

**Findings from
Opinion Research**

2013

**SANTA BARBARA CITY
STORM WATER SURVEY**

**Conducted for
The City of Santa Barbara**

Goodwin Simon Strategic Research

October 2013

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METHODOLOGY

The City of Santa Barbara's Creeks Division asked Goodwin Simon Strategic Research (GSSR) to conduct a telephone survey of adult residents living in the City of Santa Barbara. This is the third survey that GSSR has conducted for the Division since 2002.

The survey had the following objectives:

- To assess awareness of the Creek Division's outreach activities, including its television advertisements, website, hotline, and social media efforts
- To assess the impact of Creek Division outreach efforts on knowledge that the storm drain and sewage systems are separate
- To assess the impact of Creek Division outreach efforts on pollution-prevention behaviors
- To assess the impact of various potential motivations for behavioral change
- To explore attitudes about the Creek Division
- To assess attitudes about policy proposals intended to reduce pollution

The average questionnaire length was 21 minutes.

Population and Sample Frames

The population surveyed was adults living in residential non-group housing in the City of Santa Barbara. Residence in the city was established based on reported zip code. Those who told the interviewer that they live in the following zip codes were eligible for the study:

93101	93108	93130
93102	93109	93140*
93103	93110	93150*
93105	93120	93160
93107	93121*	93190

**Less than 1% of respondents in that zip code*

Sampling

The main sampling frames consisted of households that had either landline telephone service or cellular telephone service, or both, or that had adult

residents under age 30 with telephone numbers found in commercially available lists.

The sample, supplied by Scientific Telephone Samples, consisted of several separate random selections of landline and wireless telephone numbers.

- The landline sample was selected from among working banks of 100 contiguous numbers in exclusively landline exchanges that contained three or more residential listings in the City of Santa Barbara. The sample was pre-screened to eliminate disconnects, businesses, and ported cell phone numbers.
- The wireless sample was selected randomly from among all wireless customers with billing zip codes within the City of Santa Barbara.
- Additional listed sample was used to fill out quotas for Hispanics and younger residents.

Six hundred adult residents of Santa Barbara were interviewed by telephone between August 22 and September 4, 2013. Eligibility for participation was determined through the use of screening questions:

- Landline interviews were randomized among household adults through the use of the “last birthday” method.
- Wireless numbers were hand dialed, and participants were screened for safety.
- All participants were screened for adult status, city of residence, and non-business use of the phone number.

The landline sample was released in representative replicates to ensure an appropriate regional distribution, and multiple attempts were made to contact each number. Refusal conversions were attempted. Data collection was carried out by McGuire Research. The questionnaire was translated, and interviews were conducted, upon participant request, in either English (95%) or Spanish (5%). The full questionnaire and marginal results are included as an appendix to this report.

Landline and Wireless Phone Service

About 48% of the interviews were conducted on a wireless phone and 52% on a landline phone. Among landline participants, 84% could also have been reached on a cell phone, while 14% have only a landline number or refused to share that information.

Survey Error and Response Rates

The best estimate of sampling error for citywide results for the combined sample of 600 is plus or minus 4% at a 95% confidence level. No precise estimate is available of the contribution to sampling error that may arise from combining landline and wireless samples. The margin of sampling error (MOSE) for some analyzed subgroups will be higher.

While every precaution was taken to avoid error and to increase accuracy, surveys such as this one may be subject to errors other than those attributable to sampling techniques, for which precise estimates cannot be calculated. These could include undetected differences between those who agreed to participate and those who did not, bias resulting from the wording or order of the questions, or influence from outside events that take place during the study period. Such errors are the result of the various practical difficulties associated with taking any survey of public opinion.

Analysis and Comparisons with Previous Research

This is the third time that Goodwin Simon Strategic Research has conducted a survey of Santa Barbara residents for the City's Creeks Division. Previous surveys were conducted in 2002 and 2008. It is important to note that the 2002 survey's sampling frame did not include wireless telephone numbers. Also, this year's survey included the listed sample supplement. Furthermore, the study area in previous surveys included unincorporated land surrounding the City of Santa Barbara, while this year, only residents of the City were interviewed. When comparing results with previous surveys, we compare 2013 findings with findings only from the City drawn in past surveys.

Explanations

In this report, references to "Hispanics" include all respondents who self-identified as Hispanic or Latino. This includes those who may have later self-identified their race as white. We use the term "nonwhites" to include Hispanics even if they have identified their race as white.

This report presents results broken out by subgroups of adult residents (e.g., by men versus women) only if the differences are both statistically significant using standard significance testing and are relevant.

EXECUTIVE SUMMARY

The City of Santa Barbara's Creeks Division asked Goodwin Simon Strategic Research (GSSR) to conduct a telephone survey of adult residents living in the City of Santa Barbara. This is the third survey that GSSR has conducted for the Creeks Division since 2002.

This study was conducted between August 22 and September 4, 2013. Six-hundred telephone interviews were conducted with adult residents randomly identified from across the City of Santa Barbara using a random-digit-dial methodology in which random lists of landline and cell phone telephone numbers served as the sample. A supplemental listed sample was also used to reach quotas for Hispanics and younger residents.

Results were weighted to avoid double counting those who could have been reached on both a cell and a landline and to match the latest American Community Survey census estimates for race and ethnicity, age, and educational attainment.

The margin of error for citywide results is plus or minus 4% at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times, the responses from the sample (expressed as proportions) would be within 4 percentage points of the actual population proportions.

Key Findings

The Creeks Division earns generally positive ratings from residents for the job it is doing "in protecting creek and ocean water quality," with 50% giving it a positive ("excellent" or "good") rating compared with just 26% that give it a negative ("only fair" or "poor") rating.

The positive impact of the Division's outreach efforts is seen in the results of question after question in the survey assessing concern about storm water pollution, awareness of its causes, and willingness to take action to reduce it. In each of these questions, we find higher positive responses among those who recall seeing information about preventing pollution from getting into storm drains, and/or who remember most or all of the specific TV commercials we tested (after prompting).

These findings suggest that the Division's outreach efforts have been successful at influencing knowledge and behavior among Santa Barbara residents. They also suggest that additional outreach could further increase public awareness and action.

There are, however, two concerns raised by the survey findings:

One concern is the decline in the proportion that recognizes that residents such as themselves are a bigger source of pollution of the city's creeks and ocean compared with local businesses: a decline of 10 points since the 2008 survey, down to just 37%.

A second concern is a decline in the proportion that can recall seeing information about preventing pollution from getting into storm drains. That proportion rose from 65% in 2002 to 72% in 2008 but fell to 56% in 2013.

This decline is apparently not due to a cutback in spending on outreach by the Division. This leaves four other possible explanations:

- The question's wording was slightly different this year (with a fairly detailed explanation of the storm drain system), and that likely had some impact on the outcome.
- The specific language used in the outreach efforts (and especially the TV commercials) may not be connecting specifically to the question we asked in the survey (have you seen any recent information from the city about "how to prevent pollution of water that flows into storm drains?") For example, viewers might think of the ads as focused on pollution of the ocean or creeks rather than on storm drains.
- Keeping the Division's TV budget constant does not mean that the number of people viewing the commercials is constant. The growing use of alternatives to broadcast or cable TV (e.g., Netflix, the iTunes store, and Hulu) means that the efficiency of TV commercials as a way of reaching households is eroding. Public and nonprofit agencies engaged in social marketing are often looking to step up their social media efforts (e.g., Twitter, Facebook, texting) to reinforce the message from the television commercials. We share at the end of this report a separate memo from Adi Liberman & Associates which makes recommendations on this point.
- The information contained in the ads may not be as memorable or as clear as was the case in 2008.

The decline in the proportion that says it saw such information did not materially change the result in a separate question about whether or not storm drain water is treated. In that question, the proportion that knows that storm drain water is not treated rose (by two points) to 44%, while the proportion that thought that the water is treated rose by four points to 14%. These changes are not statistically significant.

However, we did observe a sizable drop in the proportion of residents who know that water from toilets and water in storm drains do not flow in the same underground pipes. The proportion able to answer this question correctly fell from 46% to 39%.

Putting aside the question of why these results changed over time, the bigger picture is that most local residents (and especially women, less-educated residents, Hispanics, apartment dwellers, and more recent arrivals) still do not understand that storm water is not treated. However, lack of knowledge of this point is not correlated with a decrease in most of the pollution-reducing behaviors that we asked about, such as taking your car to the car wash, using fewer pesticides, and sweeping rather than hosing down the driveway.

One type of knowledge however does appear to be strongly correlated with desirable behavior: we find that those who think that materials that wash into storm drains are “major” sources of pollution of local creeks and the ocean (55%) are more likely than those who say these are minor sources of pollution (33%) to say they have changed their behaviors and to have taken most of the actions we tested to reduce pollution of storm water. Those who think materials in storm drains are major sources of pollution are also more likely to say it has heard information in recent years on this topic.

Seniors in particular are less likely to be aware that materials that wash into storm drains are a major source of pollution.

As such, it makes more sense, at least based on the survey results, to make the case that pollution in the storm drains causes very serious pollution of the ocean rather than trying to educate residents about the details of the storm drain versus sewage system. We have seen this not only in Santa Barbara but also in other areas where we have conducted polling over time: in these surveys, we have never seen consistent growth above about 50% in the proportion aware that storm water is not treated. More importantly, it may not prove to be necessary if the goal is to change behavior.

The survey does show a strong correlation between pollution-reducing behaviors and having heard about information on storm drain pollution. However, those with lower education levels, those under age 50, nonwhites and especially nonwhite men, apartment dwellers, and newcomers to the city (15 years or fewer) were all considerably less likely to say they had seen such information. Many in these groups may be candidates for outreach through social media.

The connection with desired actions (especially for using a car wash, sweeping rather than hosing, and picking up litter) is especially strong among those who recall having seen three or more of the TV commercials we described. However, only 27% recall seeing three or four of the four descriptions of commercials that we read to respondents.

Parents and Latinos were especially likely to remember these commercials, with older residents and white non-Hispanics less likely to remember them.

Furthermore, we found much lower recall of the commercial with the slogan “Don’t Let Litter Ruin Your Scene” compared with the one with the slogan “The Ocean Begins on Your Street,” suggesting that the tag lines associated with these commercials should be more directly related to the creeks and ocean.

When we asked residents whether they changed their behavior as a result of seeing any information recently about pollution of local waters, we found that 17% said they made a change in response to this information, and another 48% said they were already taking such actions. Only 28% said they were not taking action to reduce storm water pollution, so it’s clear that most Santa Barbara residents are aware of the need for personal action.

Younger (under 50) men and relative newcomers to the city (15 years or fewer) were much less likely to report changing their behavior to reduce pollution.

The actions that seem most commonly pursued by residents to reduce storm water pollution include taking the car to the car wash, avoiding littering, and proper disposal of oil. The first two of these reflect the messages in Division television advertising.

The survey also shows fairly high levels of compliance with many pollution-reducing activities. For example, 73% say they pick up litter, 82% take their car to the car wash, and 73% of those in single-family homes (along with duplexes/triplexes and townhomes) claim to sweep rather than hose down their driveways and sidewalks.

A lower proportion (40%) has reduced the use of pesticides on their lawns and gardens – although this might be because only 29% of those in a single-family home say they use pesticides or fertilizers. This proportion is however much higher among those with a gardener (at 40%), suggesting the value of direct outreach to gardeners. The use of pesticides is also higher among those with more education, perhaps reflecting the higher income levels needed to hire a gardener. Of those with a gardener, 42% said they had talked to their gardener about reducing the use of pesticides or sweeping rather than hosing. This is a fairly high proportion but still leaves more than half of those with a gardener that could take this action.

Apartment dwellers, seniors, and those who are less educated are all less likely to claim that they picked up litter in the past year. We also learned that those who do not own a dog rarely pick up dog waste (only 19%) compared to 97% of dog owners.

The survey finds that the strongest motivator for encouraging more actions to reduce storm water pollution would be to remind residents about the environmental impact of such pollution. However, parents are equally motivated by the idea that they can protect the health of children who swim in the ocean. While it is not a top motivator for any group, nonwhites are much more concerned about the possibility of a citation and fine for a code violation compared to whites.

Other findings of note:

- As we have seen in the past, residents are much more concerned about pollution from chemical pollutants (e.g., paint, fertilizers) than from “natural” pollution (e.g., yard trimmings, dirt from driveways, and water running off from lawns). We note that litter is seen as a very serious pollutant, while car washing runoff is a lower-tier concern. However, “mop and wash water from homes and businesses” was seen as a middle tier concern, suggesting either that existing outreach efforts on this subject have had an impact or that this would be a good future topic. Concern about nearly all of the items we tested (and especially for trash and litter, car wash runoff, and mop and wash water) was higher among those who claim to have seen all of the Division TV commercials we described to respondents.
- Only 29% believe that the city is responsible for keeping creeks free of pollution. This may be important because if it affects budget priorities for existing educational and structural programs, hinders efforts to introduce

infrastructure changes that reduce pollution loads, or reduces the support for new public policies such as low impact development (lid) or “complete street” ordinances.

- Small but not trivial proportions have had contact with the Division through its website (6%) and its Facebook page (5%, although that figure is nearly twice as high among residents under age 40). Just 3% have called the Enforcement Hotline. But a higher 11% said they got information about the Division through the main City website, and 14% got information about the Division through its “e-mail newsletter.” Long-term (30+ years) residents were more likely to get information about the Division from the e-mail newsletter compared with newer arrivals to Santa Barbara. Residents who got information from the city’s website appear to be more likely to make changes in their behavior to prevent pollution.
- The Certified Clean Creek Business program appears to be very successful, with 29% that report having seen a sticker or certificate in a business window. This is up significantly from the 14% that reported seeing a Clean Creek Business in the 2008 survey. Moreover, 71% say they are more likely to patronize a business that was certified as a Clean Creeks Business.
- There is strong support for all the policies we tested in the survey and especially for enforcing fines against people who litter or who do not pick up after their dogs (89% and 94% in favor respectively). There was slightly lower but still very strong support for purchasing property alongside creeks to protect it from development (67% favor), for installing CCTV cameras to monitor problem sites along creeks and storm drains (73% favor), and for replacing non-native plants with native plants on public property (72% favor).
- The *News Press* and the *Independent* are by far the most used sources of information about local news, with 63% using the *Independent* at least some for local news and 52% that use the *News Press* at least some. Far lower proportions use any of the online sources of local news that we tested (23% use Edhat and Noozhawk at least some. Only 32% use the *Sentinel* at least some, and just 21% use the *SB Latino* newspaper at least some (although this includes 51% of Hispanics.)

Conclusions

The survey results suggest that the residents of the City of Santa Barbara continue to be very concerned about pollution of local beaches and the ocean, and many claim to be taking action to reduce such pollution.

The Division's outreach efforts are clearly correlated with higher rates of desirable behavior and knowledge. That is, people who say they have gotten information about reducing pollution in storm drains tend to be much better informed about how storm drains work and tend to take more pollution-reducing actions.

However, the decline in the proportion saying they have heard such information (and the proportion that consider residents like themselves to be the major source of such pollution) suggests the need for change in Division outreach efforts, including:

- Greater efforts to expand outreach through social media and increase traffic on the Division's website, which may have a particular impact on younger residents (See memo from Adi Liberman & Associates attached following this report)
- Stronger connections between the problem (harm to the ocean environment) and the messaging and slogans in the TV commercials
- Focusing on the outcome (pollution from people like us is a major source of harm to the ocean environment) rather than the process (storm water is not treated)
- More outreach to lower-income and ethnic audiences (apartment dwellers, nonwhites, less educated) and younger men.
- Focusing on pollutants that residents easily recognize as harmful to the ocean, including pesticides, litter, paint, car wash runoff, dog waste, and mop or wash water rather than a focus on overwatered lawns, dirt, or yard trimmings
- Encouraging homeowners to talk to their gardeners about reducing polluting behaviors.

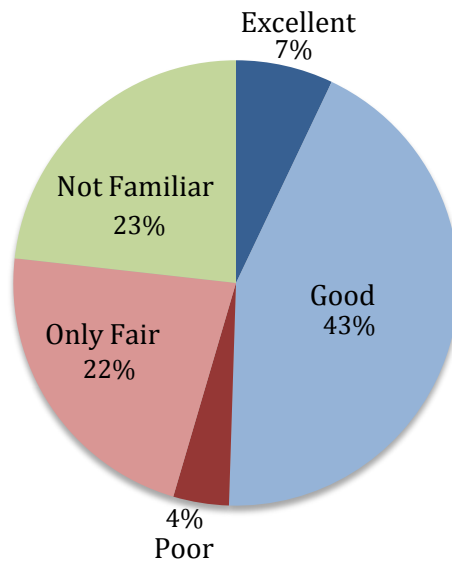
DETAILED FINDINGS

I. ATTITUDES ABOUT THE CREEKS DIVISION

The 2013 survey asked respondents to rate the job they think the City of Santa Barbara’s Creeks Division is doing “in protecting creek and ocean water quality.”

