

**Findings from  
Opinion Research**

**2008  
SANTA BARBARA  
STORM WATER STUDY**

**Conducted for the  
City of Santa Barbara**

**GOODWIN SIMON VICTORIA RESEARCH**

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## METHODOLOGY

The City of Santa Barbara asked Goodwin Simon Victoria Research (GSVR) to conduct a telephone survey of residents and businesses to assess awareness of the causes and consequences of storm water pollution and to reduce pollution-causing behaviors. Initial research was conducted in 2002 and the current study tracks changes in behavior and assesses the success of education efforts made since that time.

The research was conducted in two phases: a survey of adult residents, and a survey of businesses. The study area consisted of the city of Santa Barbara, plus nearby communities of Carpinteria, Summerland, and Goleta.

### *Residential Study*

From May 17 to June 2, 2008, GSVR conducted a telephone survey of 600 adult residents in the study area. We completed a total of 600 interviews. This includes 458 interviews drawn using a random-digit-dial sampling methodology, in which a randomly drawn list of all active residential telephone numbers in the study area served as the sample. We also completed 41 interviews using a random sample of wireless telephone numbers of local residents. Finally, we completed 101 extra interviews with Latino residents of the study area drawn from a commercially available list. We then screened respondents to confirm their ethnicity.

Results were combined and weighted for age and ethnicity to reflect expected demographic results among adults in the study region.

It should be noted that there are three differences in the sampling strategy between the 2002 and 2008 surveys.

First, the 2002 survey sample was drawn by intent to have proportionately more residents from the city of Santa Barbara than would happen randomly. Results were then weighted to reflect the actual geographic distribution of adults. In the 2008 survey, the sample was drawn so that the population distribution was random across the study region.

Second, the 2002 survey included a lower proportion of Latino respondents (about 26%, compared to 31% in this 2008 study).

Third, this study employed a listed sample of Latino residents to reach our desired proportion of Latinos, while the 2002 study did not use a listed sample. In general, those records found in listed samples tend to be more affluent and are less likely to be renters or to be transient.

(Cell phone only users?)

These differences in sampling should be kept in mind when evaluating differences in results between the 2002 and 2008 surveys.

The 2008 study was translated into Spanish and we had bilingual interviewers available. However, only 2% of the interviews were completed in Spanish.

The margin of error for findings from all 600 respondents is about 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 4.0% of the actual population proportions.

### ***Business Study***

The business survey was conducted by telephone between June 3 and June 9, 2008. Interviews were conducted during regular business hours.

We completed a total of 300 interviews with businesses located in the study area. This includes an over-sample of 40 extra interviews with respondents who manage or own restaurants, and an over-sample of 40 extra interviews with respondents who manage or own auto repair businesses. In addition, we completed 5 extra interviews with people who operate mobile businesses.

The business contacts were obtained from commercially available lists of businesses. Restaurant, auto repair, and mobile businesses were identified based on NAICS codes.

We present the findings from the business study in three ways:

- Results from 214 businesses, including restaurant and automotive-related businesses. For these findings, we included results from businesses in the “main sample” (e.g. respondents selected randomly from the list of all businesses in the study area including the normal proportion of restaurants



and automotive-related businesses). The margin of error for these findings are about plus or minus 6.6% at a 95% confidence level.

- Results from restaurants only, including those in the main sample and the over-sample. At N = 43, the margin of error for these findings is quite high: about plus or minus 15%.
- Results from automotive-related businesses only, including those in the main sample and those in the over-sample. At N = 59, the margin of error for these findings is about plus or minus 13%.

Given the high margin of error for findings from these two types of businesses, the reader should take caution in applying the survey findings.

Moreover, the number of responses from mobile businesses is generally too small for useful analysis and questions asked only of mobile businesses are not presented in this report.

When contacting businesses, the interviewer asked for *“the person in your business who would be responsible for dealing with rules or policies related to pollution prevention regulations.”*

Where appropriate, we compare results from this study (with an N size generally of 214) with one conducted in a similar fashion for the city in 2002 with an N size generally of 225. We also compare results, where appropriate, with identical questions from the 2008 residential survey.

As a convention for describing results, we refer to respondents from the business survey as “businesses” “restaurants,” or “auto repair businesses.”

## EXECUTIVE SUMMARY

### *Residential Study Findings*

#### Overview:

The Creek Restoration and Water Quality Improvement Program Public Education Plan developed for the city by O'Rorke, Inc. set out five goals for the city's education effort to meet. This survey was intended to explore the progress the city has made in reaching four of these five goals, and to provide additional insight into views about storm water pollution causes and solutions.

**The first goal was to increase public understanding of storm water pollution causes. The survey shows considerable success in reaching these goals.**

- The proportion who knew that runoff from home washing of cars can cause pollution in storm drains increased from 32% to 53%. This exceeded the goal of raising awareness to 42%.
- The proportion who knew that dog waste is a serious problem if it ends up in storm drains increased from 44% to 63%. This exceeded the goal of raising awareness to 54%.
- The proportion who knew that pesticides are a serious problem if they end up in storm drains rose from 75% to 80%. This was an increase that came close to meeting the goal of 85%.

It should be noted that a change in methodology for this study compared to the 2002 study resulted in a sharp increase in the proportion of Latinos represented in the sample. As Latino residents tend to be less informed on storm water issues than whites, we would expect this change in the sample to reduce evidence of gains made by the city's outreach effort. Thus, that the survey shows the program actually exceeded two of its three awareness goals is very impressive.

**A second goal was to increase understanding of the storm drain system. Evidence is more mixed of the success of the program in this area.**

The proportion who knew that storm drain water is not treated fell from 54% to 42%. However, there was no real increase in the proportion who said incorrectly that the water is treated. Rather, there was a substantial boost in the proportion who

were unsure. Much of this change appears to be a result of the different demographics in the 2008 sample.

The proportion who knew that storm water and sewage go in separate pipes fell slightly from 56% to 51%.

**The third goal was to increase the percentage of those who express willingness to change behavior to reduce pollution. Again, we see broad gains in reported interest in behavioral change.**

The 2008 survey does not have a question that directly matches the specific 2002 question cited in the plan. But, we do see an increase in the proportion who would sweep their driveway instead of washing it down from 36% to 42%. We see an increase from 37% to 45% in the proportion who would use nonpolluting alternatives to pesticides and fertilizers in their yard. We see an increase in the proportion who would pick up litter and trash in front of their homes from 41% to 46%. We see an increase in the proportion who would pick up their dog's waste from 22% to 31%. Finally, we see an increase in the proportion who would fix their car immediately if they saw oil stains under it from 46% to 56%.

**The fourth goal is to increase the percentage who actually make a permanent change in their lifestyle to reduce pollution. The study finds evidence of this both for residents and for local business.**

The residential survey found that 42% of those who saw information in the past year about pollution of storm water said they made changes in their lifestyle as a result. This includes taking cars to the carwash instead of home washing, cleaning up trash and litter, using fewer pesticides, and using less water. These are all examples of preventing storm water pollution that were seen in public outreach materials sponsored by the city.

Another criteria in the plan for judging the success of the city in meeting this goal is whether businesses made changes to reduce water pollution. We found that the proportion of restaurants who said they made changes in business practices to reduce storm water pollution rose from 30% to 65%. The proportion of auto repair businesses that made such changes rose from 62% to 71%.

**Putting this in perspective, the survey finds that the city has made considerable progress in educating residents about actions they can take to reduce pollution of storm water.** There also appears to be an increase in the proportion of residents who are "very interested" in learning more about how they can reduce pollution.

**Further, we see very clearly that residents do not believe that actions contributing to storm water pollution are acceptable:** 91% say it would bother them to see their neighbors acting in this way, and fully 79% said they would ask their neighbors to stop such behavior. In fact, only 33% say their neighbors wouldn't care about causing storm water pollution. For comparison, a recent survey we completed in San Diego found that 54% said their neighbors wouldn't care about causing pollution. Clearly the norms and expected behaviors in Santa Barbara are far different than in San Diego.

**We also find widespread awareness of outreach efforts on this topic.** Nearly three of four (71%) say they have recently seen information on preventing storm water pollution, and of those, 76% say they have see information specifically from the city of Santa Barbara on this topic. Eighty-six percent of all respondents say they recall seeing at least one of the city's five ads or commercials that we mentioned to them. Those that had seen these ads were far more informed about how the storm drain system works.

The survey also finds relatively strong interest in actions such as a rebate program to help people purchase cisterns, rain gutter improvements, and especially in regular curbside household hazardous waste collection.

Finally, the **survey shows strong motivation to act**, with 63% who say they visited local creeks in the past year or two, and 93% who say they visited a local beach.

**While the survey shows strong progress in interest in changing behavior, we do not see an increase in awareness of how the storm drain system works.** We also see little progress in awareness that individuals are the largest source of pollution of creeks and the ocean.

This would suggest that the city focus in 3 areas in future communications:

- First, expanding the proportion of residents who "make the connection" that the actions they do at home can create - or prevent - pollution of creeks and the beach.
- Second, expanding the proportion of residents who understand that the polluted water that flows into their gutter is not treated. Obviously, these first two goals go hand in hand.

- Third, concentrating on asking residents to make one or two behavioral changes that meet two criteria: that they are important in terms of reducing pollutants and that people are very willing to do it. Examples might include cleaning up litter and reducing the use of pesticides in home gardens.

**As was the case in the past, outreach efforts are especially needed in minority communities and among the less educated and less affluent residents. It was encouraging to see that among less affluent and non-white respondents who reported receiving materials on storm water pollution, there were higher proportions who said they would change their lifestyle compared to whites and more affluent respondents.**

Finally, the survey suggests two barriers that outreach can address.

