions. Thank you very much for your time.

[INTERVIEWER: PRESS 1 TO COMPLETE]