As shown in Figure 1, the Division earns a positive (excellent or good) rating from half the respondents and a negative rating (only fair or poor) from just 26%. The positive to negative ratio is nearly two to one. Twenty-three percent were not familiar with the Division.

Figure 1: Job Rating for the Creeks Division



Results by Demographic and Behavioral Groups

- **Age:** The Division earns more positive ratings from 50+ residents (56% positive, 22% negative) compared with younger residents (46% positive, 29% negative).
- **Race/ethnicity:** The Division earns higher ratings from white residents compared with minorities. Specifically, among non-Hispanic whites, the Division earns a 54% positive and 22% negative rating. Among Hispanics, the Division earns a 44% positive and 33% negative rating. Among all nonwhites

(including Hispanics), the Division earns a 43% positive and 37% negative rating.

II. CONTACT WITH THE CREEKS DIVISION

Sources of Information about the Creeks Division

Those who could rate the job being done by the Creeks Division were then asked whether they had received any information about it in the last year from each of four sources. In Table 1, we show the proportion of all respondents as well as just those familiar with the Division that claim to have gotten information about the Division from each source. The Division's e-mail newsletter appears to be the most widely used source of information about it. Note also that the City's main website is a far more visible source of information than is the Division's own website.

Table 1: Heard about Creeks Division from Each Source

	All (N = 600)	Familiar with Division (N = 458)
Creeks Division's e-mail newsletter	14	18
City's main website	11	15
Creeks Division website	6	8
Creeks Division Facebook page	5	6

Those under age 40 were about twice as likely as older residents to have heard about the Division from its Facebook page (9% compared with about 4%).

Those who have made changes to their behavior to prevent pollution of storm water were much more likely to have gotten information from the City's website compared with those who have not made changes (about 20% compared with 8%).

Long-time residents of the City (30+ years) were nearly twice as likely as newer arrivals (0-15 years) to have gotten information about the Division from its e-mail newsletter (23% to 14%).

Usage of the Creeks Division Enforcement Hotline

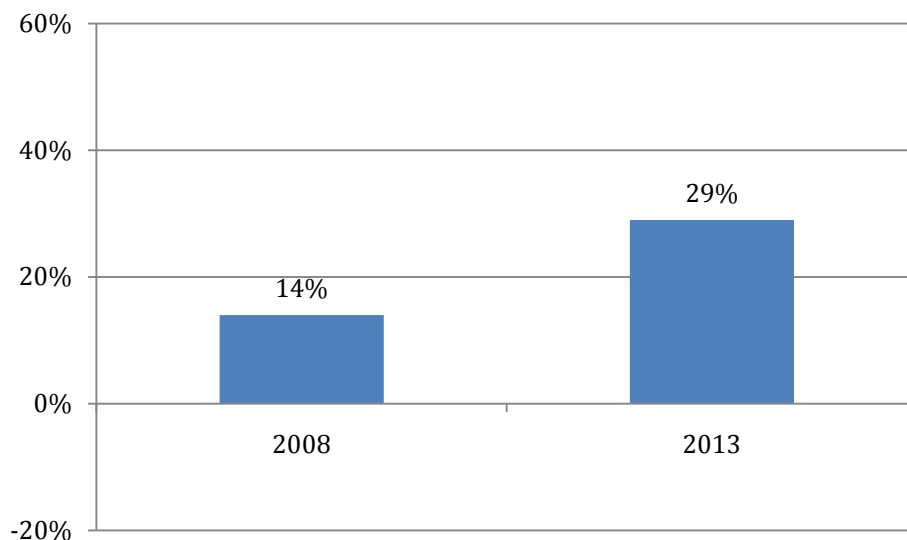
A small proportion, just 4% of those familiar with the Creeks Division and 3% of all residents, say they have called the Enforcement Hotline.

III. CERTIFIED CLEAN CREEKS BUSINESSES

Have You Seen a Certificate Showing a Business is a Certified Clean Creeks Business?

In the 2008 and 2013 surveys, we asked residents whether they had “seen any restaurants, auto repair shops, or other businesses in Santa Barbara that had a certificate or sticker in their window showing they were a Certified Clean Creeks Business.” As shown in Figure 2, there appears to be a sizable increase in awareness of this program, with a rise from 14% in 2008 to 29% in 2013.

Figure 2: Have Seen Clean Creeks Business 2008 and 2013



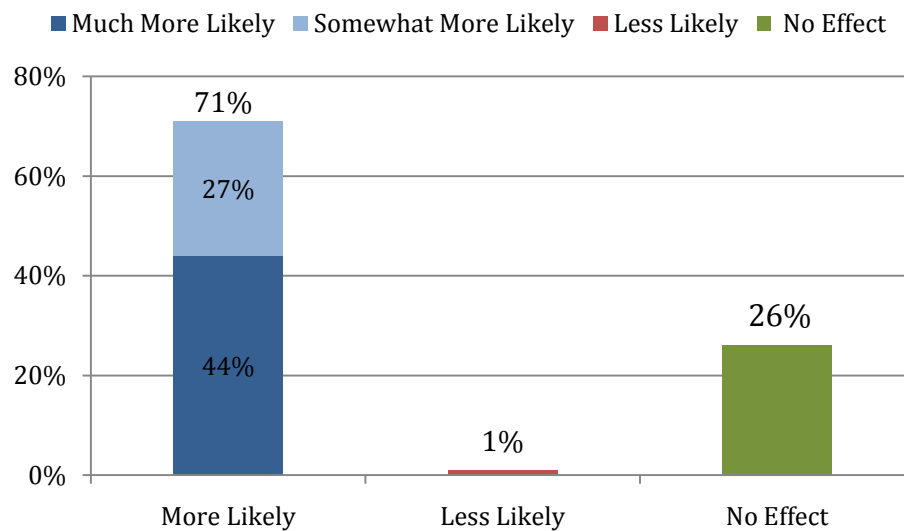
Results by Demographic and Behavioral Groups

- **Age:** Roughly 32% of those under age 65 have seen a Certified Clean Creeks Business – compared with just 17% of seniors.
- **Gender:** A third (33%) of women (including 38% of women under 50) has seen a Certified Clean Creeks Business compared with 24% of men.

Would You Be More or Less Likely to Visit a Certified Clean Creeks Business?

As shown in Figure 3, 71% of Santa Barbara residents would be more likely (including 44% who would be MUCH more likely) to visit a Certified Clean Creeks Business, with just 1% that would be less likely to do so and 26% that said it would have no effect on them.

Figure 3: More or Less Likely to Visit a Clean Creeks Business



Results by Demographic and Behavioral Groups

- **Age:** Roughly 73% of those under age 65 would be more likely to visit a Certified Clean Creeks Business – compared with a lower 59% of seniors.
- **Gender:** Seventy-eight percent of women would be more likely to visit a Certified Clean Creeks Business compared with 62% of men.
- **Education Level:** Among those with a college degree, 76% would be more likely to visit a Certified Clean Creeks Business compared with 66% with no degree.

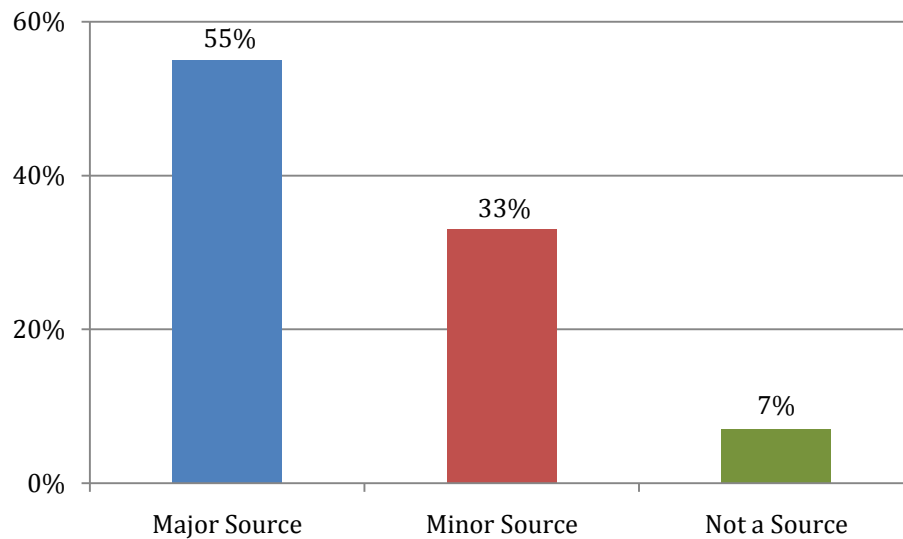
IV. CONCERN ABOUT POLLUTION FROM STORM DRAINS

The survey asked several questions that were intended to gauge the level of concern among Santa Barbara residents about pollution in storm drains.

Are Materials in Storm Drains a Major or Minor Source of Beach Pollution?

As shown in Figure 4, a strong majority of 55% believe that “materials on the street that wash into storm drains in the City of Santa Barbara” are a major source of pollution of the city’s creeks and beaches, with 33% that say that such materials are “minor sources of pollution.” Only 7% say these materials are not a source of pollution. Residents who feel that the materials in storm drains are a major source of pollution are considerably more likely to report taking pollution-reducing actions such as not using pesticides and sweeping rather than hosing their driveways.

Figure 4: Storm Drains – Major or Minor Source of Pollution of Beaches



Results by Demographic and Behavioral Groups

- **Age:** Among those under age 40, 63% say that storm drains are a major source of pollution of beaches compared with 43% of seniors.
- **Parental status:** Among parents, 67% say that storm drains are a major source of pollution of beaches compared with 50% of non-parents.

- **Aware that storm water is not treated:** Among those who know that storm water is not treated, 65% say it storm drains are a major source of pollution – compared with just 50% of those who believe the water is treated.
- **Information on how to prevent pollution:** Among those who have seen information about how to prevent storm drain pollution, 60% believe storm drains to be major sources of beach pollution, compared with 48% of those who have not seen this information. This result suggests a clear correlation between having seen information and being aware of the impact that storm drain pollution has on local beaches.
- **Seen Division TV Ads:** Of those who have seen all four of the Division’s TV ads that we asked about, 75% understand that storm drains are a major source of beach pollution. But of those who have seen three or fewer such ads, only about 52% see storm drains as a major source of beach pollution.

Is the Water at Local Beaches More or Less Polluted Than a Few Years Ago?

Across all three surveys (2002, 2008, and 2013), we have asked respondents whether they think that the water at the beaches in their area is more or less polluted than it was “a few years ago” or is about the same. As shown in Table 2, there has been relatively little change since 2002 in the response to this question.

Table 2: Is Pollution of Water at Beaches More or Less Polluted Than a Few Years Ago?

	2002 N = 300	2008 N =367	2013 N = 600
More polluted	42	33	39
Less polluted	7	13	15
Same	35	40	38
Not sure	16	14	8

Results by Demographic and Behavioral Groups

Concern that pollution is increasing varies widely by factors including gender, age, and race/ethnicity:

- **Gender:** Among women, 42% believe that pollution is getting worse compared with 35% of men.

- **Age:** Concern about pollution declines with age, from 45% of those under age 30 who say that it is getting worse compared with just 26% of seniors.
- **Education:** Concern about pollution falls with education levels, from 51% of those with *no* college who say that pollution is getting worse to just 22% of those with a post-college degree.
- **Race/ethnicity:** Fifty-three percent of Hispanics compared with 33% of non-Hispanic whites believe that ocean pollution is getting worse. Among all nonwhites, 50% believe the pollution to be getting worse.
- **Seen Division TV Ads:** Of those who have seen all four of the Division’s TV ads that we asked about, 63% believe that the pollution is getting worse. But of those who have seen three or fewer such ads, only about 33% think the pollution is getting worse.

Seriousness of Storm Drain Pollutants

Respondents were asked to rate the seriousness of a list of items that may pollute water in storm drains in Santa Barbara, using a 5-point scale, where a “1” indicated that they feel the item is not a serious source of pollution and a “5” indicated they consider it to be a very serious source of pollution. For this analysis, ratings of four or higher indicate an overall serious rating. Different items from this question battery were asked dating back to 2002. However, the question placement in the survey may affect the results as well as variations in language, and comparisons should be viewed with this caution.

Top Tier of Concern

- As has been the case in the past, *paint* is seen as one of the most serious of storm water pollutants, with 80% now rating it as a serious problem if it ends up in storm drains. As shown below in Table 3, concern about paint seems to have increased over time, from a serious rating of 69% in 2002 to 80% now. Note that in the 2013 survey, a split sample methodology was used to compare concern about “water-based paint” compared with simply “paint.” As expected, there was considerably less concern about water-based paint, with a serious rating of 62%.
- *Lawn and garden fertilizers like Miracle Gro* was another pollutant that earned high levels of concern from residents. However, the 69% serious rating that lawn and garden fertilizers earn in the 2013 survey is much lower than what we have seen in past surveys, possibly because we added the qualifier “*like*

Miracle Gro” to the question this year, making the connection to a familiar and widely-used product.

- *Trash and Litter* earned a 74% serious rating, very similar to what we found in the 2008 survey.

Middle Tier of Concern

- Fifty-five percent rated *soapy runoff from when people wash their cars* as serious, compared with 52% that rated *simply runoff from when people wash their cars* as serious. This split sample methodology shows that the pollutant is overall a second tier concern for City residents, and it really doesn’t change if we add the word *soapy* to it.
- Fifty-five percent rated *mop or wash water from homes and businesses* as a serious problem if it ends up in storm drains.

Lowest Tier of Concern

We found the lowest level of concern about “natural” sources of pollution: *dirt from blowing or hosing down driveways and sidewalks* (43% serious), *runoff from when people overwater their lawns* (35%), and *leaves and grass clippings* (29%).

Table 3: Seriousness of Storm Water Pollutants: 2002 to 2013

% Rating Each Pollutant a 4 or 5 for Seriousness	2002 N = 300	2008 N =367	2013 N = 600
Paint (N = 304 in 2013)	69	77	80
Trash and litter, such as fast food wrappers	56	78	74
Lawn or garden fertilizers like Miracle-Gro*	77	80	69
Water-based paint (N = 296 in 2013)	NA	NA	62
Soapy runoff from when people wash their cars (N = 304 in 2013)	NA	55	55
Mop or wash water from homes and businesses	NA	NA	55
Runoff from when people wash their cars (N = 296 in 2013)	33	NA	52
Dirt from blowing or hosing down driveways and sidewalks	NA	NA	43
Runoff from when people overwater their lawns*	25	28	35
Leaves and grass clippings	15	23	29

*Language varies slightly across surveys

Concern about all of these items is much higher among those who have seen four or more of the Division’s television commercials, with the gap especially high for trash and litter, car wash runoff, and mop or wash water.

V. FAMILIARITY WITH DIVISION OUTREACH EFFORTS

Recall Seeing Information about Preventing Ocean Pollution

Each of the three surveys conducted by Goodwin Simon Strategic Research for the Division included a question asking respondents whether they recall seeing any information about how to prevent pollution from getting into storm drains. The 2013 survey question included an introductory sentence explaining that “any pollution that enters storm drains can end up in local creeks and the ocean, without any filtering or treatment.” In addition, the earlier surveys asked whether respondents had recently heard about “ways of preventing pollution,” while the 2013 asked simply whether respondents had heard about “preventing pollution.”

As shown below in Table 4, there has been a sharp decline in the proportion reporting having heard about preventing pollution in storm drains. Because Division spending on outreach has been roughly constant since 2008, this suggests that the revision in the question phrasing is likely to be responsible for at least some of the change in results seen since the 2008 survey.

Table 4: Seen Information about Preventing Pollution in Storm Drains: 2002 to 2013

	2002 N = 300	2008 N = 367	2013 N = 600
Yes	65	72	56
No	34	27	41
Not sure	1	1	3

Results by Demographic and Behavioral Groups

Awareness of the information about preventing pollution from getting into storm drains – which we will assume for the most part is coming from the Division – varies by age, education levels, length of residency, and other demographic factors. But more importantly, we find strong evidence that exposure to this information correlates with higher levels of awareness of how the storm drain system works and greater willingness to take action to stop pollution.