- First, we see that lack of time is a major barrier to action to reduce storm water pollution. So outreach should stress that small changes that require little or no time can make a big difference.
- Second, we found that many residents – 36% -- believe that cleaning up storm water pollution is something that “government should take care of.” Helping people understand their role and responsibility both in causing the problem and in solving it will be vitally important. **This can and should be done in a positive way, giving people incentive and positive motivation to alter their behavior.**

### Summary of Specific Question Responses

#### *Understanding of the Storm Drain System*

- **While there is a solid level of awareness of storm water issues and how the storm water system works, this awareness is far from universal and more education is clearly needed.**
  - **Just over six in ten (63%) know that water that runs into the gutter on their street ends up flowing into a storm drain. However, over one-third either are unsure (21%) or believe that this water does not end up in storm drains (16%).**
  - **Only half (51%) know it is inaccurate 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.* Three in ten (29%) believe this**

- statement is true and 22% are uncertain.** There has been no change in awareness in this area since 2002.
- **Just 42% know that storm drain water is not treated before being discharged into creeks and the ocean. While only 12% believe incorrectly that the water is treated, fully 47% are not sure.** Compared to the 2002 survey, we see a decline from 54% in the proportion who said storm water was not treated, and an increase from 31% in the proportion who are not sure. The decline in awareness that the water is not treated may be due to the increase in minority participation in the 2008 survey, as understanding of these issues appears to decrease among non-whites and less affluent residents.
  - **Six in ten say that it is not true that *most pollution of water in storm drains comes from a few big polluters*. However, nearly three in ten (29%) consider this statement true and 11% are not certain.** This suggests that residents need more education both to increase and solidify the belief that their actions, collectively, have more impact than industrial or other perceived “big polluters.”
  - **Related to the above question, 47% say that residents are more responsible for creek and ocean pollution than business, industries, and farms. But 44% believe that business is at least equally responsible for the pollution. This reinforces the need for education on personal accountability for storm water pollution.**

### *Concern About Storm Water Pollution*

- **Residents were presented with a list of items that often end up in storm drains before flowing into creeks or the ocean. The results show that concern about each item has increased since 2002 – including in the three areas where the City established goals to increase awareness of the problem. However, residents underestimate the impact of every day residential run-off on the environment, with low numbers expressing strong concern about the impact of dirt from driveways and sidewalks, leaves and grass clippings, lawn watering, and washing cars.** This may reflect a lack of knowledge, not only with how much these items can pollute water, but a lack of knowledge that water that flows down gutters ends up in storm drains and flows out to the ocean and creeks.

Nevertheless, the survey results show increased concern in all areas, including:

- Soapy run-off from when people wash their cars (32% serious concern to 53%, +21%)<sup>1</sup>. This proportion surpasses the goal established in 2002 to increase concern in this area from 32% to 42%.
- Trash and litter, such as fast food wrappers (the proportion concerned about this rose from 58% to 78%, +20%).
- Dog waste (44% to 63%, +19). This proportion surpasses the goal established after the 2002 study to increase concern in this area from 44% to 54%.
- Run-off from commercial or retail businesses (53% to 65%, +12%).
- Run-off from restaurant activities (47% to 59%, +12).
- Motor oil (76% to 87%, +11%).
- Dirt from driveways and sidewalks (18% to 26%, +8).
- Leaves and grass clippings (14% to 22%, +8%).
- Run-off from when people water their lawns (23% to 29%, +6%).
- Lawn or garden fertilizers and pesticides (75% to 80%, +5%)<sup>2</sup>. This falls short of the goal established in 2002 to increase concern in this area from 75% to 85%. However, the change in question wording may account for the level of concern falling short.
- Paint (70% to 75%, +5%).

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<sup>1</sup> The question wording was changed from 2002 when it read, "run-off from when people wash their cars."

<sup>2</sup> The question wording was changed from 2002 when it read, "lawn and garden chemicals and pesticides."

- **Despite a greater concern about a number of storm water pollutants, residents indicate a modest decline in urgency of concern about water pollution overall.**
  - In 2002, 31% believed pollution of water at Santa Barbara beaches had increased in the last few years, with 19% saying there was much more pollution. At that time, just six percent believed there was less pollution, with 28% saying it was the same and 15% unsure.
  - Today, a similar number believe pollution has increased, but a slightly lower 13% think there is “much more” pollution. The proportion who believe there is less pollution has doubled, from six percent to 14% (43% believe it has stayed the same and 14% are unsure).
- **Reflecting their concern about environmental pollution, the results show that residents would not tolerate their neighbors causing pollution of water in creeks or the ocean. Clearly social norms in the Santa Barbara area are such that polluting behavior is not acceptable. In fact, only a third (32%) believe that their neighbors don’t care about such pollution.**
- - Nine in ten (91%) agree that *it would really bother me if I saw a neighbor doing something that causes pollution of water in creeks or the ocean.*
  - Eight in ten (79%) agree that *if I saw my neighbor doing something that caused pollution of water in creeks or the ocean, I would ask them to stop it.*
  - Nearly six in ten (58%) disagree that *most of my neighbors probably wouldn't care if something they normally do was causing pollution of storm drain water.* However, one-third (32%) agree with this statement (9% are uncertain).

### *Communications About Storm Water Pollution*

- **Overall, 71% say they have seen or heard something in the last few years about ways to prevent pollution of water that flows into storm drains or creeks. This is up significantly from the 59% who gave this response in 2002.<sup>3</sup>**

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<sup>3</sup> The question wording changed slightly from 2002 to 2008.



- **Those who have received communications are more likely to be familiar with the storm water system and its issues.** Specifically, they are more likely:
  - to know that water that flows into street gutters goes into storm drains (66% of those who received communications to 55% of those who did not);
  - to know that storm water is not treated (49% to 26%);
  - to know they live in a watershed (26% to 13%);
  - to believe beach water pollution has increased (38% to 29%);
  - to consider it false that most pollution is caused by a few big polluters (67% to 45%);
  - to know that sewage and storm drain water do not flow into the same pipes (58% to 32%). In fact, those who have not received communications are twice as likely to believe both end up in the same pipes (46% to 21%);
  - to believe industry, business, and farms are a bigger source of pollution than residents (37% to 28%).
  
- **Three out of four (76%) of those who have received communications recall that what they heard came from the City of Santa Barbara. Furthermore, 86% of respondents could recall seeing at least one of the five English-language ads about which they were asked, including the television ads, newspaper ads or posters, and brochures (14% saw none of the ads).**
  - One-quarter had received just one of these six communications. Another one-quarter received two, 22% received three, and 16% received four or five communications.

*Willingness to Change Behavior, Take Part in Programs, or Learn More to Reduce Pollution*

- **Information has a significant impact on behavior. Just over four in ten (42%) residents say they have made changes in their behavior, lifestyle, or other actions as a direct result of seeing information in the past year or two about what polluted water in storm drains does to local creeks or the ocean.** Interestingly, while non-white, less educated, and less affluent residents are

somewhat less likely to have received information, residents from these groups who have received the information are more likely than white, more educated, and more affluent residents to say they have made behavior changes as a result of what they learned.

- **Residents name a variety of changes they have made as a result of the information they received about polluted storm water, including taking their car to a car wash rather than washing it at home (22%), picking up trash and cleaning the gutters and streets (11%), not using fertilizers, pesticides, or chemicals (9%), not letting trash or leaves go down the gutters or drains (9%), not pouring oil or dirty water into creeks (9%), using less water (8%), washing their car on their lawn (7%) and using less soap (5%).**
  
- **Nearly eight in ten (79%) residents are interested in learning more about what they can do to reduce pollution of creeks and beaches.** Forty-four percent (44%) are very interested in doing so, a proportion that has increased from 31% in 2002.
  
- **Most residents are willing to take a number of actions (if they are not already doing so or if the item is applicable to them) to keep pollution out of storm drains to protect local creeks and the ocean.**
  - The actions of greatest interest to residents include: fixing their car if they see oil stains under it, picking up litter and trash in the gutter in front of their home, using nonpolluting alternatives to pesticides, and participating in a creek restoration project at a local park. There is considerably less interest in picking up other people's dog waste.
  
  - There is also some interest among homeowners in directing the downspout from their rain gutters to water their lawn, with 24% who said they would "definitely" do this.
  
- **Residents respond positively to different types of incentives for homeowners to help reduce storm water pollution on their property.**
  - Nearly nine in ten (87%) are likely to take part in regular curbside hazardous waste collection service. Seven in ten (70%) are likely to participate in a free program where an expert hired by the city helps you plan improvements to reduce pollution of water flowing from your property.

- Two out of three (67%) would participate in a rebate program to help pay for rain gutter improvements to direct rainwater to your yard instead of the street.
- An only slightly lower 63% would participate in a rebate program to help you purchase a rain barrel or cistern to capture rain falling on your roof. We see in this finding that programs that make certain actions less intimidating or costly will be effective in inspiring participation.
- **The biggest impediment to doing more to reduce storm drain pollution is time.** Half (50%) of the respondents admit that they would do more, but they “just don’t have the time.”
  - A lack of knowledge is another serious impediment, with just under four in ten (38%) saying they do not do more because they do not know what they could do.
  - Thirty-six percent say that solving the problem is something that “government should do.”
  - Another quarter (25%) say that they do not do more to reduce storm drain pollution because it is too expensive.
  - Therefore, communications must clearly educate residents that they can make big improvements without any a burden in terms of cost and time by just changing every day habits.

#### *Certified Clean Water Businesses*

- **The vast majority of residents (86%) have not seen any restaurants, repair shops, or other businesses in Santa Barbara with a sign showing they were a Certified Clean Water Business. However, nearly two out of three residents (65%) say they would be more likely to visit a business officially certified by the city as a Clean Water Business.**

#### *Use of Beaches and Creeks*

- **Santa Barbara residents are water enthusiasts and, therefore, should be more receptive to communications if they effectively reach them.**

- As in 2002, high proportions of residents say they have visited a local creek in the area in the past two years, with 63% giving this response. The more affluent, more educated, white residents, and homeowners are more likely to have done so. Those between the ages of 30 and 64 are more likely to have done so than those older and younger.
- Nearly all residents (93%) have visited a local beach in the last year or two (93%) – with high proportions of all subgroups giving this response.

### *Results Among Subgroups*

- **There is a trend of higher socio-economic groups having more knowledge of storm water issues, in particular white residents, those more educated, and the more affluent.** While there is little difference by gender overall, men ages 50 or older express more knowledge as well. These groups are more likely to know that storm water is not treated, that they live in a watershed, that storm water and sewage do not flow into the same pipes, and that most pollution is not caused by just a few big polluters. In most categories, non-white residents are less informed, including fewer non-white residents knowing that water that runs down the gutter ends up flowing into a storm drain. We also see that these groups are less likely to have received information about ways to prevent pollution of water that flows into storm drains or creeks.
- **Despite less information, the survey also reveals that lower socio-economic groups are generally more likely to believe pollution of Santa Barbara's ocean waters has increased.** While 47% of Latino residents and 43% of non-white residents generally believe there is more pollution now of Santa Barbara beach water than a few years ago, a lower 24% of white residents feel this way. This perception is also greater with those less educated, with 48% of those with a high school education or less giving this response compared to 26% of post-graduates. Residents earning less than \$50,000 a year in household income are more likely to feel there is more water pollution than those more affluent as well (39% to 26%).
- Non-white, less educated, and less affluent residents are also more likely to say they made changes in their behavior, lifestyle, or other actions as a result of information they received about storm water pollution compared to white and more educated and affluent residents. For example, while 55% of Latino residents and 56% of non-white residents gave this response, a lower 34% of white residents did so.