- **Age:** Awareness of information about reducing pollution reaches 63% among those ages 50+, compared with just 50% among those under age 50.
- **Education:** Among those with a college degree, 62% have seen information recently about reducing pollution, compared with 50% of those with no college degree.
- **Race/ethnicity:** Among non-Hispanic white residents, 59% have seen information about pollution prevention recently, compared with 53% of all nonwhites and just 44% of nonwhite men.
- **Housing status:** Sixty percent of single-family home dwellers compared with just 45% of apartment dwellers have seen something recently about preventing pollution.
- **Length of residency:** Among those living in Santa Barbara for 30 or more years, 62% have seen information recently about preventing pollution. In contrast, among those living in Santa Barbara for 15 or fewer years, just 50% have seen or heard something.
- **Seen Division TV Ads:** Of those who have seen all four of the Division's TV ads that we described, 75% said earlier in the survey that they had seen information about preventing pollution. This proportion declines with the number of commercials respondents claim to have seen, down to 62% of those who say they saw only one of the commercials and just 37% of those who saw no commercials.
- **Aware of How Storm Drain System Works:** Those who know that storm water is not treated, and those who know that storm water and toilet water do not go in the same underground pipes, are considerably more likely to have seen information about preventing pollution. Consequently, among those who know that storm drain water is not treated, 65% say they have heard information on pollution prevention compared with just 51% of those who say the water is treated. Among those who know that storm drain water and toilet water go in different underground pipes, 66% say they have heard information on pollution prevention compared with just 50% of those who think these sources of water go in the same pipes.
- **Changed Behavior:** Among those who say (in a follow-up question) that they changed their behavior based on what they had heard about storm water pollution, 73% say they recall getting information on this topic. This

compares with 39% that changed their behavior but did not recall getting information on preventing pollution.

What Specifically Did You Learn?

We asked the 56% of respondents who said they had heard about preventing pollution of storm drains to share “anything specific about what you saw or what you learned.” As shown in Table 5, the two specific actions that were mentioned most frequently by respondents were about not washing the car in a way that would allow the water to drain into the streets and not getting oil in the storm drains.

Table 5: What Did You See or Hear about Preventing Pollution? (N = 333)*

Code	%
General mention of TV commercials	20
Signs on the storm drains	11
Should stop polluting	11
Where storm water goes	11
Don't wash car in driveway	9
Don't put oil in storm drains	8
Don't put materials in storm drains	6
Be aware of what you put in storm drains	3
Mention of newspaper ads	2
Mention of utility bill insert	2
Mention of brochure	2
Other	26

**May exceed 100% as multiple responses permitted*

Following are some examples of the verbatim responses that correspond with the more commonly found codes.

Mention of TV Commercials

- *I recall seeing a few commercials regarding cleaning up our drains and oceans*
- *Various different commercials regarding keeping our drains and gutters clean*
- *I think there have been TV ads about not putting things down in the storm drain*
- *TV ads about keeping pollution out of storm drains*

- *Commercials advising not to wash your car on the streets, not to put things into storm drains because it ends up in the ocean, don't dispose of car oil improperly*
- *I have seen several TV commercials regarding storm drains. Whatever is in the storm drains leads to the ocean.*

Utility Bill Inserts

- *In a pamphlet that came in the water bill*
- *They have pamphlets in utilities bills concerning the storm drains.*

Brochures

- *Seeing things in my mailbox to not to put things in storm drains*
- *Paper comes in water bill*

No Oil in Storm Drains

- *Don't let auto oil go down the storm drains*
- *Not to dump oil or toxic products into drain. I saw ad.*
- *Throwing waste like used car oil, chemical down the storm drain can effectively pollute our source of water*
- *Never to dispose of car oil in the drain, not to litter, to pick up glass and bottles on the beach*

Storm Drains Signs

- *There are signs on storm drains, telling people not to dump anything in them*
- *You see it on drains themselves and on sidewalks next to drains on placard*
- *Over the storm drains, there are pictures of dolphins which indicated the storm drains were going straight into the ocean.*
- *I saw signs on the gutter at the street line that informed you that anything goes into here goes to the ocean.*

Should Stop Polluting (general)

- *Don't throw cigarette butts in the water, don't wash your car and let the water go into the gutters , or any trash*
- *Don't pollute the beaches.*
- *Stop littering/stop hosing down driveways.*

Where Water Goes

- *Stuff from the driveways goes into the streets.*

- *Things into storm drains go into ocean.*
- *I learned that all the storm drain water pretty much flows right into the ocean.*
- *What I saw and learned is that litter and run off from the lawn and from the washing cars can end up in the storm drain.*
- *Anything in the storm drains go right into the ocean.*
- *That anything that goes into the storm drains eventually ends up in the ocean and our creeks.*

Materials Going into the Storm Drains

- *Do not put fertilizer down storm drains.*
- *Clean up the garbage in the streets so it does not go down the storm drains.*
- *Waste material going into the storm drain*
- *Not allowing debris into storm drains*

Don't Wash Car at Home

- *It is not good to wash your car at home because it pollutes the ocean and the fish.*
- *There's a big thing about not washing your car in the driveway.*
- *It was public services messages about washing car in driveway and cigarette butts.*
- *Stop washing cars on driveway*

Aided Recall of TV Commercials

We then asked respondents whether they did or did not recall seeing each of four descriptions of TV commercials, as seen in Table 6 below. The “Ocean Begins on Your Street” commercial and the one showing people playing in the street are in fact the same ad described in different ways. The same is true of the “Don’t Let Litter Ruin Your Scene” and the one described as showing a film crew being bothered by litter.

Table 6: Did You See Each Commercial in the Past Year or Two?

	Yes
A TV commercial with the slogan “The Ocean Begins on Your Street”	45
A TV commercial showing a film crew at the beach or a creek being bothered by litter	40
A TV commercial showing people playing, surfing, or fishing in the street or gutter	38
A TV commercial with the slogan “Don’t Let Litter Ruin Your Scene”	31

We note first that the overall response seems fairly good, with roughly four in ten claiming to recall three of the four spots. In fact, as shown in Table 7 below, 64% recall seeing at least one ad, and 16% recall seeing all four ads.

Table 7: % Seeing Commercials

	4 of 4	3 of 4	1-2 of 4	0 of 4
Yes	16%	11%	36%	36%

Among those who have seen all four ads, 44% are parents. Only about 30% of those who have seen fewer than four ads are parents. Viewers of all four ads are also more likely to be Hispanics (58% of them) and much less likely to describe their race as white (just 41%).

The spot with the lowest recall (“Don’t Let Litter Ruin Your Scene”) earned a higher recall rate when it was described as “showing a film crew at the beach or creek being bothered by litter.”

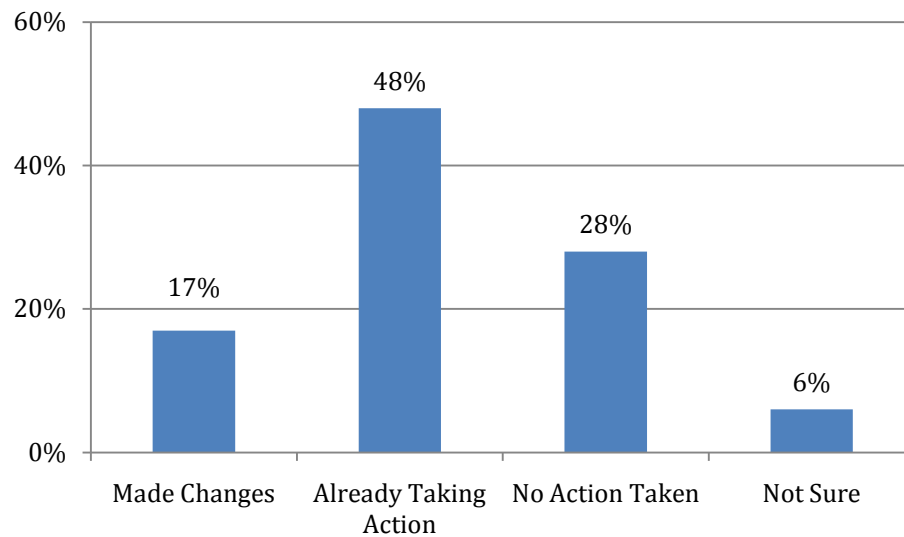
In contrast, the spot with the highest recall (“The Ocean Begins on Your Street”) is better recognized than its description as “showing people playing, surfing, or fishing in the street or gutter.” This does suggest that a slogan related to the theme of keeping the ocean clean makes a better connection with viewers.

Recall of the ads is generally lower among seniors compared with younger residents and is especially low among those over age 75. It is also higher among Hispanics compared with non-Hispanic whites and generally among parents more than nonparents.

Did You Make Changes to Your Behavior after Seeing Information about Pollution?

As shown in Figure 5 below, 17% of respondents said they made changes to their behavior “as a direct result of seeing information in the past year or two about pollution of storm drains, creeks, and beaches.” Another 48% said they were already taking actions “to protect water quality,” with 28% that said they had or will not take action and the balance of 6% who are not sure.

Figure 5: Did You Change Your Behavior?



Results by Demographic and Behavioral Groups

There are distinct patterns of response to this question:

- **Gender:** Women were more likely than men were to have changed their behavior, with 32% of men compared with 23% of women to say they have not changed their behavior. Women under 50 (23%) were most likely to have changed their behavior in response to information, while men under 50 (35%) and non-Hispanic white men (33%) are most likely not to have changed their behavior to prevent pollution.
- **Age:** Residents under age 40 were less likely to have changed their behavior (48%) compared with 72% ages 40–64 and 64% of seniors.
- **Length of Residency:** Among those who have lived in Santa Barbara for 30 years or more, we find that 74% have changed their behavior or were already taking action, compared with 59% of those living in the city for 15 years or fewer.
- **Seen Information about Pollution:** Among those who say they have seen information about pollution in storm drains, 78% say they have changed their behavior or were already taking action. Among those who say they have not seen this information, 49% have changed their behavior.

What Changes Did You Make in Your Behavior?

Those who said they had changed their behavior in response to learning about pollution in storm drains were asked to describe the changes they have made. In Table 8 below, we see a summary of the responses they offered. As we see in the response to this and to the next question, the one action that seems to have really penetrated is about taking your car to the carwash rather than washing it at home. Picking up dog waste and litter are also mentioned frequently, along with proper disposal of motor oil and using less water.

Table 8: What Behavior Changes Did You Make? (N = 101, Asked of Those Who Said They Changed Behavior in Response to Learning about Pollution)*

Code	%
Took car to carwash	34
Stop polluting (in general)	16
Pick up dog waste	12
Pick up litter	11
Do not dump motor oil	8
Used less water	8
No blowing of leaves in street	8
Recycle more	6
Used less chemicals on lawn	7
Other	24

**May exceed 100% as multiple responses permitted*

Following are some examples of the verbatim responses that correspond with the more commonly found codes.

Used less water

- *Combining showers with brushing teeth, starting to recycle*
- *Trying to conserve water usage*

Took car to carwash

- *We don't wash the car in the driveway. We wash on the grass.*
- *I conserve water by taking all my cars to car washes.*

- *I stopped washing my car in the driveway.*

Pick up litter

- *If I see litter on the streets, I pick it up*
- *Picking up trash from the ground and not littering*

Pick up dog waste

- *Always picking up after my dog*
- *Pick up my dog's poop sometimes other people's*

Stop polluting

- *I don't put anything bad in the water or gutter.*
- *Overall, I'm more careful with all the things that can potentially be washed into the gutters.*
- *Careful with what I flush down now*

What Actions Were You Already Taking to Protect Water Quality?

Those who said they were already taking actions to reduce pollution in storm drains were asked to describe the actions they have already made. In Table 9 below, we see a summary of the responses they offered. The one action that seems to have really penetrated is about taking your car to the car wash rather than washing it at home. Picking up dog waste and litter are also mentioned frequently, along with proper disposal of motor oil and using less water.

Table 9: What Actions Were You Already Taking to Protect Water Quality? (N = 291 – Asked Only of Those Who Said They Had Already Changed Their Behavior to Reduce Pollution)*

Code	%
Took car to carwash	34
Do not litter or pollute	20
Pick up litter	15
Stopped polluting	8
Careful with chemical disposal	8
No hosing of lawn debris	6
Recycle more	6
Use less water	6
Pick up dog waste	5

Code	%
Dispose of motor oil property	5
Use fewer garden chemicals	4
Control runoff from property	4
Clean up gutter	3
Other	20

**May exceed 100% as multiple responses permitted*

Again, we see that taking the car to the car wash is the most frequently mentioned action that residents have taken to protect water quality. Not littering, reducing the use of chemicals, sweeping lawn clippings, picking up dog waste, and proper disposal of motor oil were also mentioned by relatively high proportions of residents.

The following are some examples of the verbatim responses that correspond with the more commonly found codes.

Use fewer garden chemicals

- *Don't get pesticides or waste down the drain*
- *Stopped using fertilizers and pesticides on the lawn and my little garden*
- *We don't use any kind of chemicals on landscaping*
- *We already stopped using chemical fertilizers*

Use less water

- *We monitor our water usage.*
- *Water lawn during cool hours of night or morning*
- *I installed low flow for the shower and tried to reduce overall water usage.*

Don't wash car on the street

- *We don't wash our car in the street.*
- *I use a commercial car wash and don't hose off driveway.*
- *Don't wash the car in the street*

Pick up litter

- *Have always picked up the litter*
- *Never leave trash at beach; always pick up street trash*
- *Pick up the stuff that might fall into storm drains*

Pick up dog waste

- *I always pick up after my dog.*
- *I mention to relatives about dog waste*

Stop polluting

- *Never dump trash where it is not supposed to go*
- *Don't throw anything in the creek*
- *Everything goes in the gutter and is not treated! Be aware of anything going on the ground that could go in the storm drain*
- *I don't throw away trash on the street. I am very careful with making sure I don't litter.*

No hosing of driveway or sidewalks

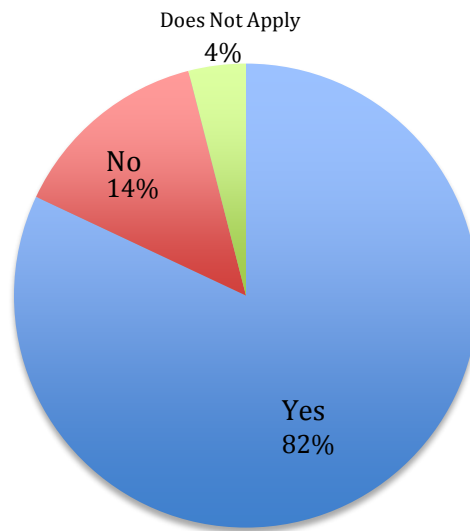
- *Instead of using water to clean the front yard. I sweep instead.*
- *By not hosing down the driveway*
- *We clean by sweeping and putting it in the green barrel.*
- *Doing the right thing like sweeping the driveway*

VI. ASKING ABOUT SPECIFIC BEHAVIORS

Take Your Car to a Car Wash Rather Than Wash It at Home

More than eight in ten (82%) took their car to a car wash in the past year rather than wash it at home. This proportion is higher among those who saw information about pollution (87% compared with 76% of those who did not see this information) and those who saw three or more of the four TV commercials (88%) compared with those who saw two or fewer commercials (about 72%).

Figure 6: In the Last Year, Did You Take Your Car to a Car Wash?

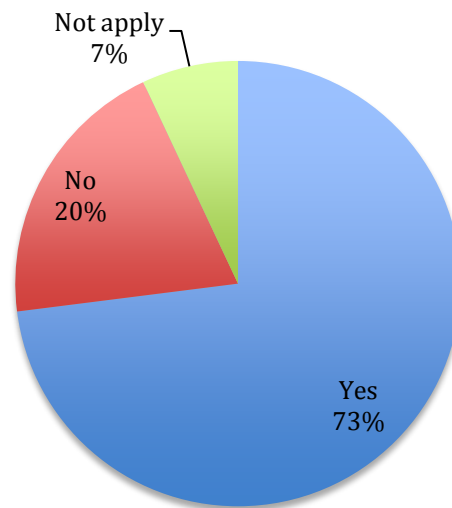


Sweep up Driveway or Sidewalk Rather Than Use Blower

Nearly three of four (73%) residents of single-family homes, duplexes/triplexes, or townhomes say they swept up their driveway or sidewalk in the past year rather than use a blower.

This includes 81% of those who say they saw all four TV commercials, compared with much lower proportions of those who saw fewer than four of the commercials.

Figure 7: In the Last Year, Did You Sweep Rather than Use Blower? (N = 414)

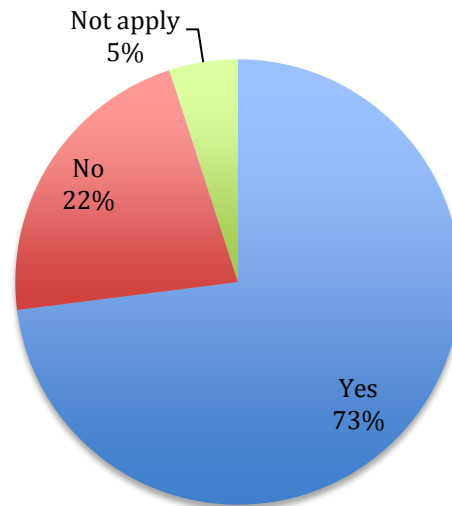


Pick Up Litter in the Street

Nearly three of four said that they had picked up litter in the street in the past year. Those most likely to pick up litter include:

- Those with a college degree (80%) compared with those without a college degree (67%)
- Those under age 65 (about 76%) compared with seniors (59%)
- Parents (83%) compared with nonparents (68%)
- Single-family home dwellers (77%) compared with apartment dwellers (64%)
- Those who say they saw information about preventing storm water pollution (83%) compared with those who did not see this information (62%)
- Those who saw all four TV commercials (86%) compared with those who saw none of them (62%).