### *Business Study Findings:*

- **We find a level of understanding of storm drain system among businesses similar to that of residents.**
  - **Business respondents were about as likely as residents to know that water in storm drains is not treated** (48% for businesses compared to 42% of residents). We did see a decline in the proportion who correctly answered this question compared to the results of the 2002 business survey, in which 64% said that storm water is not treated. However, this might well be the results of chance differences in the type of business we reached given the small sample size for this study (for example, the mean number of employees per business among respondents was much lower this year compared to 2002, meaning we had many more small businesses this time) and many other possible variations in who responds to a survey like this.
  - Like residential respondents, **business respondents were more likely to say that residents were a greater source of ocean and creek pollution than business.** One in four (25%) said that business was a greater source of pollution, while 50% said it was local residents.
- **Few businesses believe they release water or materials into storm drains, and we find an increase in the proportion that are taking action to prevent it.**
  - Among restaurants, 16% say their business practices result in water or other materials going into the street and gutters. The comparable figure for auto repair businesses is 12%, and for all other businesses it is 4%. These figures are very similar to what was found in 2002.
  - Among those that did admit releasing such materials, one in four said they do not in fact cause any polluted water to enter storm drains. While this is a small number of businesses overall (only about 1% to 2% of all businesses), it does suggest the possibility of a disconnect between actions and the recognition of consequences among potential polluters.
  - **Among restaurants, 60% say they are taking action to prevent storm water pollution. Among auto repair businesses, that figure is 71%.** (The number of other businesses qualifying for this question is too small for analysis). This compares favorably to the figures found in 2002: 30% of restaurants and 62% of auto repair businesses. **This suggests a significant increase in the number of such businesses who are trying to prevent pollution.**

- **25% to 35% of restaurants or auto repair businesses report outdoor use of water for cleaning. Nearly half the auto repair businesses report oil/fuel leaks from vehicles. Nearly three of four polluters say they are not sure how to prevent it.**
  - About a third of restaurants and auto repair businesses report hosing down a sidewalk or street and using water for outdoor cleaning, and about one in four report using soaps or cleaning materials outdoors. Fewer report overflowing trash bins, washing of mats outside (15% of restaurants), moving of dirt, or outdoor use of chemicals or pesticides. However, 44% of auto repair businesses report fuel or oil leaks from vehicles.
  - A follow up question found that 55% of restaurants say they have the equipment needed to wash mats indoors.
  - Of those who do say that their business releases water or other materials into the streets, 68% say they are already doing everything possible to prevent polluted water from entering the storm drains. **However, 74% say they are not sure what to do to prevent this. So clearly there is at least some openness among such businesses to learning more.**
- **Businesses most affected by storm water regulations strongly support them.**
  - Among restaurants, 84% approve of current regulations affecting what goes into storm drains. Among auto repair businesses, that figure is 63%. Among other businesses, the figure is 45% with 38% who are not sure.
  - Nearly 80% of restaurants (79%) and 54% of auto repair businesses, along with 77% of all other businesses, support stronger enforcement of existing storm water regulations.
- **Most businesses do not report receiving information from city on storm water pollution prevention.**
  - Twenty-three percent of restaurants, 32% of auto repair businesses, and 11% of all other businesses say they have received materials from the city on how to reduce pollution of creeks and the ocean. This proportion was similar among restaurants and auto repair businesses in the 2002 study. Large businesses were more likely than smaller ones to report receiving such materials. About one in four businesses that have received such materials report still having them.

- Of those who received the materials, 41% say their company made changes to their business “policy or practices as a result of reading those materials.” That figure was 26% in 2002. This 2008 figure includes 60% of restaurants and 47% of auto repair businesses, plus 38% of other businesses.
  
- **Very high awareness of auto and restaurant regulations.**
  - For auto repair businesses, 95% were aware that you cannot wash pavement if the water would go in the storm drain, and 93% were aware that you can’t wash cars and have the water go into storm drains.
  
  - For restaurants, 80% were aware that you can’t wash sidewalks if the water goes in the storm drains, 73% knew it was illegal to wash mats outside, and 70% knew it was illegal to wash tables or floors outside.
  
- **Strong reactions to potential reasons and motivations to stop polluting storm drains, including city grant program.**
  - Restaurants, mobile businesses, auto repair businesses, and all other businesses that say they release water into storm drains were read a series of statements about why they should take action to stop such activities. The most important statements (with 70% or more who said it the statement was very important in encouraging them to do more to stop allowing materials into storm drains) were that such actions would prevent creek and ocean pollution that creates a “major health hazard,” that such actions might save them money and increase profits, and that such actions might attract more customers.
  
  - **We also found 71% who said it would be very important in encouraging them to do more to stop such pollution if there was a grant program from the city to help pay for pollution prevention equipment.** About 60% said it would be very important if there were “substantial fines” for violators and if the city paid for ads telling customers they are a “clean water business.” About 50% said it would be very important to them to get training from the city on how to prevent storm water pollution.

➤ **High demand for Spanish-language materials**

- Nearly two of three businesses, including 70% of restaurants, said they wanted materials on this topic to be in Spanish as well as English.

➤ **Limited awareness of Clean Business Program**

- Finally, 17% of all businesses and 31% of auto repair businesses were aware of the Certified Clean Business Program.

The remainder of this report presents the results in more detail.



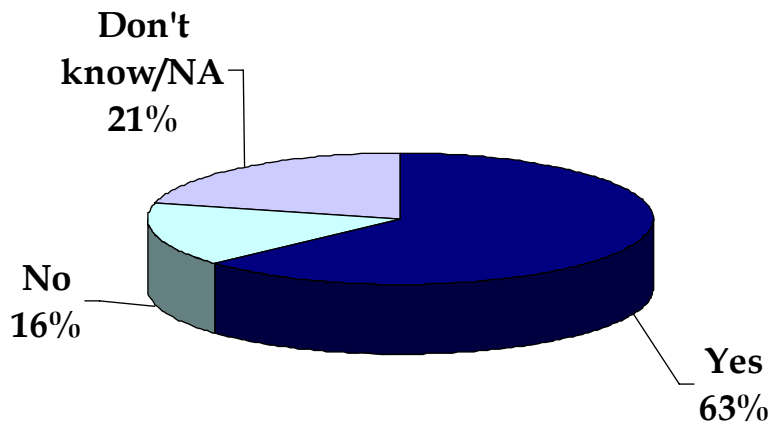
**DETAILED FINDINGS: RESIDENTIAL STUDY**

**KNOWLEDGE OF THE STORM DRAIN SYSTEM AND STORM WATER ISSUES**

*Knowledge of Where Gutter Water Flows*

Just over six in ten residents know that water that runs down the gutter on their street ends up flowing into a storm drain, with 63% giving this correct response. The remainder are either unsure (21%) or erroneously believe this water does not end up in a storm drain (16%). Figure 1 illustrates the results.

**Figure 1: Does Water that Runs Down the Gutter End Up Flowing into a Storm Drain?**



Results Among Subgroups

There are few notable differences in awareness that water that runs down the gutter ends up in a storm drain by demographic groups. However, we do see that men ages 50 or older are more likely to be aware of this fact (73%) than younger men (62%) or women generally (59%). Homeowners also have greater awareness than

renters (67% to 57%) and white respondents are more aware than non-white respondents (67% to 55%), including 55% of Latino residents. Latino women are among the most uncertain (41%). This would suggest perhaps lower familiarity with the term “storm drain” among non-white residents. We did see a similar effect in a survey recently conducted in San Diego, where non-white residents were slightly less familiar with the term (although even among non-white populations in San Diego the proportion unfamiliar with the term was less than one in four).

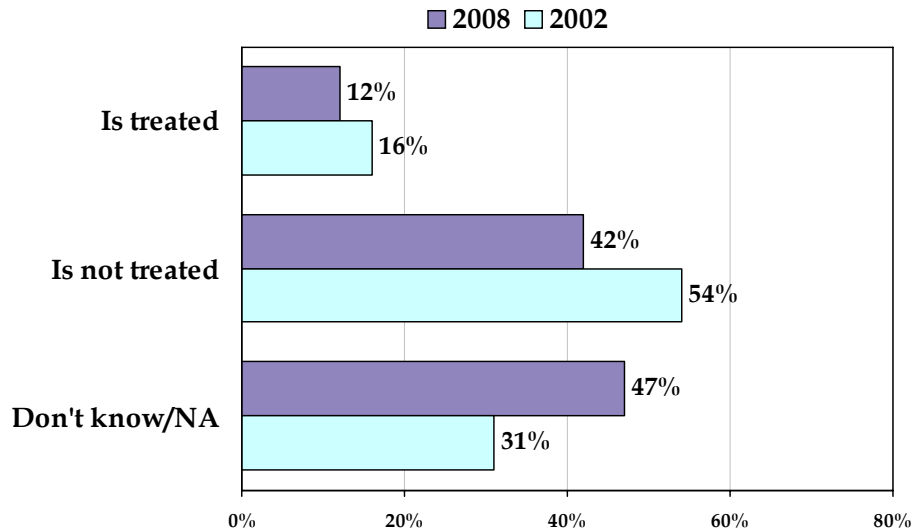
### *Knowledge of Whether Storm Drain Water is Treated*

**More than half of residents are not aware that water in storm drains is not treated before being discharged into creeks and the ocean.**

Forty-two percent (42%) correctly say that when water goes into the storm drains in their area, it is discharged without treatment. However, just over one in ten (12%) believe it goes to a sewage treatment plant before it is discharged. Another 47% are unsure. The proportion who know this water is not treated is actually down from 2002 when 54% gave this response, with more respondents uncertain rather than believing it is treated. There is little change in the proportion who believe it is treated, from 16% in 2002 to 12% currently (see Figure 2).

This difference is potentially a result of the increase in Latino residents in this sample compared to that in 2002 (which underrepresented Latinos). **Latinos are much more likely than others to be unsure whether or not the water in storm drains is treated.**

**Figure 2: Does Storm Drain Water go to a Sewage Treatment Plant before Being Discharged or is it Discharged Into Creeks or the Ocean Without Treatment? 2008 and 2002**



### Results Among Subgroups

A majority of nearly every subgroup analyzed either believe this water is treated before being discharged or are unsure.

White respondents are more likely to know that storm drain water is not treated (49%) than non-white (31%) respondents, including 30% of Latino respondents. Latino women are among the most uncertain (69%).

**Those with a high school education or less are far less likely to know that the water is not treated (24%) than those who are more educated (47%).** In fact, nearly two in ten of those with a high school education or less believe this water is treated before being discharged into creeks or the ocean (18%), compared to one in ten of those more educated.

**Knowledge that storm water is not treated rises with income,** from 36% among those earning less than \$50,000 a year to 50% of those earning greater than \$90,000 a year.

While there is no difference by gender generally, men ages 50 or older are more likely to know this water is not treated (52%) than younger men (44%) and women generally (38%).

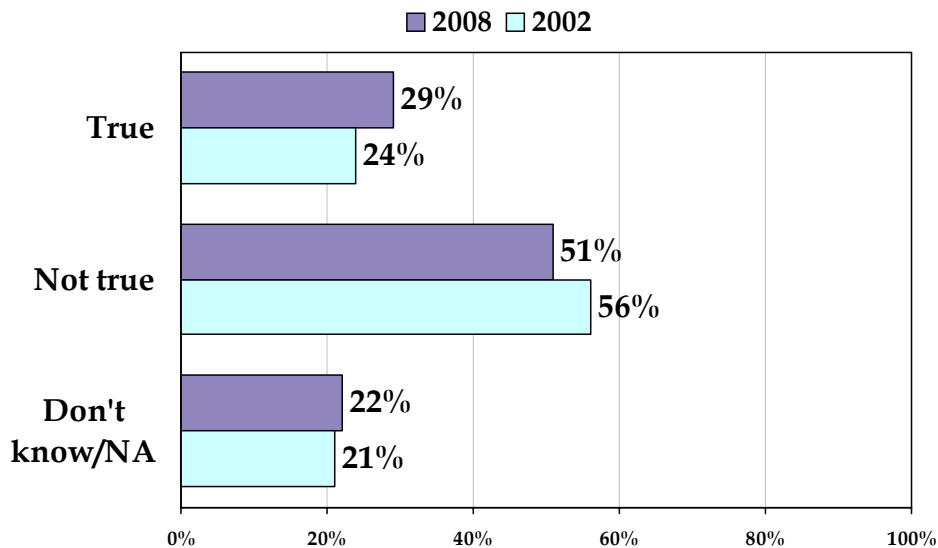
**Knowledge on this topic is higher among those who have seen information on how to prevent storm water pollution.** Half (49%) of those who have seen information know this water is not treated. This is significantly higher than the 26% who gave this response from those who do not recall any information on how to prevent storm drain pollution. A similar trend persists among those who recall receiving information on this topic from the City.

*Awareness That Storm Water And Sewage Are In Different Systems*

**Half (51%) believe it is not true that in their area, water that is flushed down toilets and water that goes down curbside storm drains all flow into the same underground pipes.** Three in ten (29%) believe incorrectly that this is true and another 22% are uncertain. There is little change in perception on this statement since 2002. At that time, 24% considered it true and 56% untrue (See Figure 4).

**Figure 3: Understanding of What Happens to Storm Drain Water**

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



The belief that this statement is true is probably the basis for the belief that storm drain water is treated. In fact, 39% of those who believe storm drain water is treated or are not certain believe storm drains and water flushed down toilets flow into the same pipes. The confusing nature of this issue is illustrated by the fact that 16% of those who stated that storm drain water is not treated also said that this water goes in the same pipes as sewage.

### Results Among Subgroups

**Men are more likely than women to correctly reject the statement that storm water and sewage all flow into the same underground pipes.** While 55% of men know this statement is false, a lower 46% of women do. This is driven by the 67% of men 50 years of age or older giving this response, compared to 48% of younger men.

**Homeowners are more likely than renters (57% to 40%) to call this statement false, as are white (61%) than non-white (32%) residents,** those ages 40 to 64 (61%) compared to those younger (42%) or older (45%), and those earning \$90,000 a year or more in income (61%) compared to those earning less (approximately 45%). **The proportion who know this statement is false rises with education,** from 30% of those with a high school education or less, and 47% of those with some college education to 62% of those with a college education or more.

**Those who say they have seen information from the City on how to prevent storm water pollution are more likely to give the correct answer to this question:** While 58% of those who have seen information from the city know this statement is false, a lower 32% of those who have not seen information from the City give this response. **In fact, those who have not received these communications are twice as likely to believe flushed water and curbside storm drain water end up in the same pipes (46% to 21% true).**

**Those who have seen the washing car ad are more likely to consider this statement false than those who have not (53% to 39%).** There is no difference between those who have and have not seen other ads.

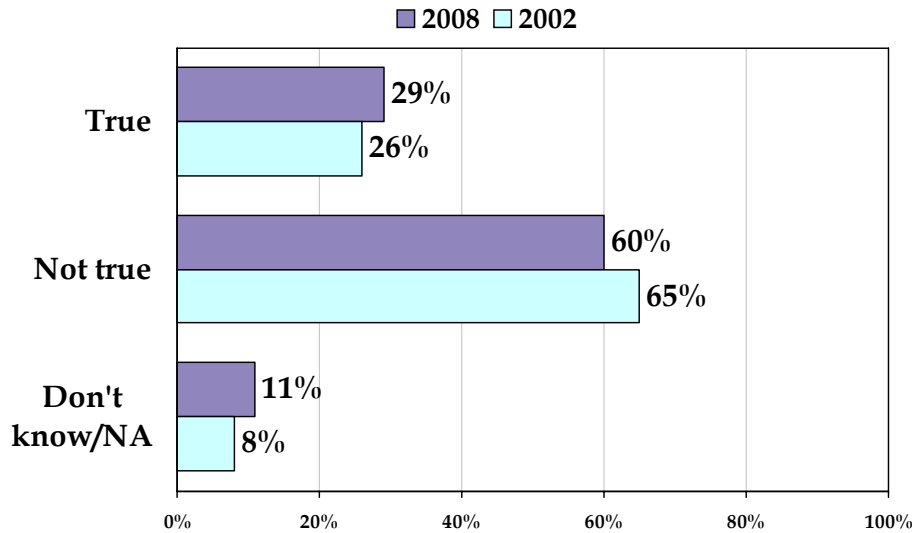
### *Awareness of Sources of Pollution*

**In a follow-up question, we found that six in ten residents say it is not true that most pollution of the water in storm drains comes from a few big polluters.** Just 29% believe this is true. However, just 27% believe this statement is “definitely not true,” while 33% think it is “probably not true.” This suggests that there is a level of

uncertainty within these responses. This result is little changed from 2002 when 65% said this statement is untrue and 26% believed it was true. Figure 4 illustrates the results.

**Figure 4: Perception of "Big Polluters"**

*Most pollution of water in storm drains comes from a few big polluters..*



### Results Among Subgroups

**As noted previously, non-white, lower income, less educated, and less affluent residents believe pollution of the ocean has gotten worse. However, the results suggest that they place more blame on a few big polluters than they may place on their own behavior.** White residents are far more likely to consider it false that *most storm drain pollution comes from a few big polluters* than non-white residents (73% to 41%), including Latino residents (34%).

**The proportion who know this statement is false rises with income**, from 46% of those earning less than \$50,000 a year to 74% of those earning \$90,000 a year or more. Those with a high school education or less are far more likely to think this statement is true (56% true to 29% false) than those with some college education (29% to 62%) or college graduates (16% to 75%).

Looking at age, those ages 50 to 64 are more likely to know this statement is false (72%) than those older (55%) or younger (57%). Two in ten residents ages 65 or older are uncertain (20%), while those younger are more likely to erroneously believe the statement is true.

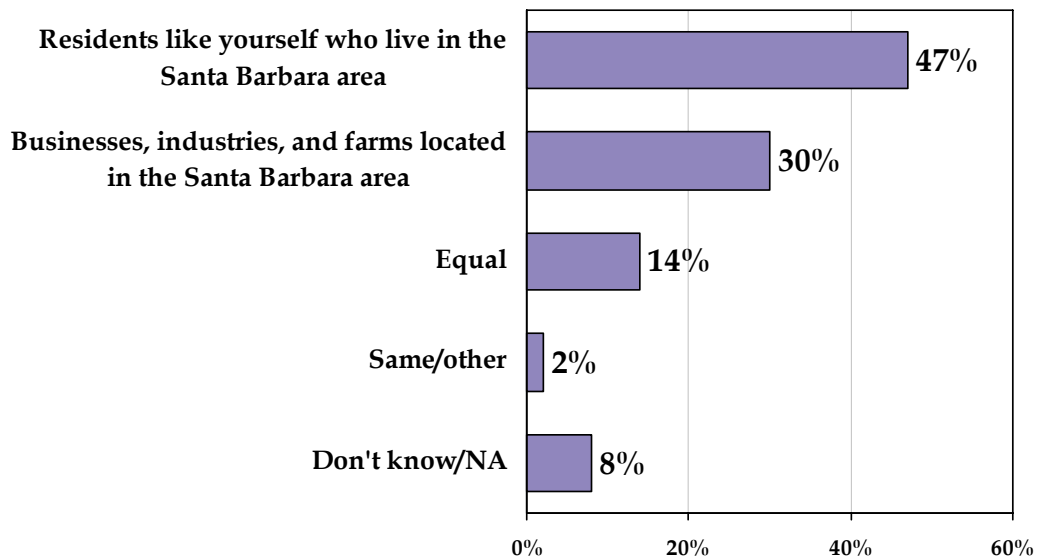
While there is little difference in response by gender overall to this statement, men ages 50 or older are more likely to consider this statement false (71%) than younger men (54%) and women generally (59%).

**Those who have received information about how to prevent storm drain pollution are more knowledgeable that this statement is false (67%) compared to those who have not (45%).** However, there is no difference among those who recall this information coming from the City and those who do not. **In addition, those who have seen the car washing ad (64% compared to 41% of those who had not) and boat drain ad (67% to 53%) are more likely to call this statement false.**

### *Does Pollution Come More from Residents or Business?*

**More respondents know that residents are a bigger source of pollution of water in Santa Barbara's creeks and ocean than believe it comes from businesses and industries - however this view is held by less than a majority.** While 47% place more responsibility on the former, 30% do so on the latter. Another 14% believe they are equal sources of pollution, while eight percent are uncertain. If the 47% who place more responsibility on residents are combined with the 14% who believe both residents and business are equally responsible, we see that 61% find residents at least equally accountable. This matches the percentage who consider it false that most storm drain pollution comes from big polluters.