Figure 8: In the Last Year, Did You Pick Up Litter in the Street?

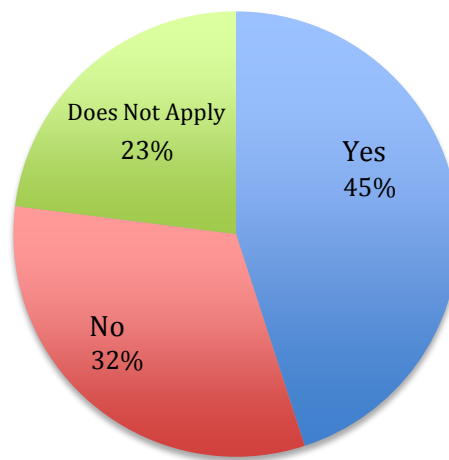


Pick Up Dog Waste

A third (34%) of all respondents told us they have a dog in their household. Dog ownership is higher among parents than among nonparents and among single-family home dwellers compared with apartment dwellers.

Forty-five percent of all residents said they picked up dog waste in the past year, including 97% of dog owners and 19% of those who do not own a dog.

Figure 9: In the Last Year, Did You Pick Up Dog Waste?

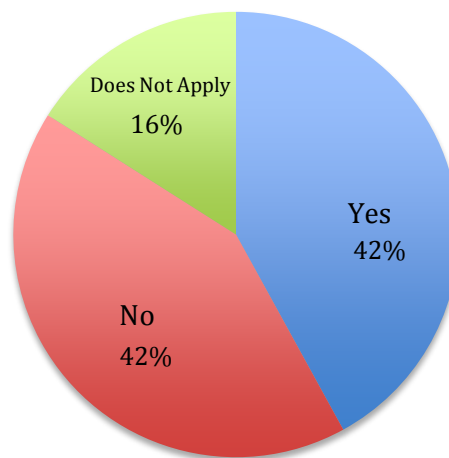


Talk to Gardener about Reducing Pesticide Use/Sweeping Rather Than Washing or Blowing Down Sidewalk?

Thirty-five percent of people living in single-family homes, duplexes/triplexes, and townhomes say they hire a gardener for their homes. This is especially prevalent among 50+ women, seniors, the most educated, and white non-Hispanic residents.

Of those who said they had a gardener, 42% said they had talked to the gardener about pollution-reducing actions, including reducing pesticide use and sweeping rather than washing or blowing down the sidewalk.

Figure 10: In the Last Year, Did You Talk to Your Gardener about Pollution-Reducing Actions? (N = 145)

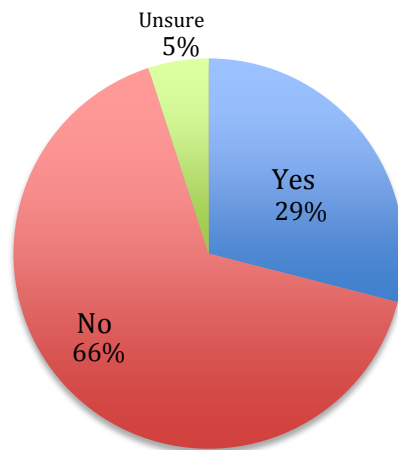


Using Pesticides or Fertilizer on Lawn/Garden

Respondents who do not live in an apartment were asked whether they or their gardener had used any pesticides or fertilizer on their lawns or garden.

As shown in Figure 11, only 29% of those in single-family homes, duplex/triplexes, and townhomes admit to having used pesticides or fertilizer on their lawns or gardens.

Figure 11: Did You Use Pesticides/Fertilizer on Garden? (N = 414)



This includes a third of those ages 40+ compared with 22% of those under age 40. We also find that pesticide/fertilizer use increases with education levels, from 14% of those with no college to 42% of those with a post-graduate degree. Non-Hispanic whites were about twice as likely to admit using these materials on their gardens compared with Hispanics (32% to 17%). White men in particular (38%) are most likely to use these materials.

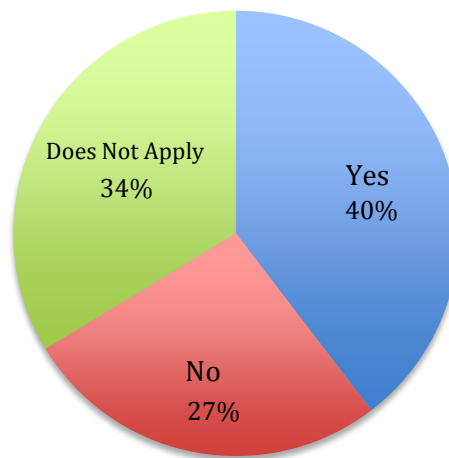
We also find that among those who have seen all four of the TV commercials, reported chemical use is much lower compared with those who have seen just one or none of them (18% compared with about 32%).

Perhaps of greatest interest is that those with gardeners are far more likely to say they use lawn chemicals or fertilizer (40%) compared with those who maintain their own lawns (24%).

Reduce the Use of Pesticides/Fertilizers

We saw on page 37 that 73% of single-family home dwellers (along with those living in duplexes/triplexes and townhomes) owners say that they swept their driveway or sidewalk rather than use a hose or blower. A lower 40% of these residents say they reduced the use of pesticides or fertilizers in the past year. This includes 45% of those with a college degree compared with 32% of those with lower levels of education.

Figure 12: In the Last Year Did You Reduce the Use of Pesticides or Fertilizers on Your Lawn or Garden? (N = 414)



VII. REASONS TO PREVENT POLLUTION OF CREEKS AND THE OCEAN

We asked respondents to identify which one of four statements “would be most likely to motivate you to take more actions to prevent pollution of our creeks and oceans.” As shown in Table 10, respondents’ knowing their actions would “protect the environment” was by far the most motivating of statements.

Table 10: Statement Most Likely to Motivate You To Take More Actions To Prevent Pollution of Creeks/Ocean

	%
Knowing that your actions will help protect the environment	41
Knowing that your actions will help protect the health of children who swim in the ocean	21
Knowing that you may be cited and fined for municipal code violations	10
Knowing that your neighbors are taking the same action to prevent pollution	7
None	2
All equally	18
Not sure	1

The 2008 survey also found that protecting the environment was the strongest motivator (although the question in that survey was structured differently.) However, this response is quite different from what we find in other cities, in which protecting the health of swimmers generally rates about equal to protecting the environment.

One group that does rate protecting the environment and protecting children about equally is parents (29% say protecting the environment is most likely to motivate them, and 31% say protecting children is most likely to motivate them.)

White respondents are more likely to be most motivated by protecting the environment than are nonwhites (44% to 34%), while nonwhites (and especially Hispanics) are nearly twice as likely as are whites to be motivated by the threat of a fine for a code violation (17% Hispanics, 14% nonwhites, 8% whites).

VIII. RESPONSE TO POLICY PROPOSALS

The survey asked respondents whether they favor or oppose five policy proposals. As shown in Table 11, there was strong support for all of the ideas, but especially for fining people who do not pick up dog waste or who litter. Close to three in four “strongly” support both of these ideas. We found slightly less intense support for installing CCTV cameras to monitor creeks to prevent garbage dumping, purchasing property along creeks to prevent development or pollution, and replacing nonnative plants with natives.

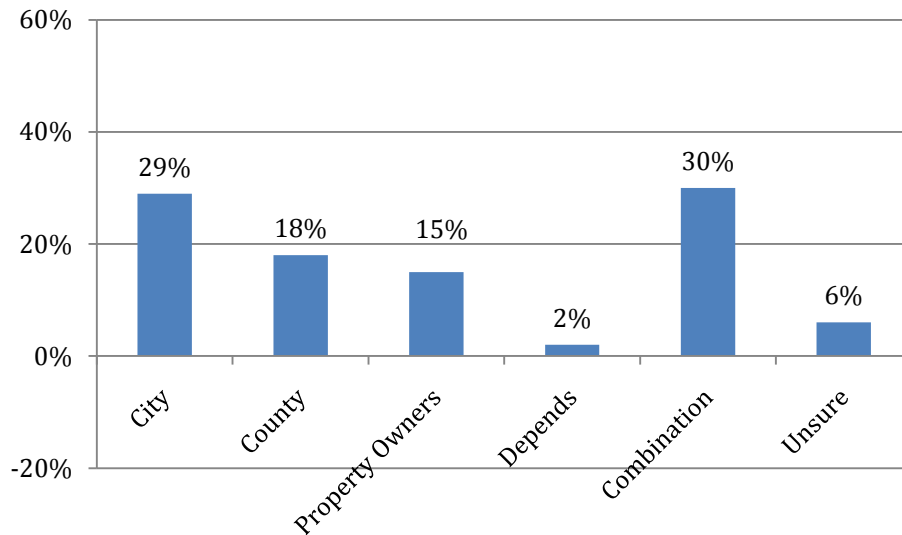
Table 11: % Favoring Policy Proposals

	Strongly Favor	Strongly + SW Favor	Oppose
Citing and fining people caught littering	75	94	5
Enforcing the hundred dollar fine for people not picking up after their dog	73	89	8
Installing closed circuit TV cameras to monitor problem sites along creeks and storm drains where people often dump garbage	46	73	24
Purchasing property alongside creeks to preserve it from pollution or development	44	67	22
Removing invasive non-native plants on public property and replacing them with native plants	43	72	18

IX. WHO IS RESPONSIBLE FOR KEEPING CREEKS FREE OF POLLUTION?

We asked respondents if the City, the County, or private property owners are responsible for keeping local creeks free of pollution. As shown in Figure 13, there is no consensus on the response to this question.

Figure 13: Who Is Responsible for Keeping Creeks Free of Pollution?



X. AWARENESS OF HOW STORM DRAIN SYSTEM WORKS

The 2013 survey asked two questions to assess awareness that storm drain water is not treated. Both questions were asked in similar form (although not in an identical place) in the 2002 and 2008 surveys.

Is Water in Storm Drains Treated before It Is Discharged into the Ocean?

In all three surveys, we asked voters a question about whether storm drain water is treated or not. The wording varied slightly from survey to survey. The following is the language for the 2013 version of the question: *“Storm drains are the gutters, pipes, and concrete channels that collect water from the streets. When water goes into the storm drains in your area, does it go to a treatment plant, or does it flow into creeks and the ocean without treatment?”*

In Table 12 we see the results of this question across all three surveys.

Table 12: Is Storm Drain Water Treated or Not?

	2002 N = 300	2008 N = 367	2013 N = 600
Is treated	14	10	14
Is not treated	57	42	44
Not sure	29	48	42

Awareness that the water is not treated has changed very little comparing the 2008 and the 2013 surveys, although we find that awareness was considerably higher in 2002.

Results by Demographic and Behavioral Groups

- **Gender:** Men are much more likely than women are to know that the water in storm drains is not treated – at 50% for men and just 37% for women. Women are more likely than men are to be unsure (45% for women and 36% for men). Men over 50 are most likely to know the water is not treated (at 57%).
- **Education:** Among those with a college degree, 51% know that storm drain water is not treated compared with just 36% of those without a college degree.
- **Race/ethnicity:** Among Hispanics, 38% are sure that storm drain water is not treated, compared with 48% of non-Hispanic whites. Among all who describe themselves as white, 48% know the water is not treated, compared with 35% of those who describe themselves as nonwhite. Hispanics and nonwhites are much more likely to be unsure.
- **Housing:** Among those living in an apartment building, 35% know that storm drain water is not treated, compared with 47% of those living in single-family homes.
- **Length of residency:** Among the 34% who have lived in Santa Barbara for 30 or more years, 50% know that storm drain water is not treated. Among the 35% who have lived in the city for 15 years or fewer, 38% know the water is not treated.

- **Concern about Storm Drain Pollution:** Among the 55% who consider materials in storm drains to be a major source of pollution of the city's beaches, 51% know the storm drain water is not treated. Among the 33% that consider these materials to be a minor source of ocean pollution, 37% say the water is treated.
- **Seen Information on Pollution Prevention:** Among the 55% that say they recall seeing information in recent years on how to prevent pollution from getting into storm drains, 51% know the water is not treated. Among the 41% that do not recall getting this information, just 34% know the water is not treated. This suggests that the information residents are receiving from the City is correlated with higher awareness of the causes of ocean pollution.
- **Seen Division TV Ads:** Of those who have seen at least one of the four TV commercials we described to respondents, about 46% know the storm drain water is not treated. Of the 36% who do not recall seeing any such commercials, a lower 38% know the water is not treated. This again suggests that exposure to the Division's outreach efforts is having a positive impact on residents' understanding of the role of storm drains in polluting the ocean.
- **Changed Behavior:** Seventeen percent of respondents said they changed their behavior after hearing information about pollution of local waterways and the ocean. Among these respondents, 54% knew that the water is not treated, compared with about 43% of others.
- **Source of Information:** Those who say they regularly get information about local issues from the Noozhawk website and from the Edhat online magazine tend to be best informed about the lack of treatment of storm drain water, at about 55%, compared with about 44% for readers of other sources of information.

Does Water in Toilets and Water in Storm Drains Go in Same Pipes?

A follow-up question asked with very similar language across all three surveys explored whether respondents think it is true or not true that "In your area, water that is flushed down toilets, and water that goes down curbside storm drains all flow into the same underground pipes." As shown in Table 13 below, the proportion that knows that this is not true has declined steadily since the 2002 survey was completed.

Table 13: Water in Toilets and Water in Storm Drains Go in Same Pipes?

	2002 N = 300	2008 N = 367	2013 N = 600
True	21	31	35
Not true	58	46	39
Not sure	20	24	27

Results by Demographic and Behavioral Groups

We find patterns of awareness for this question similar to what we observed for the initial question about whether or not storm drain water is treated.

- **Gender:** Men are again more likely than women are to know that the water from toilets and in storm drains are not in the same pipe, at 44% for men and just 33% for women. Women are more likely than men are to be unsure (28% for women and 15% for men). Men over 50 continue to be most likely to know the water is not treated (at 55%).
- **Education:** Among those with a college degree, 52% know that storm drain water and toilet water do not go in the same pipes, compared with just 27% of those without a college degree. In fact, a strong plurality of 40% of those with no college degree believes that the water from both sources end up in the same underground pipes.
- **Race/ethnicity:** Among Hispanics, 19% are sure that storm drain water and toilet water are separate, compared with 47% of non-Hispanic whites. Among all who describe themselves as white, 46% know the water is from the two sources are kept separate compared with 23% of those who describe themselves as nonwhite.
- **Housing:** Among those living in an apartment building, 29% think that water from storm drains and toilets are kept separate, compared to 44% of those in single-family homes. In fact, a strong plurality of 42% of those in apartments answered this question incorrectly.
- **Length of residency:** Among the 34% who have lived in Santa Barbara for 30 or more years, 47% know that storm drain water is separate from toilet water. Among the 35% who have lived in the city for 15 years or less, 33% know the waters are not combined, and a plurality of 42% believe these waters do go into the same pipes.

- **Seen Information on Pollution Prevention:** Among the 55% who say they recall seeing information in recent years on how to prevent pollution from getting into storm drains, 51% know that storm drain water and toilet water are in separate pipes. Among the 41% who do not recall getting this information, just 34% know the two sources of water do not go in the same pipes, and 41% incorrectly think they do. This again suggests that the information residents are receiving from the city is correlated with higher awareness of the causes of ocean pollution.

Bigger Source of Pollution of Local Creeks and Ocean?

There has been a substantial increase since 2008 in the proportion of residents who blame “businesses, industry, and farms” for pollution of local creeks and the ocean over local residents. As shown in Table 14, that proportion has grown from 30% to 47%, while the proportion blaming residents has fallen by nearly the same number of percentage points.

Table 14: Which is the Bigger Source of Pollution of Santa Barbara’s Creeks and Ocean?

	2008 N =367	2013 N = 600
Businesses, industries, and farms	30	41
Residents like yourself	47	37
Equal source	14	18
Not sure	8	4

Results by Demographic and Behavioral Groups

- **Gender:** Men divide about evenly (39% blame business, 42% blame residents) while women blame business more (42%) than residents (31%). Women age 50+ are especially likely to blame business (49%).
- **Age:** Among those under age 40, a small plurality (44%) say residents are the bigger source of pollution and 39% blame business; among seniors 47% blame business and just 28% blame residents.
- **Know Storm Water Is Not Treated:** Among those who know storm water is not treated, 48% say residents cause more of the pollution and 31% blame business. Among those who think the water is treated, we find the reverse, with 50% who blame business and just 25% who blame residents.

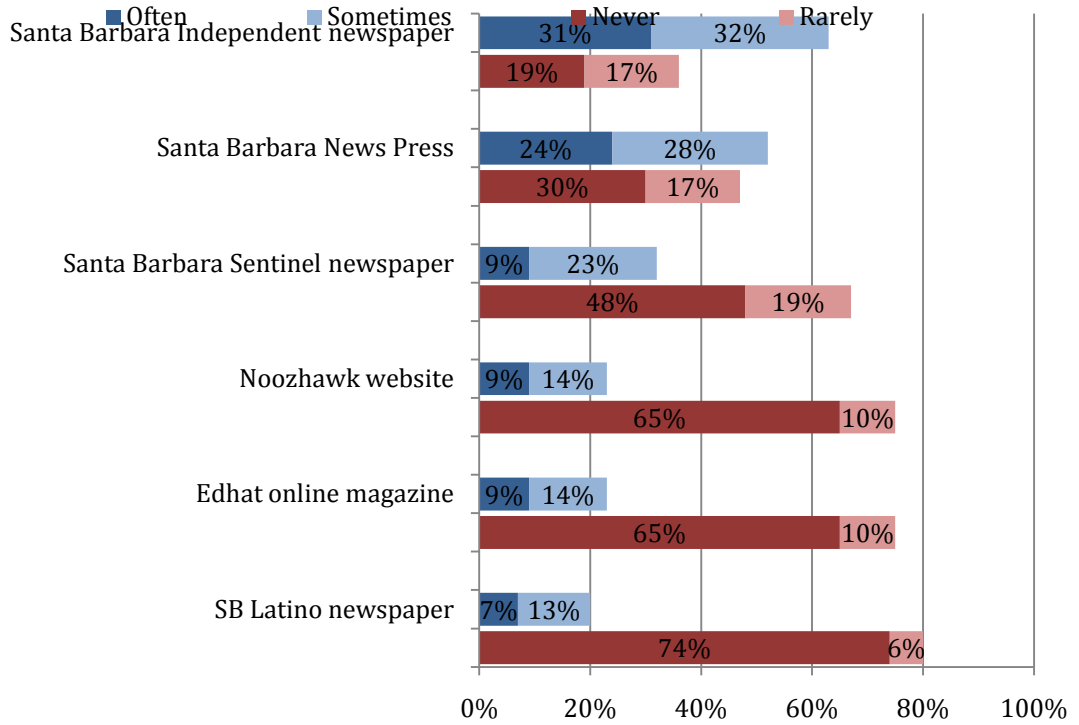
- **Seen Information On Pollution Prevention:** Those who say they have seen information on preventing pollution of storm drains divide about evenly: 39% say residents are more at fault for pollution and 37% blame business. But those who have not seen information blame business much more strongly (at 46% compared to 34% blaming residents).

XI. SOURCES OF LOCAL NEWS

We asked residents how often they get local news from each of six possible sources of information. As seen in Figure 14, the Independent and the News Press are by far the most frequently used sources of information, followed by the Sentinel.

The SB Latino newspaper is used by 51% of Hispanics at least sometimes, although it is rarely used by non-Hispanics. The online sources of information are rarely or never used by about 75% of residents, and it is interesting to note that younger residents are not much more likely to use online sources than older residents. However, older residents are considerably more likely to read the News Press (58% of seniors use it at least some for local news) than younger residents (43% of those under age 40).

Figure 14: How Often Do You Use Each to Get Local News?



XII. SAMPLE DEMOGRAPHICS

This survey was conducted on both landlines and cell phones, in Spanish and in English. Responses were weighted to account for overlap in households that have both landlines and cell phones and to adjust for sample non-response. Unless otherwise indicated, all frequencies and percentages reflect the proportions after weights were applied.

Hispanic and Race

In Table 15 are the self-described racial categories of the respondents in this survey. These categories include those who identify as Latino or Hispanic, which is determined by a separate question.

Table 15: Racial Categories

	%
White or Caucasian	66
Asian or Asian American	1
Black or African American	1

	%
Native American	2
Mixed Ethnicity	10
Other	20
Refused	1

Table 16 shows the proportion of respondents who said they consider themselves Latino or Hispanic, and breaks down the non-Hispanic category into racial categories, corresponding to categories used in the analysis of this report.

Table 16: Hispanic/Non-Hispanic and Non-Hispanic Racial Categories Referenced in the Report

	%
Hispanic	31
Hispanic White	3
Hispanic non-white	28
Non-Hispanic, which includes:	68
Non-Hispanic White	62
Non-Hispanic Other	6

In this survey, 11% of those who said they were Latino or Hispanic categorized themselves racially as white (3% of all respondents), and 89% (28% of all respondents) said they were some other race or of mixed race.

Table 17 shows the level of educational attainment of the respondents and the combined categories used for analysis in this report.

Table 17: Categories of Educational Attainment Referenced in the Report

	%
No High School Diploma	3
High School Graduate	19
Some College	19
Associate Degree	11
B.A. Degree + (net) includes:	48
Four Year Degree	32

Graduate Degree or more	16
Refused	1

Age

Table 18 shows the breakdown by age of the survey respondents, aggregated into categories used in this analysis.

Table 18: Categories of Resident Age Referenced in the Report

	%
18 to 49 includes:	55
18 to 29	20
30 to 39	17
40 to 49	18
50 or older includes:	43
50 to 64	23
65 to 74	13
75 or older	7
Refused	2

Type of Residence

More than six in ten (62%) survey respondents live in single-family homes and 39% live in an apartment, condominium, duplex, triplex, or any other dwelling that is not a single-family home, as shown in Table 19.

Table 19: Type of Residence Referenced in the Report

	%
Single Family Homes	62
Multi-Family Homes (MFD) includes:	39
Condo or Apartment	29
Duplex, Triplex	4
Townhouse	4
Other	2
Don't know/NA	0

Length of Residency in Santa Barbara

The mean length of residency in the city is 25 years, with a median of 20 years. Only 10% have lived in the city for five or fewer years, and 34% have lived in Santa Barbara for 20 or more years.

Table 20: Length of Residency in Santa Barbara

	%
0-5 Years	10
6-10 Years	14
11-19 Years	19
20-29 Years	20
30+ Years	34
Refused	4
Mean	25
Median	20

Parental Status

Just under a third of the respondents we interviewed has children ages 18 or under living at home.

Table 21: Children under 18 Living at Home

	%
Yes	31
No	67
Refused	2

Language of Interview

Thirty of the six-hundred interviews in this survey were conducted in Spanish, and the rest (570) were in English. Spanish language interviews account for 5% of the weighted sample.

Gender

Forty-nine percent of respondents were male and 51% were female.

Date: December 12, 2013
To: City of Santa Barbara Creeks Division
From: Adi Liberman
Subject: Social Media Recommendations

Background

The Goodwin Simon Strategic Research (GSSR) survey presented several findings that suggested the need for new channels of communications to convey information and increase the effectiveness of the Creek Division's outreach program and the attainment of its pollution reduction goals.

The survey findings indicate that only 5% to 6% of respondents reported interaction with the Division's Facebook page or website. As a result, GSSR recommended that the Division increase its efforts and resources to expand outreach through social media (often defined as computer-based communities or networks where individuals interact; common examples include Facebook, Instagram, and Twitter) and increase traffic on the Division's website. Our firm agrees and we encourage this change in particular since the survey indicates that younger residents -- the group most likely to obtain information through social media channels -- tend to report less awareness of the Division's current communications efforts.

Based on our evaluation of the results of this survey and our experience working with social media in other public outreach and education efforts, we offer several programmatic recommendations to increase the impact of social media in the Creek Division's portfolio of activities.

Recommendations

- 1) Develop social media programs that offer more active interaction that also ties to the Division's educational goals. Some examples include:
 - a) Invite the public to take photos of positive and negative images related to water pollution and post them on Instagram or Facebook.
 - i) Criteria for the photos could suggest beautiful images of creeks and beaches or examples of creeks and other water bodies with garbage or other signs of degradation.
 - ii) The program could be staged as a contest with a fixed time period and some

type of prize.

- (1) An example of an easy prize, is that the winner will be visited at school or work by their Council representative and presented with a resolution; an activity that your policy makers will appreciate.
 - (2) Another example of a prize is to post the winners on the City home page or create a partnership with local print, electronic, and web based media to post the winners.
- b) Invite the public to make parodies of your PSAs and post them on your Youtube channel.
 - i) Contest rules would help steer contestants towards creating appropriate videos.
 - ii) As an incentive, arrange for the winning submissions to be reviewed by local professional television producers or film school faculty at local schools such the Brooks School.
 - c) Encourage the public to publish positive and negative behavioral actions on one of your web-based platforms.
 - i) Criteria could include positive actions to look for like someone cleaning up after a pet or viewing a public city crew cleaning out a catch basin or negative actions like a lawn that overwatered or beachgoers leaving trash on the beach.
 - ii) Again, a contest-like framework with deadlines and prizes will increase participation.
- 2) Use Broadcast PSAs and Print Advertisements to promote online activities such as the two programs described above.
 - a) The key is to have interaction and cross-fertilization between your traditional media and your social media programs.
 - 3) Assign sufficient staffing levels to maintain your social media programs.
 - a) Successful social media program require regular maintenance and changes.

- i) This is a fast moving medium. The disadvantage is that it requires regular maintenance. The advantage is that if a program is not working, it is relatively easy to make changes in real time.
 - ii) If you don't have the resources within the Division, there are many ways to rely on outside support.
- 4) Consider undertaking a professional review of your social media program that provides you with fully developed programmatic recommendations (in contrast to these conceptual recommendations).
 - a) Select a firm or team to undertake the review that has expertise in both new media and the particular area of content in which you operate – a municipal water quality public education and outreach program.
 - i) Based on our experience, expertise in only one of these areas is not likely to help you achieve your goals.

Respondent ID# _____

Hello, I'm _____ from G-S-S Research, a national opinion research firm. We've been asked by the city of Santa Barbara to conduct a survey of local residents, and your telephone number was selected at random. We are not trying to sell you anything, and all of your responses will be kept strictly confidential.

CELL PHONE RESPONDENTS SKIP TO Q.A

LAND LINE SAMPLE ONLY READ

According to the research procedure, may I speak to the person in the house who is 18 or older who had the most recent birthday? [IF RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR LATER].

[REPEAT INTRODUCTION IF RESPONDENT IS NOT PERSON WHO FIRST ANSWERED PHONE]

LAND LINE RESPONDENTS SKIP TO Q.1

CELL PHONE SAMPLE ONLY ASK Q.A:

A. This sounds like a cell phone. Are you in a place where you can safely talk on your cell phone?

Yes safe place (SKIP TO QC) ----- 97%
No not safe -----TERMINATE
No not cell phone (ASK Q.B)----- 3
(DON'T READ) DK/NA -----TERMINATE

IF RESPONDENT SAYS NOT IN SAFE PLACE, TELL THEM YOU WILL CALL BACK AND TRY TO REACH THEM WHEN THEY CAN TALK SAFELY. THEN THANK AND HANG UP AND CALL BACK LATER

ASK Q.B ONLY IF NOT CELL PHONE (PUNCH 2) ON Q.A

B. You said this was not a cell phone I reached you on. Did you forward your cell phone number to this phone, or was this not a cell phone number that I called you on?

Forwarded (ASK Q.C)----- 100%
Not cell phone -----TERMINATE
(DON'T READ) Other -----TERMINATE
(DON'T READ) DK/NA -----TERMINATE

C. According to the research procedure, I need to speak to someone who is age 18 or older. Are you age 18 or older?

Yes (ASK Q.D) ----- 100%
No-----TERMINATE
(DON'T READ) DK/NA -----TERMINATE

D. Do you generally use your cell phone for personal calls, for business calls or a mixture of both?

Personal ----- 39%
Business -----TERMINATE
Mixture ----- 60

*Results for each question may not add to 100% due to rounding

(DON'T READ) REFUSED ----- 1

1. To begin, what is your current home zip code, please? (DON'T READ)

93101 (SB) ----- 21%
 93102 (SB POB) ----- 4
 93103 (SB)----- 19
 93105 (SB)----- 20
 93107 (SB POB) ----- 4
 93108 (SB) ----- 10
 93109 (SB) ----- 8
 93110 (SB) ----- 10
 93120 (SB POB) ----- 1
 93121 (SB POB) ----- 0
 93130 (SB POB) ----- 1
 93140 (SB POB) ----- 0
 93150 (SB POB) ----- 0
 93160 (SB POB) ----- 0
 93190 (SB POB) ----- 1
 OTHER (TERMINATE) ----- 0
 REFUSED/NOT SURE (TERMINATE) ----- 0

2. Storm drains are the gutters, pipes, and concrete channels that collect water from the streets. When water goes into the storm drains in your area, does it go to a treatment plant, or does it flow into creeks and the ocean without treatment? If you are not sure, just say so.

Is treated ----- 14%
 Is not treated ----- 44
 Not sure ----- 41
 (DON'T READ) NA ----- 2

3. Please tell me whether you feel the following statement is true or is not true:

In your area, water that is flushed down toilets, and water that goes down curbside storm drains all flows into the same underground pipes.

True ----- 35%
 Not true ----- 39
 (DON'T READ) Depends ----- 5
 (DON'T READ) DK/NA ----- 22

4. Would you say that materials on the street that wash into storm drains in the city of Santa Barbara are a major source of pollution of the city's creeks and beaches? A minor source of pollution? Or not really a source of pollution?

Major source ----- 55%
 Minor source ----- 33
 Not a source ----- 7
 (DON'T READ) DK/NA ----- 5

5. In fact, any pollution that enters storm drains can end up in local creeks and the ocean, without any filtering or treatment. Do you recall seeing any information in the last few years about preventing pollution from getting into storm drains?

Yes ----- 56%
 No----- 41
 (DON'T READ)DK/NA ----- 4

IF YES ON Q.5 ASK Q.6:

6. Very quickly, do you recall anything specific about what you saw or what you learned?
N=333 (Multiple Responses Allowed)

General mention of TV commercials ----- 20%*
 Signs on the storm drains ----- 11
 To stop polluting (general) ----- 11
 Mention of how/where waste water goes ----- 11
 Mention of taking your car to the car wash/not washing in driveway ----- 9
 Don't pour oil down to storm drains ----- 8
 Mention of soap/chemicals/Pesticides/materials going into the storm drains ----- 6
 Mention of being more aware/mindful of what they put down the drains ----- 3
 Mention of newspaper ads ----- 2
 Mention of utility bill insert ----- 2
 Mention of brochure ----- 2
 Mention of picking up dog waste ----- 2
 Mention of phrase "The ocean begins on your street" ----- 1
 General mention of radio commercials ----- 1
 Mention of TV ads with film crew on the beach or in the creek ----- 1
 Mention of signs on local MTD buses ----- 1
 Mention of TV ads with people surfing/fishing/playing in the street/gutter/ storm drains ----- 1
 Mention of storm drain covers/grates ----- 1
 Mention of sweeping gutters/streets/driveways ----- 1
 Mention of how to stop/reduce amount of debris going in the storm drains ----- 1
 Other ----- 16
 No ----- 7
 Not sure ----- 1

**May exceed 100% as multiple responses allowed*

ASK EVERYONE

7. Please tell me if you do or do not recall seeing or hearing any of the following on this topic in the past year or two: **(ROTATE)**

		<u>YES</u>	<u>NO</u>	<u>DEPENDS</u>	<u>DK/NA</u>
[]	a. A TV commercial with the slogan "The Ocean Begins on Your Street"-----	45%	52	1	3
[]	b. A TV commercial with the slogan "Don't Let Litter Ruin Your Scene" -----	31	65	1	3
[]	c. A TV commercial showing a film crew at the beach or a creek being bothered by litter -----	40	57	0	3
[]	d. A TV commercial showing people playing, surfing, or fishing in the street or gutter-----	38	58	0	4

8. As a direct result of seeing information in the past year or two about pollution of storm drains, creeks, and beaches, did you make any changes in your behavior? If you don't recall, or you were already taking actions to protect water quality, just say so.