**Figure 5: Which is the Bigger Source of Pollution of Water in Santa Barbara's Creeks and Ocean?**



### Results Among Subgroups

There is not a lot of variation in response to this question by subgroups. Carpinteria residents are slightly more likely to say businesses are responsible (42%) than those in other areas. Non-white residents are more likely to believe they are equal polluters than white residents (19% to 11%, including 20% of Latino residents). Those who had not received information about preventing storm drain pollution are also slightly more likely to believe businesses are the bigger polluters than residents (37% to 28% of those receiving information).

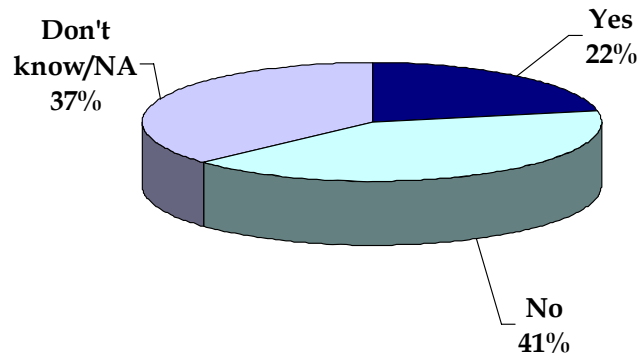
### *Watershed Awareness*

**Nearly eight in ten residents do not know that they live in a watershed.** While 22% accurately state that they live in a watershed, 41% believe they do not and 37% are unsure (See Figure 6). This clearly is a term that the City should not be using with the general public.

Interestingly, the recent survey we conducted in San Diego found those residents even less familiar with the term (at just 8% who knew they lived in a watershed).



**Figure 6: Live in a Watershed?**



The vast majority of residents in all demographic groups are unaware that they live in a watershed. Awareness is higher among more affluent groups, including homeowners more than renters (26% to 15%); white (26%, in particular white men at 33%) more than non-white respondents (14%); those with a college education or greater (30%) more than those less educated (15%); those 40 years of age or older (27%) more than those younger (13%); and those earning \$90,000 a year or more in household income (31%) more than those earning less (19%).

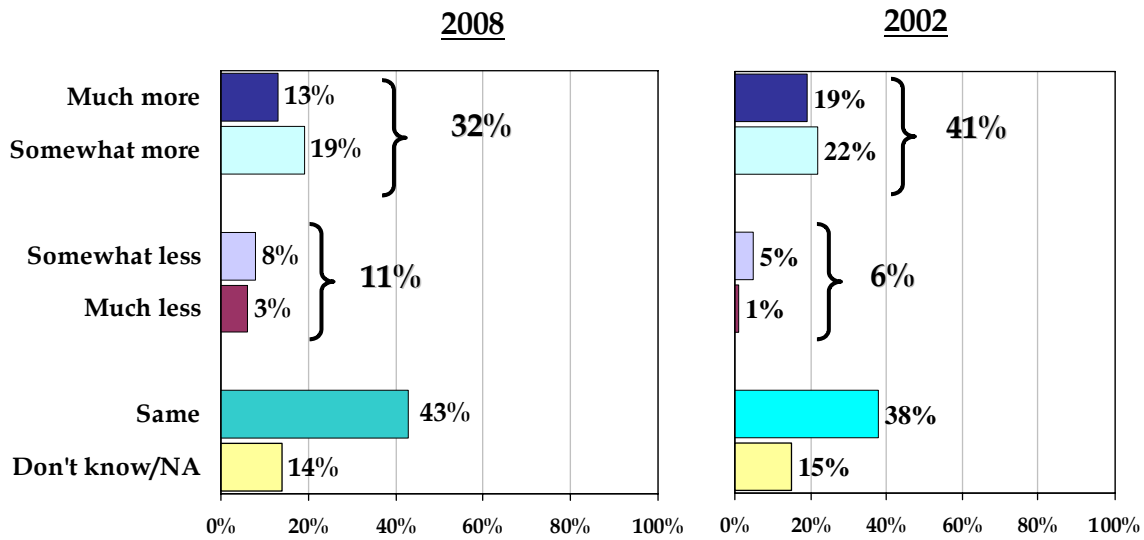
Knowledge of this fact is slightly higher among those who are more involved or tuned in to information about storm water run-off. Those who have visited a creek in Santa Barbara in the last year are more likely to know this fact than those who have not (28% to 11%). The same is true among those who know that storm drain water is not treated (32%) compared to those who do not know this fact (15%). Again, we see more awareness of the term watershed among those who have heard of how to prevent storm drain pollution than those who have not (26% to 13%).

**STORM DRAIN POLLUTION**

*Perception of Beach Pollution*

Nearly one-third (32%) of residents believe pollution of the water at the beaches in Santa Barbara has gotten worse over the past few years. While 43% believe it has stayed the same, just 11% believe it has decreased (14% are unsure).

The proportion who say that pollution at the beach has gotten worse has declined since 2002 (41% to 32%). In fact, slightly more believe pollution has decreased in the 2008 study (11%) than felt this way in 2002 (6%). Figure 7 illustrates the results.



**Figure 7: Perception of Water Pollution at Santa Barbara Beaches Over the Past Few Years**

*Results Among Subgroups*

**Latino (47%) and non-white residents generally (43%) are more likely to believe there is more pollution now than a few years ago compared to white residents (24%), with white residents more uncertain or likely to believe it has stayed the same (there is no difference in the proportion who believe there is less pollution).**

The perception that there is more pollution is also higher among those less educated (48% of those with a high school education or less compared to 26% of post-

graduates) and those earning less than \$50,000 a year compared to those who are more affluent (39% to 26%). Both lower income and education are correlated with ethnicity.

**Those who have received communications about preventing storm drain pollution are slightly more likely to believe that there is more pollution of beach water (38%) than those who have not (29%).**

In particular, those who received the “Ocean Begins at Your Street” brochure are more likely to think there is more pollution (43%) than those who did not (28%). Those who saw the ad with the child following a boat from a storm drain to the beach are also slightly more likely to feel this way than those who did not see this ad (35% to 28%).

### *Concern About Sources of Storm Drain Pollution*

Survey respondents were read a list of items that often end up in storm drains before flowing into creeks or the ocean, and were asked to rate how serious they believe it is that each item ends up in the storm drains (using a five point scale where a “1” indicated that they do not consider it serious that this item ends up in the storm drains and a “5” indicated they feel it is very serious that it does).

**As shown in Table 1 below, residents express the most concern about motor oil (77% a “5” rating), paint (64%), and fertilizers and pesticides (61%) ending up in the storm drains.**

**Second tier concerns include trash and litter (52%), dog waste (42%), and commercial and business run-off (41%).**

**Just three in ten express strong concern about dirt and debris from construction projects, run-off from restaurants, and soapy run-off from car washing.**

**Less than two in ten feel this way about residential run-off, including run-off from people watering their lawns, dirt from driveways and sidewalks, and leaves and grass clippings.**

As the table shows, the proportion calling each item serious (a 4 or 5 rating) has increased at least slightly since the survey was last taken in 2002. The most notable increase in the proportion calling each a serious problem if it ends up in the storm drains is *run-off from when people wash their cars* (from 32% to 53%), *dog waste* (44% to

63%), and *trash and litter, such as fast food wrappers* (58% to 78%). However, at least modest gains were seen in every area repeated since 2002.

**Table 1: Rating of How Serious a Problem it is if Various Items End Up in Storm Drains (Using a 5-point scale where 1 = not serious and 5 = very serious; ranked by "4" or "5" rating from 2008)**

Item	Year	Serious (4 or 5)	Not Serious (1 or 2)	Mean Score
Motor oil	2008	87%	7%	4.6
	2002	76%	12%	4.2
Lawn/garden fertilizers and pesticides	2008	80%	8%	4.3
	2002	75%	10%	4.2
Trash or litter, such as fast food wrappers	2008	78%	8%	4.2
	2002	58%	18%	3.6
Paint	2008	75%	13%	4.2
	2002	70%	17%	4.0
Runoff from commercial or retail businesses	2008	65%	9%	4.0
	2002	53%	19%	3.5
Dog waste	2008	63%	17%	3.8
	2002	44%	30%	3.2
Runoff from restaurant activities	2008	59%	15%	3.8
	2002	47%	21%	3.4
Dirt and debris from construction projects	2008	55%	17%	3.7
	2002	NA	NA	NA
Soapy runoff from when people wash their cars*	2008	53%	22%	3.5
	2002	32%	35%	2.9
Runoff from when people water their lawns	2008	29%	42%	2.8
	2002	23%	50%	2.6
Dirt from driveways/ sidewalks	2008	26%	45%	2.7
	2002	18%	60%	2.4
Leaves/grass clippings	2008	22%	52%	2.6
	2002	14%	62%	2.2

\*Slightly different wording in 2002

### Results Among Subgroups

**Gender:** There is no difference in the proportion of men and women who give a “4” or “5” rating to motor oil, fertilizer/pesticides, and paint ending up in storm drains. **However, women express more concern in all other areas - and by as much as twenty points.** While 47% to 56% of men consider run-off from businesses, dog waste, restaurant run-off, construction dirt or debris, and car wash run-off to be serious concerns, between 59% and 73% of women do so. Concern about run-off from driveways (20% among men and 32% among women), grass and leaves (17% to 26%), and lawn watering (26% to 31%) is low regardless of gender, but women express slightly greater concern in each area.

**Areas:** In general, Goleta residents express less concern in each area. Santa Barbara residents often express less concern than those in Carpinteria and other cities. However, the ranking of each as a concern is similar regardless of city of residence and two-thirds or more regardless of city express strong concern about run-off from businesses, paint, trash, lawn or garden fertilizers or pesticides, and motor oil.

**Ethnicity:** There is no difference in the proportion who consider each of the top items serious among white and non-white residents and Latinos and non-Latinos. **However, non-white residents, which are predominately Latino, are more likely to consider construction run-off (62% 4 or 5 rating to 50% among white), car washing run-off (60% to 49%), lawn watering run-off (39% to 23%), dirt from driveways and sidewalks (38% to 22%), and leaves and grass clippings (34% to 16%) to be serious problems if they end up in the storm drains.** However, each item still ranked among the lowest concerns of those tested.

**Education:** There is little difference in ranking of the items tested by education. **However, non-college residents are more likely to consider construction run-off, car washing run-off, lawn watering run-off, dirt from driveways and sidewalks, and leaves and grass clippings to be serious concerns than those more educated.** The proportions giving these responses among non-college residents are nearly identical to non-white residents, while the proportion considering these items serious among college-educated residents more closely reflects that of white residents. This illustrates the correlation between ethnicity and education. In fact, 68% of those with a high school education or less are Latino.