Yes made change (ASK Q.9) ----- 17%
 Already taking actions (SKIP TO Q.10)--- 48
 No (SKIP TO Q.11)----- 28
 Not sure (SKIP TO Q.11) ----- 5
(DON'T READ) NA (SKIP TO Q.11) ----- 1

IF Q.8 = 1 ASK Q.9:

9. Can you very briefly describe that change you made? **(RECORD VERBATIM, SUPERVISOR CODE)**
N=101 (Multiple Responses Allowed)

Took car to carwash/wash car on lawn, not street or driveway ----- 34%*
 Stop polluting (general) ----- 16
 Pick up dog waste----- 12
 Picked up litter ----- 11
 Did not dump motor oil/disposed of motor oil properly ----- 8
 Used less water/conserved water ----- 8
 Swept up grass clippings/leaves instead of hosing/blowing----- 8
 Recycled more ----- 6
 Used less pesticides/herbicides in garden/on lawn ----- 5
 Used less fertilizer in garden/on lawn ----- 2
 Cleaned up gutter or streets ----- 2
 Did not hose water into streets----- 2
 Other ----- 19
 No ----- 2
 Not sure ----- 0

**May exceed 100% as multiple responses allowed*

IF Q.8 = 2 ASK Q.10:

10. Can you very briefly describe the actions you were already taking to protect water quality?
N=291 (Multiple Responses Allowed)

Took car to carwash/wash car on lawn, not street or driveway ----- 29%*
 Comment that they do not Litter/Pollute ----- 20
 Picked up litter ----- 15
 Stop polluting (general) ----- 8
 Being careful with the use/disposal of chemicals/toxins ----- 8
 Swept up grass clippings/leaves instead of hosing/blowing----- 6
 Recycled more ----- 6
 Used less water/conserved water ----- 6
 Pick up dog waste----- 5
 Did not dump motor oil/disposed of motor oil properly ----- 5
 Used less pesticides/herbicides in garden/on lawn ----- 4
 Control runoff from yard/property----- 4
 Cleaned up gutter or streets ----- 3
 Use Less Toxic chemicals (non-specific) ----- 3
 Used less fertilizer in garden/on lawn ----- 2
 Use less soap washing cars ----- 1
 Did not hose water into streets----- 1

Comment on what goes down their home drains (sewer drains) ----- 5
 Other ----- 13
 No ----- 0
 Not sure ----- 0

*May exceed 100% as multiple responses allowed

11. Now I want to read you a brief list of some different things that often end up in the street and storm drains before flowing into creeks and the ocean. Please rate each item on a scale of 1 to 5. Use a 1 if you feel it is not a very serious problem at all if it ends up in storm drains, a 5 if you feel it is a very serious problem, or any number in between. **(ROTATE)**

	NOT SER				VERY SER		DK/ NA	MEAN
	1	2	3	4	5	9		
SPLIT SAMPLE A (n=304)								
[] a. Paint -----	8%	3%	7%	7%	73%	2%		4.4
[] b. Soapy runoff from when people wash their cars ---	8	15	21	23	32	1		3.6
SPLIT SAMPLE B (n=296)								
[] c. Water-based paint-----	9	8	18	13	49	3		3.9
[] d. Runoff from when people wash their cars -----	12	13	23	22	30	1		3.5
ASK EVERYONE								
[] e. Lawn or garden fertilizers like Miracle-Gro -----	7	5	17	17	52	2		4.0
[] f. Trash and litter, such as fast food wrappers -----	4	7	14	16	58	1		4.2
[] g. Runoff from when people over water their lawns 20 ---	20	20	24	15	20	1		2.9
[] h. Leaves and grass clippings -----	24	24	23	11	17	1		2.7
[] i. Dirt from blowing or hosing down driveways and sidewalks-----	18	21	26	13	20	2		3.0
[] j. Mop or wash water from homes and businesses 12 ---	12	12	21	22	33	1		3.5

12. Do you live in a single family home, a duplex or triplex, a townhouse, or an apartment or condominium?

Single family----- 62%
 Duplex/triplex ----- 4
 Townhouse ----- 4
 Apartment/Condo ----- 29
(DON'T READ) Other----- 2
(DON'T READ) DK/NA ----- 0

ASK Q.13 TO Q.14 IF Q.12=1, 2, OR 3

13. Do you hire a gardener for your home? Or do you or does someone else in your household do the gardening and lawn care? **n=414**

Hire gardener ----- 35%
 Do it yourself ----- 55
(DON'T READ) No lawn/garden----- 5
(DON'T READ) Other ----- 5
(DON'T READ) DK/NA ----- 1

14. In the past year, did you or your gardener use any pesticides or fertilizer on your lawn or garden?
n=414

Yes ----- 29%
No----- 66
(DON'T READ) DK/NA ----- 5

ASK EVERYONE

15. Does anyone in your household have a dog?

Yes ----- 34%
No----- 66
DK/NA (DON'T READ) ----- 0

ASK EVERYONE

16. In the last year or so, did you do any of the following? (READ - ROTATE):

	<u>YES</u>	<u>NO</u>	<u>NOT APPL</u>	<u>DK/NA</u>
[]a. Pick up litter in the street? -----	73%	22%	5%	1%
[]b. Pick up dog waste? -----	45	32	23	0
[]c. Take your car to a car wash rather than wash it at home? -----	82	14	4	0

ASK D AND E AND F IF Q.12=1,2, OR 3

[]d. Sweep up your driveway or sidewalk rather than use a hose or blower? n=414 -----	73	20	5	1
[]e. Reduce the use of pesticides or fertilizers on your lawn or garden? n=414 -----	40	27	32	2

ASK F IF Q.13 = 1

f. Talk to your gardener about reducing pesticide use or about sweeping rather than washing or blowing down your driveway or sidewalk? n=145 -----	42	42	14	2
--	----	----	----	---

ASK EVERYONE

17. Which of the following would be **most** likely to motivate you to take more actions to prevent pollution of our creeks and ocean? (ROTATE)

[] A. Knowing that your actions will help protect the environment -----	41%
OR	
[] B. Knowing that your actions will help protect the health of children who swim in the ocean and at the beach-----	21
OR	
[] C. Knowing that you may be cited and fined for Municipal Code violations -----	10
OR	
D. Knowing that your neighbors are taking the same action to prevent pollution-----	7
(DON'T READ) None -----	2
(DON'T READ) All equal-----	18
(DON'T READ) DK/NA-----	2

18. Next, which one of the following do you think is the bigger source of pollution of Santa Barbara's creeks and ocean? **(ROTATE)**

- A. Businesses, industries, and farms located in the Santa Barbara area ----- 41%
- OR
- B. Residents like yourself who live in the Santa Barbara area ----- 37
- (DON'T READ)** Equal ----- 18
- (DON'T READ)** Other----- 1
- (DON'T READ)** Same ----- 0
- (DON'T READ)** DK/NA ----- 4

19. Who or what is responsible for keeping the creeks free of pollution in your area? The City? The County? Or private property owners along the creeks?

- City ----- 29%
- County ----- 18
- Property owners----- 15
- (DON'T READ)** Depends----- 2
- (DON'T READ)** Combination ----- 30
- (DON'T READ)** DK/NA ----- 6

20. Would you say that the water at Santa Barbara's beaches is more polluted than it was a few years ago, less polluted, or is it about the same? (IF MORE/LESS ASK): "Is that MUCH (more/less) polluted or SOMEWHAT?"

- Much more----- 14%
- SW more ----- 25
- SW less----- 11
- Much less ----- 4
- Same----- 38
- (DON'T READ)** DK/NA ----- 8

21. How would you rate the job that the City of Santa Barbara Creeks Division is doing in protecting creek and ocean water quality? Would you say it is doing an excellent, good, only fair, or poor job of this? If you are not familiar with the Creeks Division, just say so.

- Excellent ----- 7%
- Good ----- 43
- Only fair ----- 22
- Poor ----- 4
- Not familiar ----- 19
- (DON'T READ)** DK/NA ----- 4

IF Q.21 = 1,2,3, OR 4 ASK Q.22 AND Q.23

22. In the last year, did you get information about the City Creeks Division online from any of the following sources? You can answer yes or no to each one. **(ROTATE) n=458**

		<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
[]	a. From the Creeks Division's website, which is s-b-creeks dot com-----	8%	90%	2%
[]	b. From the City's main website, which is santa barbara c-a dot gov-----	15	84	1
[]	c. From the Creeks Division's Facebook page-----	6	93	1
[]	d. From the Creeks Division's email newsletter-----	18	80	2

23. The Creeks Division has a hotline that can be used to report pollution in our local storm drains and creeks. Have you ever called the Enforcement hotline? **n=458**

ONLY IF RESPONDENT ASKS FOR IT, YOU CAN READ THIS NUMBER FOR THE ENFORCEMENT HOTLINE: 805-897-2688

Yes ----- 4%
 No----- 94
(DON'T READ) DK/NA ----- 2

24. In the last year or so, have you seen any restaurants, auto repair shops, or other businesses in Santa Barbara that had a certificate or sticker in their window showing they were a Certified Clean Creeks Business?

Yes ----- 29%
 No----- 66
(DON'T READ) DK/NA ----- 5

25. Would knowing that a business was certified by the city as a Clean Creeks Business make you more likely to visit that business, less likely, or would that have no effect on you one way or the other? **(IF MORE LIKELY ASK):** "Is that much more likely, or somewhat?"

Much more likely ----- 44%
 Somewhat more likely ----- 27
 Less likely----- 1
 No effect----- 26
(DON'T READ) Depends ----- 2
(DON'T READ) Less likely ----- 0
(DON'T READ) DK/NA ----- 1

26. The city of Santa Barbara has been considering several possible steps to reduce pollution of storm drains, creeks, and the ocean. Please tell me if you would strongly favor, somewhat favor, somewhat oppose, or strongly oppose the city doing each of the following: **(ROTATE)**

	<u>STR.</u> <u>FAV</u>	<u>S.W.</u> <u>FAV</u>	<u>S.W.</u> <u>OPP</u>	<u>STR.</u> <u>OPP</u>	<u>DK/</u> <u>NA</u>
<input type="checkbox"/> a. Purchasing property alongside creeks to preserve it from pollution or development-----	44%	23%	10%	12%	12%
<input type="checkbox"/> b. Installing closed circuit TV cameras to monitor problem sites along creeks and storm drains where people often dump garbage-----	46	27	10	14	3
<input type="checkbox"/> c.. Removing invasive non-native plants on public property and replacing them with native plants-----	43	29	9	9	11
<input type="checkbox"/> d. Enforcing the hundred dollar fine for people not picking up after their dog-----	73	16	3	5	2
<input type="checkbox"/> e. Citing and fining people caught littering-----	75	19	3	2	2

27. How often do you use each of the following to get local news or learn about what is going on in Santa Barbara? Often? Sometimes? Rarely? Or Never? **(ROTATE)**

	<u>OFTEN</u>	<u>SOME</u>	<u>RARELY</u>	<u>NEV</u>	<u>DK/</u> <u>NA</u>
<input type="checkbox"/> a. The Santa Barbara News Press-----	24%	28%	17%	30%	1%
<input type="checkbox"/> b. The Edhat online magazine-----	9	14	10	65	2
<input type="checkbox"/> c. The Noozhawk [news hawk] website-----	9	14	10	65	2
<input type="checkbox"/> d. The Santa Barbara Independent newspaper-----	31	32	17	19	1
<input type="checkbox"/> e. The Santa Barbara Sentinel newspaper-----	9	23	19	48	2
<input type="checkbox"/> f. The Ess Bee Latino newspaper-----	7	13	6	74	1

NOW FOR A FEW BACKGROUND QUESTIONS.

28. Do you have any children age 18 or under living at home?

YES-----	31%
NO-----	67
(DON'T READ) REFUSED)-----	2

29. How many years have you lived in the city of Santa Barbara?

0-5 Years-----	10%
6-10 Years-----	14
11-19 Years-----	19
20-29 Years-----	20
30+ Years-----	34
Refused-----	4
Mean-----	25 Years
Median-----	20 Years

30. Are you of Hispanic or Latino origin or descent, or do you consider yourself Hispanic or Latino?

Yes ----- 31%
No----- 68
Refused ----- 1

31. How would you describe your race? Black or African-American; Asian or Asian-American; White or Caucasian; Native American, mixed ethnicity, or something else? **(IF RESPONSE IS "LATINO," TRY AGAIN TO GET ONE OF THE RACE RESPONSES LISTED BELOW OR RECORD AS "OTHER").**

African-American----- 1%
Asian-American ----- 1
Caucasian ----- 66
Native American----- 2
Mixed ethnicity----- 10
Other ----- 20
Refused ----- 1

32. What was the last level of school you completed? (IF COLLEGE GRAD, CLARIFY IF 2 YEAR ASSOCIATE OR 4 YEAR BACHELOR DEGREE)

LESS THAN GRADE 12----- 3%
HIGH SCHOOL GRADUATE----- 19
SOME COLLEGE, NO DEGREE----- 19
ASSOCIATE DEGREE ----- 11
BACHELOR'S DEGREE/COLLEGE GRAD ---- 32
POST GRADUATE DEGREE/
PROFESSIONAL DEGREE ----- 16
REFUSED ----- 1

33. What is your age, please? (RECORD IT EXACTLY AND CIRCLE APPROPRIATE CATEGORY BELOW.)
AGE: _____ (IF RESPONDENT DECLINES TO STATE AGE, WRITE "999" IN BLANKS ABOVE AND THEN ASK:)

Which of the following categories includes your age? (READ LIST.)

18-29----- 20%
30-39----- 17
40-49----- 18
50-64----- 23
65-74----- 13
75 or older ----- 7
(DON'T READ) REFUSED----- 2

ASK Q.34 OF CELL PHONE SAMPLE ONLY

34. Do you or does anyone in your household have one or more phones that are not cell phones?
n=302

Yes (**ASK Q.36**)----- 44%
No (**END INTERVIEW**) ----- 54
(**DON'T READ**) DK/NA (**ASK Q.36**)----- 2

ASK Q.35 OF LANDLINE SAMPLE ONLY

35. Do you or does anyone in your household have a working cellular phone?
n=298

Yes (ASK Q.36) ----- 84%
No (END INTERVIEW) ----- 15
(DON'T READ) DK/NA (ASK Q.36)----- 1

ASK Q.36 IF YES OR DK ON Q.34 OR IF YES OR DK ON Q.35

36. Please think of all the telephone calls that are received in your household. Among those, which of the following comes closest to how personal, not business calls, are received: n=393

All or almost all personal calls are received on cell phones ----- 35%
Some personal calls are received on cell phones and some on regular phones ----- 51
Very few or no personal calls are received on cell phones ----- 12
(DON'T READ) DK/NA ----- 2

English Language----- 96%
Spanish Language----- 5

Gender:
Male ----- 49%
Female ----- 51

Verbatim Responses to Open-Ended Questions in the Survey

Q.6: Do you recall anything specific about what you saw or what you learned?

Code	Response
TV Commercials	On television
	On TV about storm drains
	I saw it on TV don't put oil or sludge into the street and clean up after your dog
	TV ads about it
	The city has ads on TV about keeping creeks clean
	It was something on the television. I believe.
	TV commercial
	Cant remember but saw commercials
	Just something on TV
	Just that I saw TV commercials
	I recall seeing a few commercials regarding cleaning up our drains and oceans
	Ads in all media
	Commercials
	Various different commercials regarding keeping our drains and gutters clean
	Saw a TV ad
	I see all the commercials
	An ad that talk about things in storm drains going into the ocean
	Saw some TV ads
	TV commercials about stuff going into the drains and into the ocean
	I've seen TV commercials and a few newspaper adds
	I think there have been TV ads about not putting things down in the storm drain
	I just remember seeing things on TV and signs around town
	A TV commercial
	A commercial about not letting anything into storm drains
	Various TV commercials
	A TV commercial about not washing your car at home because of pollution that is causes water.
	I saw an ad on TV.
	I've seen TV ads and on the buses and the symbols on the storm drains
	TV ads about keeping pollution out of storm drains
	I see on TV all the time, as well as the mail from the water company
	I recalled them saying on commercials use plastic bottles
	Commercials for generally litter bottles cigarette butts, plastic bag campaign a certain percentage of the population throws their diapers in the creek or they end up there
	Seen them on TV and heard radio ads

Code	Response
	The advertisement on television and indicated that motor oil went directly into the creeks
	I saw it on TV
	I have seen quite a few commercials regarding this
	Commercials on TV and articles in the newspaper
	I do not recall the specifics, but I do remember seeing a commercial.
	Articles about pollution in creeks and the ocean.
	It was TV ad about not polluting the waters.
	I have seen several different commercials and read some newspaper articles about the pollution
	Commercial, be careful what goes into them
	TV commercials
	A lot of commercials
	I have seen things on TV in the newspaper
	The commercials emphasized teaching people about litter and to avoid using pesticides on lawns.
	TV commercials concern about type of litter and the source
	I saw it on TV and newspapers about the creeks flowing into the ocean
	Something on TV
	I saw ads on TV and newspapers, and they painted signs on top of storm drains, putting words like no dumping.
	Commercials advising not to wash your car on the streets, not to put things into storm drains because it ends up in the ocean, don't dispose of car oil improperly --basically from random sources.
	Just remember seeing ads but not details
	I saw TV ad something about the waters or ocean begins on your street
	TV and radio not washing cars in the street
	TV ads mimicking the streets as oceans, litter and trash everywhere
	There was a campaign of TV ads and on the radio
	TV Commercials
	We have ads on TV all the time in regards to washing your cars and drive ways and making sure the street cleaners don't have to put your waste into the drain and we have street cleanup periodically.
	I have seen several TV commercials regarding storm drains. Whatever is in the storm drains leads to the ocean
	Television ads urging people to keep oil off the streets by being careful with oil changes and washing cars in designated areas.
	On TV, but don't remember
Utility bill inserts	In a pamphlet that came in the water bill
	Pamphlets that were put into my water bill. Also, those little blue tags that they put on storm drains that say "no dumping, drains to ocean".
	They have pamphlets in utilities bills concerning the storm drains
	I think I saw something like a flyer in a bill
	Paper comes in water bill