Similarly, we see the same effect by income, with those earning less than \$50,000 a year in household income more likely to consider the same items of more concern than those more affluent. Those earning \$90,000 or more in household income are

slightly more likely to consider lawn or garden fertilizers or pesticides to be a serious concern (87% to 77%) and dog waste (70% to 60%) than those making less.

There is no difference in the proportion who consider each item a serious concern (a 4 or 5 rating) by knowledge of whether or not storm drain water is treated or not. There is also very little difference in how serious each item is rated among those who have received information about how to prevent storm drain pollution. Those who have received this information are slightly more likely to express concern about lawn or garden fertilizers and pesticides and dog waste only.

It should be noted that college-educated women express more concern than less educated women or men generally about lawn or garden fertilizers and pesticides (87%), paint (85%), and dog waste (75%). College-educated men show less concern about restaurant, construction, car washing, lawn, and driveway and sidewalk run-off and leaves and grass clippings.

**Advertising awareness: The results show some correlation between those who have seen advertising educating residents about storm drain pollution and elevated "4" or "5" ratings.**

Those who saw the billboard saying "It all flows to the ocean" are slightly more likely to consider a number of items serious than those who had not, including lawn or garden fertilizers and pesticides, trash and litter, paint, dog waste and dirt from sidewalks and driveways.

Those who saw a television commercial with a child following a small boat from a storm drain to the beach are more likely to consider the fertilizers and pesticides, trash, business run-off, restaurant run-off, and construction run-off serious in slightly higher numbers.

Those who saw the washing car poster or newspaper ad are more likely to express concern about the construction and car washing run-off and leaves and grass clippings.

Lastly, those who saw the rubber ducks ad are slightly more likely to consider business run-off, construction run-off, and dirt from driveways and sidewalks to be serious.

There was no statistically significant difference in response among those who saw the brochure with the slogan "The Ocean Begins at Your Street" and those who did

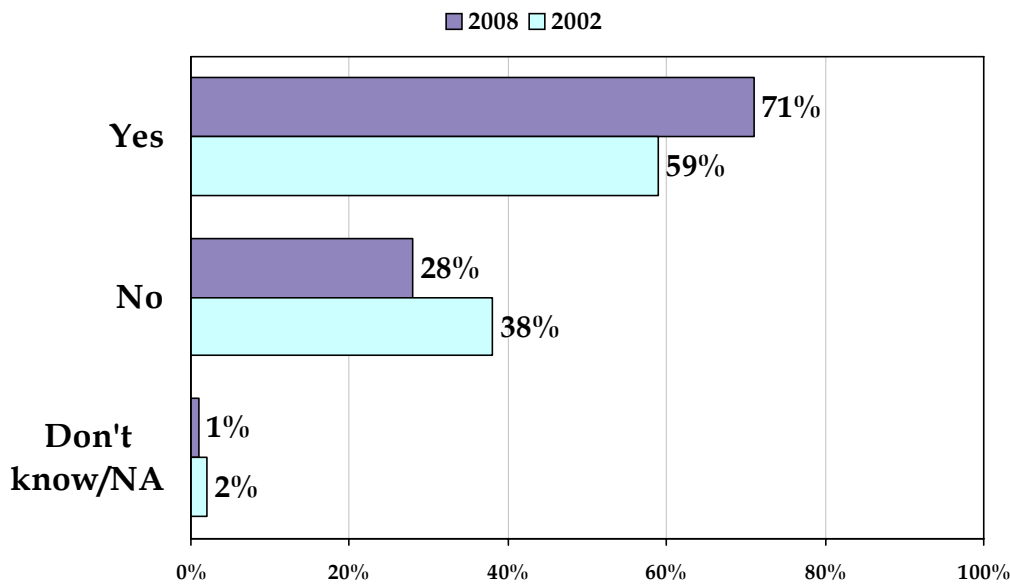
not. However, while these differences are notable, the items are ranked similarly regardless of which ad was seen or not seen.

### INFORMATION ABOUT STORM DRAIN POLLUTION

#### *Awareness of Information About Preventing Storm Drain Pollution*

**Seven in ten (71%) residents say they have seen or heard something in the last few years about ways to prevent pollution of water that flows into storm drains or creeks. Just 29% say they have not.** The proportion who had seen or heard something about ways to prevent storm drain pollution is up from 2002, when 59% gave this response (see Figure 8), although slightly different question wording in 2008 might account for some of this change.

**Figure 8: Proportion Who Recall Information on How to Prevent Storm Drain Pollution\***



\* In the 2008 study respondents were told that "in fact, anything that goes into storm drains can end up in local creeks or the ocean, without any filtering or treatment." This statement was not included in 2002. In 2002, the question also asked about information received in "the last year." The current survey asked about "the last few years."

#### *Results Among Subgroups*

**Higher socio-economic groups are more likely to have received this information,** including homeowners more than renters (74% to 65%), white more than non-white residents (79% to 60%, including 58% of Latinos), those more educated (53% of those with a high school education compared to 82% of those with a post-graduate education), and the more affluent (62% of those earning less than \$50,000 a year

compared to 76% of those earning more). Those under 30 (61%) and over 65 (63%) are among those least likely to have seen or heard anything in the past few years about ways to prevent pollution of water that flows into storm drains or creeks, while 77% of those ages 30 to 64 give this response.

**Seventy-four percent (74%) of those who saw at least one advertisement about ways to prevent storm drain pollution recall receiving communication about preventing storm drain pollution.** While one would expect 100% of those who could recall an ad to recall receiving such a communication, it is important to remember that respondents were asked to recall communications generally first and then were asked to specifically recall each ad. Therefore, hearing the specifics of an ad jogged the memory of those who may have forgotten they had received such a communication.

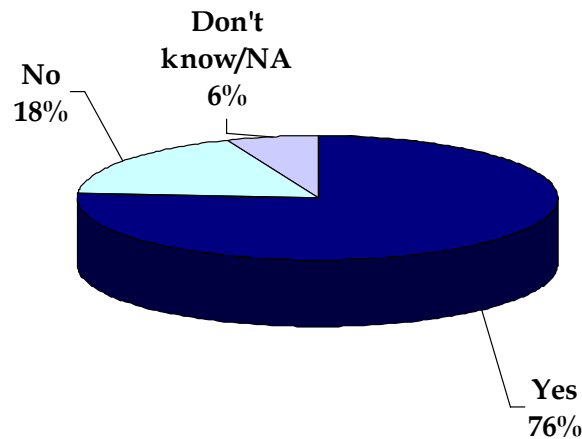
Half (49%) of those who did not recall seeing any of the ads, however, said they did receive some kind of communication. This suggests that, for these respondents, the ad itself may not have been memorable, but the messages may have been.

**Among those who said they had seen or heard something in the last few years about ways to prevent pollution of water that flows into storm drains or creeks, 76% recall seeing information specifically from the City of Santa Barbara on the topic (see Figure 9).** Eighteen percent (18%) do not recall this information and six percent are uncertain.

There was little difference in awareness of City communications by demographic groups. Those who reported having seen various specific advertising were slightly more likely to say they recall receiving information from the City on how to prevent pollution of water that flows into storm drains. However, two-thirds to seven in ten of those who had not seen any one ad or communication did so as well.



**Figure 9: Proportion Who Recall Information From the City of Santa Barbara on How to Prevent Storm Drain Pollution (Asked only of those who recall receiving information generally; n=423)**



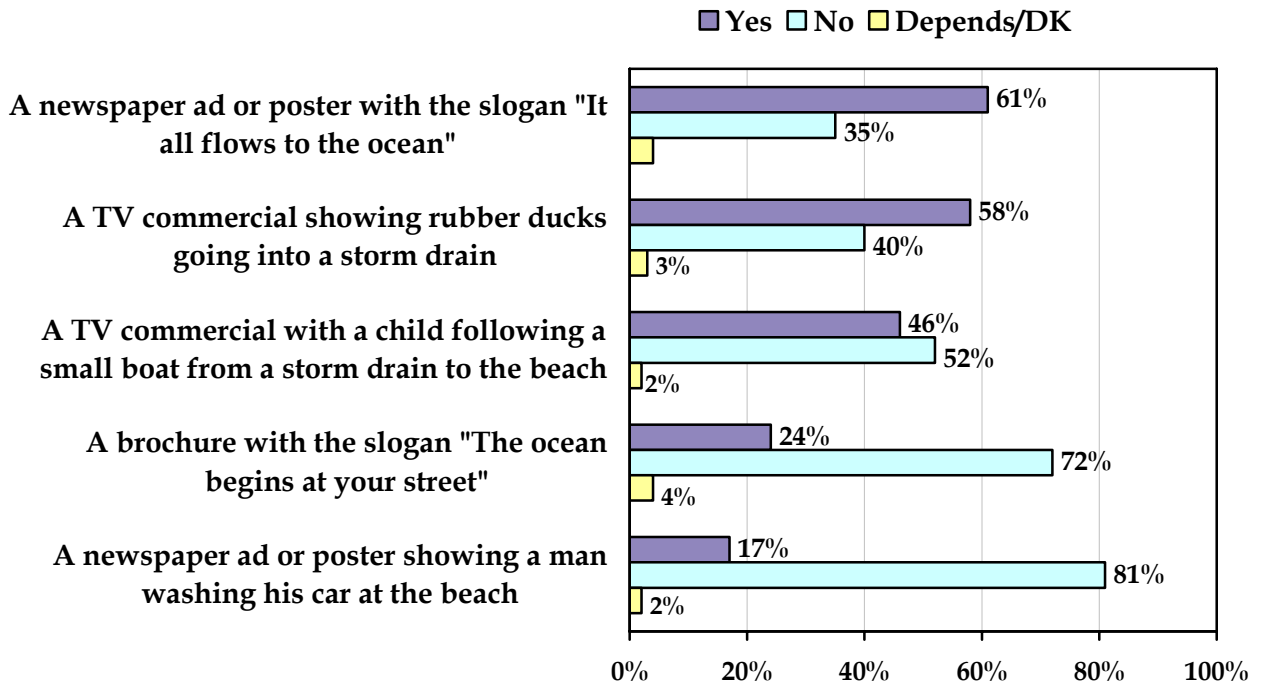
### *Familiarity with Specific Storm Drain Pollution Advertising*

**There is solid awareness of television ads about preventing storm drain pollution. Overall, 86% report having seen at least one of the five English-language advertisements, while 14% have seen none.** One-quarter reported seeing just one (24%), while another quarter (25%) saw two and 22% saw three ads. Sixteen percent (16%) reported seeing four or five of the ads.