Code	Response
Brochure	Seeing things in my mail box to not to put things in storm drains
	There are announcements that come in the mail and with the water bill. It seems to me that they have some plans to add more filtering.
	It was a mailer which educated about household products chemicals
	A pamphlet about pesticide
	Flyer that I saw don't remember what it said
	Received a pamphlet regarding how to help prevent pollution.
No oil in storm drains	That you don't want to pour oil down drain.
	Oil is a major pollutant
	Don't let auto oil go down the storm drains.
	Not dumping used oil in the drains.
	Not to dump oil or toxic products into drain. I saw ad.
	Not to put car oil in the street, and be careful
	I became more aware that I need to be careful about what goes down the drain so I don't put chemicals or oil down the drain.
	Draining your oil
	Don't put oils or other stuff down there
	I am being told not to dumped oil change from your car and trying to band plastic bags
	Putting oil down the drain
	Don't pour oil or grease down a storm drain, and no dumping of pesticides
	Throwing waste like used car oil, chemical down the storm drain can effectively pollute our source of water
	Just to try to keep trash out of the creeks by not throwing oil into the storm drains
	Not to change the oil in your car over the storm drain and to keep an eye out and minimize the pollution.
	Not to oil in the drain
	Never to dispose of car oil in the drain, not to litter, to pick up glass and bottles on the beach
	Oil is a major pollutant
	No oil down the drains and the storm drain covers have screens
	Most often not dumping oil in the street. Cigarette butts.
	Don't do car oil change at home but take it to a shop.
	Try to recycle and never to service your own car in the driveway oils go into the ocean
Signs on storm drains	There are signs on the drains
	Signs on the storm drains
	There are signs on storm drains, telling people not to dump anything in them.
	Signs and TV
	They have saying on the curb about storm drains

Code	Response
	You see it on drains themselves and on sidewalks next to drains on placards
	At the beach I saw signs
	A sign by a storm drain system not as many as there should be
	All drainage devices have an insignia that means this leads to the ocean and also at creek crossing
	There are labels by the drains
	Street sign
	There is just things written on top of the storm drains
	There are stickers on the drains and some TV commercials I've seen.
	Over the storm drains there are pictures of dolphins which indicated the storm drains were going straight into the ocean
	The stickers with the dolphins on drains, and TV ads. Lots of PSA articles are out there right now
	It has been written on the storm drains themselves and have received things in the mail
	Storm drains are posted
	Just on the storm drains there are signs that explain
	There was a sign next to Haileys street saying no dumping because it goes to the ocean
	Posted signs on storm drains and mailer
	Stenciled they directly into the ocean
	Emblems over the drains, curb cleaners wash over the emblems
	Heard about metal plates installed
	Paint the curbs with dolphins
	Signs saying that storm drains into the ocean
	I saw signs on the gutter at the street line that informed you that any thing goes into here goes to the ocean.
	Cage put on storm drains
	Usually labeled the drains
	Sign on storm drain inlets that this stuff goes into the ocean numerous articles on way to prevent polluting
	There are signs on curbs saying do not dump things in the area
	I've seen signs and ads that said be careful about what you put on the ground
	There are a number of things the storm drains are labeled
	On the curb it says about putting thing into the storm drains, such as fertilizers and chemicals.
	Stencils on storm drains mostly
	All storm drains are marked that they go into the ocean
	It was like a little blue marker that said not to drop anything on the ground.
Stop polluting	I don't know they were just saying to not pollute which is common sense. It was a while ago since I've seen a commercial on it.
	Stop littering
	Like pick up trash on the street

Code	Response
	Local neighborhood from the city taking action on how to avoid polluting.
	Showing stop littering
	Don't throw cigarette butts in the water, don't wash your car and let the water go into the gutters , or any trash.
	Not to put any trash in creeks
	Don't pollute the beaches
	Avoid litter in the street.
	How to avoid littering
	Keeping dumping out of streets
	Don't throw other things besides water down the drains.
	How to prevent littering
	Stop littering/ stop hosing down driveways
	Don't throw trash anywhere
	Stop littering
	How to avoid littering
	Put trash in the trash can
	Cigarette butts and trash and stuff like that
	Basically there is pollution
	Stop littering
	That littering etc all ends up in the water
Where water goes	Stuff from the driveways goes into the streets
	Everything goes into the drains
	I see the places where water goes underground to ocean
	I saw a pipe that was going to the ocean and you can see some runoff there.
	Everything goes to the ocean
	That it all flows into the ocean
	That what goes down drains does end up in the ocean so be careful and don't pollute.
	General material from storm drains would ended up in ocean
	How important it is not to litter or put debris in to the drains on the street.
	Things into storm drains go into ocean
	Seen about the runoff too ocean
	Regarding storm drain pollution and draining oil
	It was about that everything thrown on the ground will end up in the storm drains or sewers and goes directly into the ocean.
	Everything lost in a storm drain would end up in the ocean
	That if it runs into the drains its going affect us somehow.
	I learned that all the storm drain water pretty much flows right into the ocean
	What to and what not to put in gutter drains
	Seen pollution run into ocean from the main creek

Code	Response
	Whatever goes into storm drains goes into the ocean
	That the water goes into the storm drains
	Hosing down trash in the garden that end up into the storm drain.
	The only thing that I remember is that they were discussing the efforts to prevent trash from entering the storm drains.
	Be more aware of the water & pollution , everything goes in the same place.
	What I saw and learned is that litter and run off from the lawn and from the washing cars can end up in the storm drain.
	Route too ocean
	Water flows to ocean and creeks something about stickers
	In all our storms drains it says this water goes to the ocean so it makes us aware of what we are putting into our drains
	Anything like car washing goes in to ocean
	Children's book, water from creeks and storm drains go into the ocean
	Anything in the storm drains go right into the ocean
	That anything that goes into the storm drains eventually ends up in the ocean and our creeks
	That most everything that ends up in the gutters and storm drains will end up in the ocean
	I think it was an advertisement about trash and the storm drains
Materials going into storm drains	Materials going into storm drains
	Materials washing into the gutter
	Throwing cigarettes into the storm drains as the filters still go into the ocean.
	Basically as you suggested what goes down the storm drains ends up in the ocean
	The debris does pollute the ocean
	Do not put fertilizer down storm drains.
	The garbage is going into the creeks and beaches
	Clean up the garbage in the streets so it does not go down the storm drains.
	Fertilizers are not good
	It has to do with soap and fertilizers from washing cars and emptying pools and that sort of thing
	Waste material going into the storm drain
	Materials going into the storm drain
	Materials goes to the storm drain and to the ocean
	A lot of curbside that trash gets into the ocean, and that markers are on the streets that show what goes down the drain goes into he ocean environmental resources teaches to watch out for trash
	Not allowing debris into storm drains
	We must not wash down pesticides in the storm drains.

Code	Response
Don't wash car at home	Don't wash your car in your home driveway because the soap can go into the storm drains. You should only go to a car wash because they filter the water.
	Yes not to wash your car in the driveway
	It is not good to wash your car at home because it pollutes the ocean and the fish.
	Washing car at place that does it for you, pick up dog feces
	Yes I remember P.S.A's on not washing your car near a drain
	Not washing cars in the concrete area. Being careful using fertilizer
	Just do not wash your car with soap
	It was public services messages about washing car in driveway and cigarette butts.
	No washing cars, don't dump oil, recycle oil. All I can remember.
	There's a big thing about not washing your car in the driveway
	Washing your car and dog waste
	Washing cars materials going into storm drain
	To wash your car at the car wash
	In relation to washing the vehicle at the car wash
	Car wash
	Not to wash car in the street
	Car washes runoff
	Stop washing cars on driveway
	Wash car on the lawn or professional
Dog waste	I remember graphic ads about controlling pet waste and motor oil
	Curb your dog, pick up after your dog. Also cigarette butts, also chemicals used to wash car.
	Pick up after your pet,
	With plastic bottles and pet feces.
Storm drain covers	I understand that they are putting grates near the storm drains to keep things other than water from getting into the drain.
	They have put new drain covers in to prevent the clogging of drains
	Painted storm drains
	Painted storm drain
	I've seen the wires on top of the drains, and signs painted.
Be aware of what goes in storm drains	Awareness
	Avoid stuff in storm drains
	I believe they were just saying how it harms the families that swim in the ocean health.
	Showing how can we help protect the environment
	Just becoming even more caring and helping clean the beaches, I already knew the ocean and beaches were getting worse (polluted) but the commercials always helped
	Be more careful about all of it.

Code	Response
	To be more thoughtful
	Awareness of storm drains
Other	I have seen some information about this
	Spoke to a lady whose job it is.
	Public service announcements about storm drains
	Along side the creeks how to keep them clean
	The storm drain systems might have to be updated?
	The creeks and ocean come together
	They are doing DNA research on the oceans and creeks
	I guess for me one of the most things dump garbage from their automobiles.
	Little pictures of dolphins that goes into the creeks
	If u attach your drains
	We recycle everything, low maintenance yard
	We have a treatment plant in Santa Barbara
	Pretty much exactly what you've just said to me.
	Not to swim in certain area because of contamination
	I see the little dolphins on the sidewalks.
	Heal the ocean is the program
	I saw somebody pour down used motor oil down the drain and she said he was wrong.
	Heal the oceans program.
	Saw some different advertisements and seen different things that related to it
	Nothing more than the channel keepers lawsuit.
	They run them in the public announcements
	Probably a little bit
	It tells me all about the water system
	Keep channels clear
	Read about the amount of crap picked up by street cleaners has made an impact on what goes into ocean, & also not to allow oil or gas to go into streets.
	I think its an issue that concerns allot of people about pollutants getting into our water systems.
	They have warnings
	I remember cigarette butts get into the storm drains
	The roads cause pollution with oil etc
	Yes we installed bios and pervious retention underneath pervious driveway, we did this in a residential area by the creek
	Was ad for a creeks council
	Bags and cartons
	No smoking ads showing cigarette butts on the beach and care for water
	The think blue program

Code	Response
	Yea useless
	Environmental report, direct mail
	Measures on the ballot about pollution.
	This way to ocean
	There pollution from people and animals
	How much goes in
	Public service of waste
	Certain creeks have higher levels of pollution in it.
	I have seen videos on how the city wants to control the pollution and to better serve the community
	The fact that water still pollutes
	Some campaigns about yard waste and chemicals
	The channel keepers
	Don't recall just environmentally safe stuff
	A number to call for a problem
	Just that it is direct and so be very careful.
	We need to clean all street water as much as possible.
	We need to watch what gets into our drinking water.
	The creeks department has allot of info out about it. I print the information for them.
	I taught a class on water sheds for the boy scouts and learned allot through my research
	I think mainly it was articles about flushing the storm drains.
	Not to pour anything directly
	From my grandchildren - what to buy, etc
	Has a child and family friendly approach. Soap from washing your cars goes into the storm drains.
	Don't dump stuff into the storm drains.
	That everything effects the water/ocean
	The streets are swept every week, storm drains have covers and people are picking up at the beach
	I recall that cleaning the streets helps quite a bit. I observed it from the street sweepers with whom I talk to directly. Plus we have a really good garbage contractor, who keeps us up to date.
	Don't flush
	Washing leaves by using water hose
	I went to a meeting called ocean friendly gardens, that encouraged being aware of what goes into storm drains like fertilize, etc.
	It was a TV ad saying don't let litter ruin the ocean scene.
	The commercials were on the radio by the city and we received information in the water bill. Make sure you don't wash your car on your lawn.
	I hear about it on the radio
	On the radio

Code	Response
	I saw a commercial that had the people doing activities that you used to be able to do in the ocean but they were in garbage and litter.
	There is a ad campaign that shows a man in a wet suit relating that what goes down the storm drain ends up in the ocean.
	I don't remember for sure I think it was a commercial with people surfing in garbage
	Saw bus signs that said anything that goes into the street goes into the ocean
	Signs and adverts on buses and in the independent.
	It was an e mail blast from the city
	In the newspaper don't recall the information
	You saw in an independent newspaper.

Q.9: Can you briefly describe the changes you made?

Code	Response
Used less garden chemicals	Well, it is not because of the commercials but I have seen a lot of TV shows about our ocean pollution and I don't throw out anything that is dangerous for the nature (chemicals), I never pour bleach into the sink even though it would clean better, because I know it kills sea life
	I don't use the chemicals on my lawn pick up the dog waste
	I learned from the ads and tried to cut back on any of the spraying I had to do on my lawn with pesticides
	Only use organic fertilizers, conserve water , never change oil at home, never throw toxic products in the element
Used less water	Trying to conserve water usage
	I collect gray water from the bathroom to water the plants
	Fixed pipes
	I'm just more aware of what runs off of my property and into my gutter.
	Combining showers with brushing teeth, starting to recycle
Took car to carwash	I used to wash my car at my house, I go to a car wash.
	I don't wash car in drive way.
	We don't wash the car in the driveway. We wash on the grass.
	Take the car to the car wash
	I get my car washed instead of washing it at home. Pick up after my dog and sometimes other peoples dogs. I also sweep my driveway and gutters out at least once a month
	I conserve water by taking all my cars to car washes. Pick up my dogs feces etc
	Going to the car wash
	I stopped washing my car in the driveway
	Started taking car to car wash
	I know longer wash care in my driveway

Code	Response
	Washing cars at carwashes. Picking up after my dog always.
	Go to a certified car wash don't let litter get into storm drains and don't use things on my yard to get into the waterways
	Taking the car to the car wash
	Take the car to the car wash
	Take the car into the car wash
	I take my car to a car wash instead of washing it myself.
	Not washing cars in driveways and recycling trash
	Take the car to the car wash
	Take the car to the car wash
	Washing my car at a car wash, using less water in generally
	I take the car to the car wash
	Stopped washing at home and now going to commercial wash now
	Wash car at car wash
	Take my car to a car wash
Picked up litter	I pick up more trash as I see it
	Picking up trash from the ground and not littering and not washing my car in public
	If I see litter on the streets I pick it up if I see people dumping motor oil I tell them not to and why
	I have stopped and picked up litter in my street. Always pick up after my dogs and other peoples dogs too
	Don't litter don't change car oil
	I make sure I don't litter and when I see trash in my street or clogging the storm drain I make sure I stop and clean it up. I don't want to see that stuff end up in the ocean
Dog waste	Pick up my dogs poop sometimes other peoples. Clean out my gutters weekly
	Always picking up after my dog always washing my car at a car wash instead of at home
	I don't take my dogs to the creeks any more.
Stop polluting	Not throwing away plastic bags and cigarettes
	We don't throw garbage into the sink anymore - only the trash.
	I used to just wash cooking oil down the drain and now I just take the small amount of oil and put it in the garbage, and I also try to use soaps that claim to be non-polluting.
	I made some effort to watch what goes into the storm drains
	I don't put anything bad in the water or gutter
	Not so much litter will be thrown
	Just make sure we use our green waste bin and clean up completely
	Taking care of this area. Keeping it litter free.

Code	Response
	I try to make sure that I do not litter.
	I make sure that I do not litter at all.
	I don't feel I have changed I am on the side of cleaning everything. If someone drops a cigarette I am going to talk to them
	More careful of what washes down
	Careful with what I flush down now.
	Overall I'm more careful with all the things that can potentially be washed into the gutters.
Swept grass clippings	Sweep
	I sweep the sidewalks now
	I sweep the driveway and not hosing it down with water.
	Have my gardener sweep my drains and gutters and I no longer put fertilizer or pesticide on my lawns
	I clean out my drains and gutters by sweeping up the debris I don't wash car at home anymore I take it to the carwash. Always clean up after my dogs
Recycle more	I started to put garbage into green cans and recyclable.
	I make sure not to add to the mess that has been created by out of town people (visitors) mostly. I recycle, I don't litter, I preserve water
	Recycling and washing cars on the lawn
	Not littering being careful with the recycles
No hosing water in street	I never hose anything into the gutter. I always try to use a broom to sweep it up. My gardener next door uses a hose. I do not. Gardeners are really bad about using hoses instead of sweeping. I also try to cut back on pesticides. I try not to use pesticides when it's going to rain. Whenever I'm out, I always pick up trash on the streets. Anywhere I see trash, I pick it up.
	Don't hose my driveway take my car to the car wash
No oil in streets	I use to put oil in the trash but now I take it to a safe place
	I made a change a year ago. I take my car to a mechanic to have my oil changes and tune ups.
Other	Take more time
	I am diligent about that already
	Go too classes to learn
	Pretty clean
	Just very careful what goes off in runoff
	Try to conserve things and be mindful.