**The best remembered TV ad was the one with rubber ducks (with 58% who recall it), and just under half (46%) recall seeing a commercial with a child following a small boat from a storm drain to the beach.** Awareness is high for a newspaper ad or poster with the slogan, "It All Flows to the Ocean," with 61% recalling seeing this. However, awareness is far lower for the ad showing a man washing his car at the beach (17%). Approximately one in four (24%) recall the "The Ocean Begins at Your Street" brochure.

It should be noted that 31% also said they recall a newspaper ad or poster with the slogan "Think Blue Santa Barbara." However, this ad does not exist. While this may call into question the veracity of other results, it may also suggest that residents are better at recalling the environmental, conservation, and anti-pollution themes of advertising they have seen than the specific ads. Recognizing they had seen advertising regarding environmental protection, respondents erroneously associated it with this ad.

Figure 10: Awareness of Specific Advertising



Results Among Subgroups

**Non-white residents, including Latino residents, are more likely to recall every ad other than the newspaper/poster ad with the slogan "It All Flows to the Ocean" where there was no difference in response.**

Awareness of the ads generally declines with rising education – again, other than the ad "It All Flows to the Ocean." This is correlated with the higher awareness from non-white residents.

Those under 30 are more likely to recall the rubber duck television commercial (77% recall it) than those 30 to 39 (62%) or older (52%). Those under 40 are more likely to recall the ad with the child following a boat (63%) than those 40 to 64 (39%) or older (32%).

Awareness of the rubber duck commercial is higher among those earning less than \$90,000 a year (65%) than those earning more (49%), as is awareness of the child following the boat (51% to 40%) and the man washing his car ad (22% to 11%).

Those with school-age children are more likely to recall the “It All Flows to the Ocean” ad (70%) than those without (57%), the child following the boat (54% to 41%) and “The Ocean Begins at Your Street” (30% to 21%).

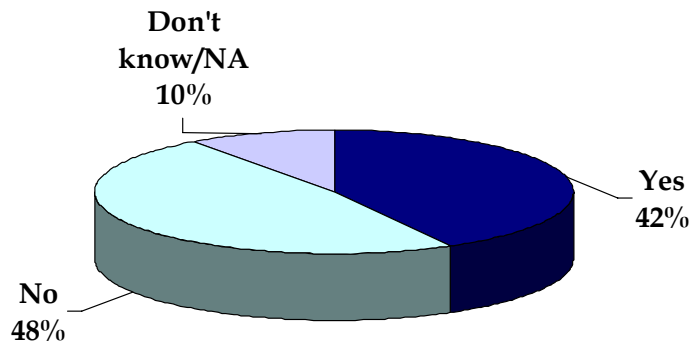
There is no difference by gender overall. However, men under the age of 50 are far more likely to recall the rubber duck commercial (73%) than older men (52%) or women generally (54%). Non-college men are also more likely to recall this ad (73%) than those more educated (51%).

### *Impact of Storm Drain Pollution Communications*

**Just over four in ten (42%) respondents say they have made changes in their behavior, lifestyle, or other actions as a direct result of seeing information in the past year or two about what polluted water in storm drains does to local creeks or the ocean (See Figure 11).**

**Figure 11: Impact of Information Received About Storm Drain Pollution**

*As a direct result of seeing any information in the past year or two about what polluted water in storm drains does to local creeks or the ocean, did you make any changes in your behavior, lifestyle, or other action?*



### Results Among Subgroups

**Parents (56% to 34% of non-parents), non-white residents (56% to 34% of white residents, including 55% of Latino residents), those with a high school education or less (49% compared to 43% of those with some college and 36% of college graduates), those earning less than \$90,000 (46% to 36% of those earning more), and those ages 65 or older (28% compared to 52% of those 18 to 29 and 44% of those 30 to 64) are more likely to say they have changed their behavior as a result of this information. These are the same groups who expressed more concern about increased beach water pollution.**

**Men ages 50 or older are the least likely to say that the information made them change their behavior, with just 29% giving this response compared to 51% of younger men and 42% of women generally. College-educated men are also less likely to have changed their behavior (31% say they did) than less educated men (49%) and women generally (42%).**

**Those respondents who said they had changed their behavior in some way were asked what changes they made. These respondents gave a myriad of responses, with the highest proportion saying they now take their car to a car wash (22%), pick up trash and clean gutters and streets (11%), don't use fertilizers or pesticides (9%), they don't pour oil or hose dirty water into the creeks (9%), and don't throw trash or sweep leaves down gutters or drains (9%). Table 2 illustrates the results, and the actual verbatim responses follow this report.**

Four in ten (39%) of those who had seen the car washing ad say they no longer wash their car at home, compared to 18% who had not. Those who saw the other specific communications were also more likely to say they stopped washing their car at home than those who had not. There is no other notable difference in results by ad awareness or subgroups.

**Table 2: Changes in Behavior as a Result of Information About Polluted Storm Drain Water**  
*(Asked only of those who said they have changed their behavior as a result of seeing information about polluted storm water; n=249)*

	%
Take car to a car wash/don't wash at home	22%
Pick up trash/ cleaning gutters and streets	11%
Don't use fertilizers/pesticides/chemicals	9%
Don't throw trash; sweep leaves down gutters/drains	9%
Don't pour oil/hose dirty water into creeks	9%
Conserve/use less water	8%
Wash car on the lawn	7%
Recycling	6%
Use less/don't use soap	5%
More cautious (in general)	5%
Pick up after dog	3%
Other	6%
Refused	1%

**EFFORTS TO REDUCE STORM DRAIN POLLUTION**

*Reasons for Not Doing More to Help Stop Storm Drain Pollution*

Half of respondents admit that they would do more to reduce storm drain pollution but “just don’t have the time.” Others say they have not done more because they don’t know what to do (38%), that the government should take care of this (36%), and that it is too expensive to do more (25%). Just two in ten (21%) say they have not done more because it is not that important to them. Table 3 illustrates the results.

**Table 3: Reasons For Not Doing More to Help Stop Storm Drain Pollution**

	<b>Total Applies</b>	<b>Strong Applies</b>	<b>Somewhat Applies</b>	<b>Does Not Apply</b>	<b>Don't Know/NA</b>
I would like to do more, but I just don't have time	<b>50%</b>	19%	31%	48%	1%
I don't know that much about what to do	<b>38%</b>	12%	26%	60%	1%
Government should take care of this	<b>36%</b>	14%	22%	63%	2%
It is too expensive	<b>25%</b>	7%	18%	74%	2%
It is not something that is honestly that important to me	<b>21%</b>	9%	12%	78%	1%

Results Among Subgroups

**Simply not having the time is the most frequently given reason for not doing more to help stop storm drain pollution regardless of the demographic group.**

Men are more likely than women to say they have not done more because they do not have time (56% to 46% total applies). They are also more likely to say that it is not important to them (25% to 17%) and slightly more likely to say it is too expensive (28% to 21%).

Renters are slightly more likely than homeowners to say they have not done more because it is too expensive (29% to 21%).

Non-white residents, including Latino residents, are more likely than white residents to say they have not done more because they don't have time (65% to 43%), because the government should take care of it (47% to 29%), because it is too expensive (38% to 17%), and because it is not important to them (30% to 16%).

Willingness to say each statement applies also rises as education and age decrease. **Particularly noteworthy is the finding that 59% of those under 30, and 50% of those 30 to 39 say they have not done more because they don't know much about what to do**, compared to 27% of those 40 to 64 and 36% of those older. While the proportion who say each item applies generally declines with rising income, there is no difference between income levels in the proportion saying they have not done more because it is not important to them.

Non-college-educated men are among the most likely to say they have not done more because they don't have the time (65%) and because it is too expensive (39%).

### *Willingness to Take Specific Actions*

Residents are willing to take or are currently already taking a number of actions to reduce pollution of storm drains. Two-thirds or more respondents are already doing or willing to start doing the following:

- *Fix your car immediately if you notice any oil stains on your driveway or under your car* (56% would do, 35% already doing, for a total of 91%). The proportion willing to take this action has increased from 46% in 2002.
- *Pick up litter and trash that is in the gutter in front of your home or business* (46% would do, 43% already do so, for a total of 89%). Willingness and current behavior are unchanged in this area from 2002.
- *Sweep up your driveway or sidewalk with a broom instead of hosing it down, so the water does not run into the storm drain* (43% would do, 38% already do, for a total of 81%). This result was little changed among those for whom the question applied.
- *Wash your car at a commercial car wash facility rather than wash your car on the driveway or street where the water runs into the storm drain* (38% would do, 40% do now, for a total of 78%). This question was not asked in 2002.
- *Use non-polluting alternatives to pesticides and fertilizers in your yard* (45 would do, 24% do now, for a total of 69%). The wording of this question was changed from 2002, making comparisons unreliable.
- *Direct the downspout from the rain gutters around your house to your lawn or garden instead of the driveway or street* (41% would do, 27% do, for a total of 68%). This question, asked of non-apartment dwellers only, was not asked in 2002.

The vast majority of respondents say they would be willing or already do pick up their dog's waste. While 41% said this question does not apply to them, just three percent would not take this action, 31% would do so and 22% already do so.

There is far less willingness to pick up dog waste left in your neighborhood by someone else's dog (44% not willing), to take part in a creek restoration project (38%

not willing) or to direct the downspout from the rain gutters around your house to a cistern or rain-barrel (33% not willing).

**Table 4: Willingness to do Behaviors to Reduce Storm Drain Pollution**

Item	Year	Definitely/ probably would do	Would not do	Do now	Def. Do	Prob. Do	Does not apply
Fix your car immediately if you notice any oil stains on your driveway or under your car	2008	56%	4%	35%	42%	14%	5%
	2002	46%	6%	37%	31%	15%	9%
Participate in a creek restoration project at a local park	2008	49%	38%	7%	16%	33%	5%
	2002	NA	NA	NA	NA	NA	NA
Pick up litter and trash that is in the gutter in front of your home or businesses	2008	46%	6%	43%	35%	11%	5%
	2002	41%	5%	46%	32%	9%	6%
Use non-polluting alternatives to pesticides and fertilizers in your yard	2008	45%	9%	24%	29%	16%	19%
	2002	37%	12%	30%	21%	16%	19%
Sweep up your driveway or sidewalk with a broom instead of hosing it down, so the water does not run into the storm drain*	2008	43%	7%	38%	15%	7%	11%
	2002	36%	11%	37%	22%	14%	16%
Direct the downspout from the rain gutters around your house to your lawn or garden instead of the driveway or street**	2008	41%	12%	27%	24%	17%	16%
	2002	NA	NA	NA	NA	NA	NA
Wash your car at a commercial car wash facility, rather than wash your car on the driveway or street where the water runs into the storm drain	2008	38%	15%	40%	26%	12%	6%
	2002	NA	NA	NA	NA	NA	NA
Direct the downspout from the rain gutters around your house to a cistern or rain-barrel**	2008	34%	33%	8%	12%	22%	18%
	2002	NA	NA	NA	NA	NA	NA
Pick up your dog's waste	2008	31%	3%	22%	29%	2%	41%
	2002	22%	2%	21%	19%	3%	55%
Pick up dog waste left in your neighborhood even if it is from someone else's dog	2008	30%	44%	18%	15%	15%	7%
	2002	NA	NA	NA	NA	NA	NA



\*Language between 2002 and 2008 altered slightly.