Code	Response
	I advised more people about it
	Automotive things
	Just being more conscious
	No I didn't make any changes been doing this for ages
	I try to use organic materials.
	More aware
	It made me more aware of what not to do.
	I see less litter
	People have more awareness
	Washing driveways
	Mixing paint out at the gutter
	I am more careful
	To not litter on the beaches and not dispose contaminants
	I recently fixed the gutters on my house. We haven't had much rain. The gutters were old and needed help. Now they are clean and work properly.
	Teaching her children to make changes in their behavior or to teach them not have bad habits

Q.10 Can you very briefly describe the actions you were already taking to protect water quality?

Code	Response
Used less garden chemicals	Has 13 acres of orchard in the city limits and tries to take precautions by not using pesticides, etc. Does not over water and controls runoff. Feels he is a good steward of his land.
	Don't get pesticides or waste down the drain
	Stopped using fertilizers and pesticides on the lawn and my little garden and I take my car to a car wash that is certified to take care of the waste water in the proper way
	We don't use any kind of chemicals on landscaping , we don't have pet waste, and we don't litter on the ground
	Don't use pesticides, don't wash my driveway or sidewalk, don't wash my car at home.
	No pesticides, no car washing, only use environmentally friendly detergents and soaps.
	You watch out for the community by not using pesticides and fertilizer on your lawn so it doesn't get washed down the drain
	We don't use chemicals in landscaping, we are careful where and when we drain our hot tub. We take hazardous things to recycling centers
	No pesticides on lawn, don't service vehicles at home, don't wash cars at home, pick up dog poop on my lawn

Code	Response
	We already stopped using chemical fertilizer and pick up trash around our house. Also ask neighbors to pick up dog waste and we dispose of chemicals and oil properly.
Used less water	Minimize watering garden and plants so there's no runoff, we use special soap and wash cars that are non-polluting, and don't use chlorine for the pool, and I'm redesigning our front yard to use pretty much all native plants, and we'll have a design to capture rain-water.
	Not to waste water
	Water conservation and like I mentioned we have a very low maintenance yard and usually clean up in front of our house, if there is any garbage or debris on the street or down a block
	Not watering your lawn as much saving water
	I watch how much water I use.
	Have a five thousand water tank that store his roof water and it doesn't go into the storm drains
	We monitor our water usage take cars to cars washes we recycle our trash
	Water lawn during cool hours of night or morning
	I use less water at my house by taking my car to the car wash.
	Stop wasting water
	Simply doesn't use much water
	I installed low flow for the shower, and tried to reduce overall water usage.
	Stopped over watering.
Don't wash car on street	Taking my car to the car wash
	Cars washed where they recycle
	Take my car to the car wash
	We don't wash our car in the street
	I use a commercial car wash and don't hose off driveway and steps
	Taking car elsewhere to be washed
	I don't wash my car
	Not allowing cars to be washed at home,
	I take my car to car wash station for washing.
	Not washing cars on driveway
	Not washing my car to driveway.
	I don't wash my car in the driveway nor change oil in the drive way
	Take car to car wash, do not litter, I pick up litter around my property.
	Not washing cars on driveway. Petroleum cans in place
	Avoid car washing on driveway
	I do not litter I don't wash my car in the street and I clean up any mess I make at the beach
	Don't wash car at home, conserve water
	Don't wash the car in the street
	Using car washes and lawn timers.

Code	Response
	Take car to car wash , sweep driveway, properly angled sprinklers.
	Go to car wash,
	I wash my car at the carwash and garden organically
	I have my car washed at the car wash.
	We take our car to the carwash, and were careful what we let get into the drains when we mow the lawn and things like that.
	I already use the car wash, recycle, don't litter, you know responsible
	Try to avoid washing cars on driveways.
	We don't wash our cars or empty things into the gutters
	Taking the car to the carwash
	Taking car to the car wash
	I don't wash my car in the street.
	Not washing car at home
	Don't wash car at home and don't litter
	I don't wash my car I take it to the car wash and I do not put chemicals down the drain or gutter.
	Take car to car wash , no litter in street
	Don't wash car at home and take chemicals to treatment plant
	We don't wash our cars at home, and we are very careful about any liquids that go down the drains
	Don't wash the car in the street
	I have always been conscience about pollution of our waters, ocean and beaches and try to do the best not to add to it. I wash my car at the car wash, don't litter , recycle and such
	Take vehicle to car wash instead of washing at home recycle,
	Not washing car
	Go to car wash, pick up after my dogs
	Going to car wash
	I don't wash car
	I try not to discharge anything I try not to wash my car or use any fertilizer
	I don't wash my car in my driveway and I don't dump anything into the street.
	I didn't wash my car in the street, cleaning the drain gutters around the house, and not littering
	Wash vehicles at car wash not at home, pick up after my pets, I don't use any pesticides or fertilizers on my lawn
	Don't wash vehicles at home, don't use pesticides or fertilizers on my lawn,
	I don't wash car at home
	Go to car washes, don't work on cars in driveway, don't over water lawn so the water runs in the gutters
	Going to car wash and not changing oil in driveway, pick up dog waste more often
	Trying not to wash cars in the driveway
	Don't wash my car on the driveway.

Code	Response
	Not washing cars on driveways. Make sure trash is in place
	Take car to carwash place to clean.
	Take truck to car wash, pick up after my dogs
	No car washing in the street
	I take my car to a car wash shop.
	Not washing the car or using a lot of soap and letting it wash down the drain.
	Taking my car to the car wash
Pick up litter	Pick up litter, sweep instead of using the hose.
	Never leave trash at beach always pick up street trash
	Picking up litter, going to the car wash.
	I have been cleaning the beach for the last 10 years so that birds won't suffer as well as all the ocean life, I clean at least a mile each time I do that. I have a group I do it with, I am not alone and we see every kind of trash at the beach and the creek
	Have always picked up the litter
	I pick up the trash at the beach.
	Put it in my garbage and even pick up after other people to throw things away.
	Pick up the stuff that might fall into storm drains
	I pick up litter on beaches and gutters daily and clean on and off ramps regularly with a group of people who also clean up the beaches
	Picking up trash making sure trash is disposed of properly
	Pick up trash
	Going to the beach with the guards (beach guard) and help clean the shore with a group of people, never releasing toxic elements into the environment and stuff like that
	Picking up some trash off the street, not littering (for myself), being careful with water consumption
	Picking up trash
	Pick up trash after the homeless people
	I have always picked litter up from the street
	Try to pick up trash whenever I see in my street/ avoid throwing trash anywhere.
	Pick up trash whenever I see one on the street where I live
	Whenever I see paper or any kind of litter in the street I throw it in the garbage.
	Pick up litter on my walks and sweep up things and put them in the garbage.
	Picking up trash
	Pick up trash whenever I see one in my yard.
	I pick up the trash that I see on the street, I don't go out of my way. I try not to litter.
Clean streets/gutters	I kept trash out of the gutter

Code	Response
	Cleaning the street in front of my house
	I walk allot with my dog and when walking I pick up trash in the gutter.
	Clean our gutters and storm drains
Dog waste	I mention to relatives about dog waste. I am very careful about plastic bags.
	I don't throw dog waste over the fence I wash my car at the car wash
	I always pick up after my dog. I never throw trash on the ground .
	Cleaning up after dogs and sweeping my gutters out
	Pick up after my dog. Go to car wash
	Pick up after my own dog, don't litter ,and pickup after others too
	Scoop my dog
Stop polluting	I make sure all trash goes into the trash. I recycle, and don't flush anything in the toilet that doesn't belong.
	I don't throw cigarette butts on the street. I recycle cans and bottles.
	I am not polluting the storm drains
	I don't dump anything in the storm drains.
	Cleaning up paint supplies and hot letting it go into the drains
	I think when we head to beach we clean up after ourselves
	I don't pollute - don't put things down street drains.
	Already take action to make sure I don't pollute and clean my own street area
	Never dump trash where it is not supposed to go
	Dispose of properly
	Do not dump in the streets
	Do not dump in illegal areas
	I don't do anything to litter, and I make sure all trash is in the right places
	Don't throw anything in the creek or the banks.
	Do not dump in street
	I don't do any kind of activities in my home that would put pollution in the drains, I don't even wash my car at home
	Throwing away waste properly and picking up the trash in my yard
	Everything goes in the gutter and is not treated! Be aware of anything going on the ground that could go in the storm drain.
	Making sure that all trash go in the trash can and not throwing extra food clipping down the drain emptying it all in the garbage
	More sensitive about polluting
	Trying to make sure the trash is deposited where it needs to go.
	I don't throw away trash on the street. I am very careful with making sure I don't litter.

Code	Response
Swept, no hosing	I was already sweeping leaves off the driveway and away from the storm drain and picking up garbage that I found outside. I live on the corner so I clean up in front and side of my house; everyone else's garbage ends up at my house.
	We swept our own streets always
	Instead of using water to clean the front yard. I sweep instead
	By not hosing down the driveway
	Sweeping up and keeping things clean in your area. Telling the kids what to do
	Sweeping driveway instead of washing it down with the hose
	Sweeping the sidewalks and gutters
	Sweeping sidewalks, going to the car wash.
	Sweeping my driveway instead of using the hose.
	Before the street sweeping on my street I swept up my curb and gutter of contaminants.
	We clean by sweeping and putting it in the green barrel
	Don't wash driveway or sidewalk, don't do car repairs at home, don't wash car at home
	Not washing the street with a hose and not letting chemicals go down the drain
	Doing the right thing like sweeping the driveway and picking up trash that I might see on the ground around my area
	He tries to keep from hosing things down that can get into the storm drains. He dislikes people who get things into the streets that end up into the storm drains
	Sweeping instead of hosing my driveways and sidewalks picking up litter that isn't mine
	Sweep instead of hose, car wash elsewhere
Recycle more	To use the bottled water bottles now and to recycle the bottles.
	Make an effort to make sure trash and plastics are separated and recycled properly
	We recycle, we avoid having any soap runoffs, we wash our cars at the car wash, never discard hazardous material into the environment as well as not use harmful pesticides. Oh, and as much as I don't like doing it, I always pick up after my dog as does my wife
	I find places to recycle and I am careful about disposing of chemicals.
	I recycle and keep my area clean
	We never wash anything down storm drains , recycling, separate trash bio degradable no chemicals or fertilizers
	Recycling water bottles
	Recycle paint
	Just the recycling
	Stop hosing down the driveway
	I recycle I clean up at the beaches and the streets and not just organize clean ups I take my children on my own to do it

Code	Response
No oil on streets	You don't pour oil down drain
	Not putting the car oil out. I am careful about plastic, and pop tops from cans.
	Making sure we don't use pollutants or oils in the backyard and discarding properly
	I don't do things like put motor oil in the storm drains
	We make sure not to put any oil in the yard, no pesticides in the garden, we preserve water, we have native plants
	Make sure I change and dispose my oil correctly
	I recycle all the oil in my car
	Motor oil gets filtered no chemicals down the drain
No overwatering	We don't let our lawn sprinklers run out on the streets we keep it on the lawn all dog droppings are put in plastic bags my son blows all the leaves and everything else and puts them in the garbage.
	Don't over water lawn recycle water shower capture rain water for garden
	I try not to let my water go storm drains.
	I do all my watering by hand
	I make sure there is no runoff into the street. I also walk around and pick up trash around my area
	Minimizing runoff.
	I made sure there is no runoff from our property, and making sure we don't let anything get into our storm drains
	I don't let any runoff come off my property
	Careful about runoff
	Make sure nothing goes into gutters
Use less toxic chemicals	Minimize chemicals
	Not using toxic chemicals around the house.
	Use biodegradable products only, I found out that our cleaning lady was dumping dirty soap water outside, in the drain so I asked her not to do that anymore explaining how harmful to the environment it was
	I use biodegrade products.
	Not to put chemicals and fertilizers into storm drains. I use biodegradable soaps.
Be more careful with chemicals	
	Not dumping anything hazardous in the street
	Being careful of the use of chemicals in my yard
	I don't put hazardous chemicals or anything toxic in the water or drains.
	Careful with use of chemicals on lawn
	Not dumping chemicals in the ground
	I do not dump chemicals into my storm drains

Code	Response
	I dispose of any toxic materials, newspapers in the recycle, and take oil to the mechanic to dispose of used oil
	Just being aware chemicals being environmentally friendly and pick up trash out of storm drains
	I take hazardous materials to the right place. I took expired medicine to the appropriate drop off
	Awareness of toxic material
	I try to be cautious about what I do and how I dispose of things -- I am careful about what I do that way
	We don't flush medicine, never change oil and we recycle
	All chemicals are taken to dump
Do not litter	I don't litter, I don't wash my car at home (well I don't drive now but when I did) and I pick up all the litter in front of my house
	Does not litter, believes in anti-litter
	I don't litter and I don't use products which are toxic to environment (soap, paint, oil, chemicals.)
	I don't pollute.
	I do not litter
	Avoid littering
	Not dumping anything washing the car.
	Being sure not to put anything in the curbs that could be a pollutant
	I don't litter and I don't wash my own car and make sure my car is not leaking
	Don't put stuff in storm drains or do anything that effects the environment
	Briefly don't litter
	Avoid littering
	I don't litter I pick up trash randomly from the street go to a car wash that recycles water and only every 3 weeks to conserve water
	Avoid littering
	Avoid littering
	I don't litter anything, I pick up trash when I see it and try to recycle
	Making sure all the trash are in place
	I'm an environmentalist and don't litter or put contaminants down the drain.
	Try not to throw trash anywhere
	No litter
	I make sure that I do not litter.
	I make sure that I do not litter and wash my car at home. I prefer to go to a car wash location.
	I don't litter. I pick up after my dogs
	Stop littering
	I don't litter.
	Not to litter

Code	Response
	I am responsible for all my actions like I never litter.
	I don't litter and I pick up the trash
	I have a water purifier and make sure my trash goes in the trash can
	Don't pollute or litter, they clean up the beach every time they go
	I keep my kid from throwing things in the water. I teach them about this at the beach. So I am concerned about keeping things out of the storm drains and the water .
	Make sure I don't throw trash anywhere.
	I really try not to litter nor throw away toxic materials in the normal trash.
	Stop throwing trash everywhere
	Try not to litter/pick up trash
	Not littering and taking my car to the car wash to be washed instead of washing at home
	I don't litter in storm drains
	No litter cleanup
	We don't litter, nor have any wash off from property.
	Make sure trash in trash can/pick up trash on the neighbor street when I see it.
	Being mindful and considerate by not littering and being more conservative
Careful about what does down drains	I do not flush anything but toilet paper and waste down the toilet and I make a conscious effort not to litter and I pass that on to my family.
	Not putting as much left over food down the garbage disposal and not washing our cars in the driveway
	Be careful what is flushed down toilet
	We don't flush toxic things down the drain. We try to do everything that is green.
	Not pouring things down the sewer drain, no pesticides, no herbicides, very limited use, no fertilizer or very little and landscaping and watches his water runoff
	Making sure not putting oil in the sink
	Just being more careful with what I'm throwing down the sink and things like that
	Always make sure that we don't throw anything down the drain, especially if it is bad (non biodegradable), also when we camp we always make sure that we never leave out trash behind as well as we pick up what other people leave behind, which unfortunately happens more then not
	Just being careful with the things I throw down the sink and just not wasting that much water
	I don't put pollutants down the drain, and I dispose of chemicals properly.
	I'm very careful with what goes down our drain.
	Flushing my mop water sweeping my driveway and gutters.
Other	I have no storm drains close to my house
	Supporting street sweeping program
	Have a great water system in their home

Code	Response
	We already changed.
	We don't allow water to run anywhere other than storm drain
	I am conscious as anyone is and have a large garden and care about the environment
	Being careful what went out into the street
	Because I am an asthmatic I am always aware of the environment. We live on the outskirts and all the people in my area are clean and conscientious.
	I have been studying it. I am a researcher on the subject at UCSB.
	I take care of my trash in the right way. Trash always in cans not on the streets
	Washing down grass by using water hose
	Clean
	I have a filtration system on the house.
	I am old and don't wash cars or have dogs or wash the street.
	Have been Santa Barbara park and recreational commissioner for 7 yrs and are cognizant of the issues and have always done what is needed
	I don't have a lawn.
	Take steps
	Being more conscience
	Already knew where the garbage in the street goes
	Not to do stuff I was already not doing.
	I've always been careful.
	Yes we installed bios and pervious retention underneath pervious driveway, we did this in a residential area by the creek
	Already environmental person
	Stop water from polluting
	Do the right thing to keep the environment clean
	I have always had my own well.
	I always take actions that are positive.
	Very environmentally conscious
	I only use organic products
	We have groups that clean up special area of Santa Barbara as to keep the storm drains clear
	Always did what was supposed to do
	Always cleaning
	I'm more careful with what goes down the gutters.
	We didn't have to do much, we don't have storm drains.
	Being more thoughtful
	Clean up around house. Make sure trash is in trash can
	Have always been a resourceful conservation person
	Grandchildren tell me what to buy, etc & do a lot of gardening - no fertilizers, have compost pile
	Already clean