\*\* Those living in apartment buildings were excluded. N=512

There is little difference in the proportion who say they are not willing to take an action by subgroups. Variations in the proportion willing to do so more often have to do with variations in the proportion who already take the action or say it is not applicable.

Men are slightly more likely than women to say they would not take a number of actions. However, even among men the proportions are small in all areas other than creek restoration, picking up neighborhood dog waste, and using a cistern or rain barrel.

Those under 30 are slightly less likely to say they would use a commercial car wash, compared to 14% of those 30 to 49, 21% of those 50 to 64, and 15% of those older.

Those under 30 are more likely to say they would not fix their car immediately if they noticed an oil stain on the driveway or under the car (11%) than those older (2%). This may reflect greater financial constraints.

### *Reaction to Incentives to Reduce Storm Water Pollution on Their Property*

**When offered various rebate and assistance programs, single-family home dwellers show a strong willingness to take actions to reduce storm water pollution.**

- **Nearly nine in ten (87% very or somewhat likely) say they would be likely to participate in *regular curbside hazardous waste collection service*, with 72% very likely to do so. Just 12% say they would not be that likely or would not participate. Large proportions of all subgroups would be willing to participate in this service, but this includes larger numbers of white (92%) than non-white (77%, including 75% of Latino residents) residents; more of those over the age of 30 (90%) than those younger (72%); more of those earning \$50,000 a year or more in household income (91%) than those earning less (80%); and more of those with some college or more education (90%) than those less educated (70%, with college-educated women the most likely to participate at 94%).**
- **Seven in ten (70%) would be likely to participate in a *free program where an expert hired by the city helps you plan improvements to reduce pollution of water flowing from your property*. Just over four in ten (42%) would be very likely to take part. Just over one-quarter (27%) would not be that likely (12%) or**

not at all likely (15%) to participate in this program. This program is appealing to higher numbers of non-white residents (83%, including 91% of Latino men) than white residents (67%). Those ages 65 or older (52%) are far less likely to take part in this than those 30 to 64 (approximately 73%) or younger (87%)

- **Two-thirds (67%) would take part in a rebate program to help you pay for rain gutter improvements to direct rainwater to your yard instead of the street**, with 46% very likely to do so. Twenty-seven percent (27%) say they would not be that likely (10%) or not likely at all (17%) to take part in this. Those ages 65 or older are far less likely to take part in this program, with 47% saying they would be likely to do so, compared to 65% to 78% of other age cohorts.
- **An only slightly lower 63% say they would take part in a rebate program to help you purchase a rain barrel or cistern to capture rain falling on your roof**, with 42% very likely to take part. Just over one-third (35%) say they would not be that likely (18%) or not at all likely (17%) to do so. This program is more popular with parents (70%) than non-parents (59%). It is also stronger with non-white residents (74%) than white residents (62%). However, there is no difference between Latino and non-Latino residents. Those under the age of 30 (52%) and those 65 years or older (42%) are least likely to say they would take part in this program and far less so than those 30 to 39 (80%), 40 to 49 (68%) or older (73%).

Table 5 demonstrates the results of this question.

**Table 5: Likelihood to Participate in Programs to Reduce Storm Water Pollution (Asked only of those living in a single-family home n=383)**

	<b>Total Likely</b>	<b>Total Not Likely</b>	Very Likely	Some-what Likely	Not That Likely	Not at All Likely	Don't Know/ NA
Regular curbside hazardous waste collection service	<b>87%</b>	12%	72%	15%	6%	6%	2%
A free program where an expert hired by the city helps you plan improvements to reduce pollution of water flowing from your property	<b>70%</b>	27%	42%	28%	12%	15%	3%
A rebate program to help you pay for rain gutter improvements to direct rainwater to your yard instead of the street	<b>67%</b>	27%	46%	21%	10%	17%	6%
A rebate program to help you purchase a rain barrel or cistern to capture rain falling on your roof	<b>63%</b>	35%	42%	21%	18%	17%	2%

## CONCERN ABOUT POLLUTING CREEKS AND THE OCEAN

### *Reaction to Neighbors Polluting Creeks and the Ocean*

**The survey results clearly show that residents would not tolerate their neighbors polluting creeks or the ocean. However, they also do not believe that their neighbors would do so intentionally.**

- **Nine in ten “strongly” (67%) or “somewhat” (24%) agree that “it would really bother me if I saw a neighbor doing something that causes pollution of water in creeks or the ocean.”** There is no notable difference in the proportion who agree with this statement by subgroups, with high proportions of all subgroups agreeing.
- **Nearly eight in ten “strongly” (44%) or “somewhat” (35%) agree that “If I saw my neighbor doing something that caused pollution of water in creeks or the ocean, I would ask them to stop it.”** There is also no notable difference in the proportion who agree with this statement by subgroups, with high proportions of all subgroups agreeing.
- **By nearly a 2-to-1 ratio, residents disagree that “most of my neighbors probably wouldn’t care if something they normally do was causing pollution of storm drain water.”** While 58% “somewhat” (25%) or “strongly” (33%) disagree with this statement, just 32% agree, with only 16% “strongly.” Non-white residents are more likely to agree with this statement (41%, including 43% of Latino residents) than white residents (29%). Those less educated are more likely to agree as well, with 43% of those with a high school education or less agreeing, compared to 33% of those with some college and 29% of those more educated. Non-college men are among the most likely to agree with this statement at 43%. Just under half (45%) of those 18 to 29 years of age agree, compared to 34% of those 30 to 49 and 28% of those older.

Table 6 illustrates the results.

**Table 6: Agreement with Statements About Neighborhood Pollution**

	<b>Total Agree</b>	<b>Total Disagree</b>	<b>Strong. Agree</b>	<b>Smwt. Agree</b>	<b>Smwt. Disagree</b>	<b>Strong. Disagree</b>	<b>Don't Know/ NA</b>
It would really bother me if I saw a neighbor doing something that causes pollution of water in creeks or the ocean	91%	8%	67%	24%	4%	4%	2%
If I saw my neighbor doing something that caused pollution of water in creeks or the ocean, I would ask them to stop it.	79%	18%	44%	35%	11%	7%	4%
Most of my neighbors probably wouldn't care if something they normally do was causing pollution of storm drain water	32%	58%	16%	17%	25%	33%	9%

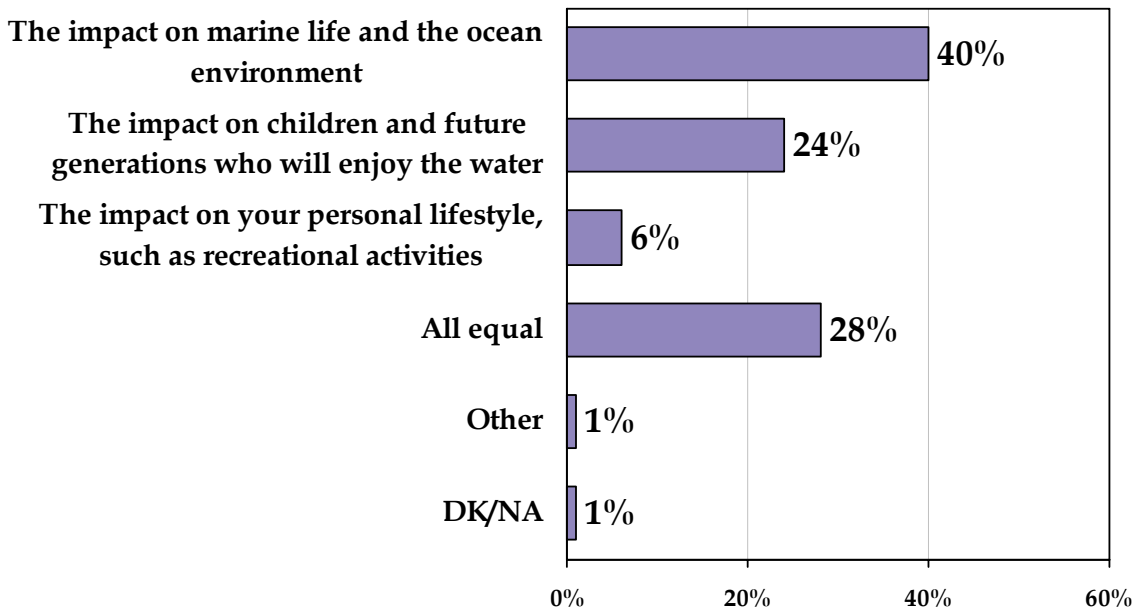
***Biggest Concern About Pollution of Water in Creeks and Oceans***

Respondents were asked to choose which of three items concerns them most about pollution of water in creeks and the ocean.

- Four in ten (40%) respondents say that “the impact on marine life and the ocean environment” is their biggest concern about pollution of water in creeks and oceans of three choices offered.
- One-quarter (24%) are most concerned about “the impact on the children and future generations who will enjoy the water.”
- Just six percent say their biggest concern of the three options is “the impact on your personal lifestyle, such as recreational activities.”

- Nearly three in ten (28%) consider all these issues equally important (see Figure 12).

**Figure 12: Most Important Concern About Pollution of Water in Our Creeks and Ocean?**



*Results Among Subgroups*

**White residents are far more likely to say their biggest concern is marine life and the ocean environment (46%) over the impact on children and future generations who will enjoy the water (20%). However, among non-white residents, including Latino residents, an equal number choose each option (30% to 29%).**

Those with a high school education or less are more likely to choose the impact on children and future generations (33% to 21% among those more educated) than the impact on marine and ocean life (20% compared to 45% among those more educated). They are also more likely to choose the impact on their personal lifestyle (11%) than those more educated (4%).

Those 65 or older are equally concerned about marine life (33%) and children and future generations (34%), while other age cohorts express at least a slightly greater

preference for marine life. Those under 30 are far more likely to say their biggest concern is the impact on their personal lifestyle (11%) than those 50 or older (3%).

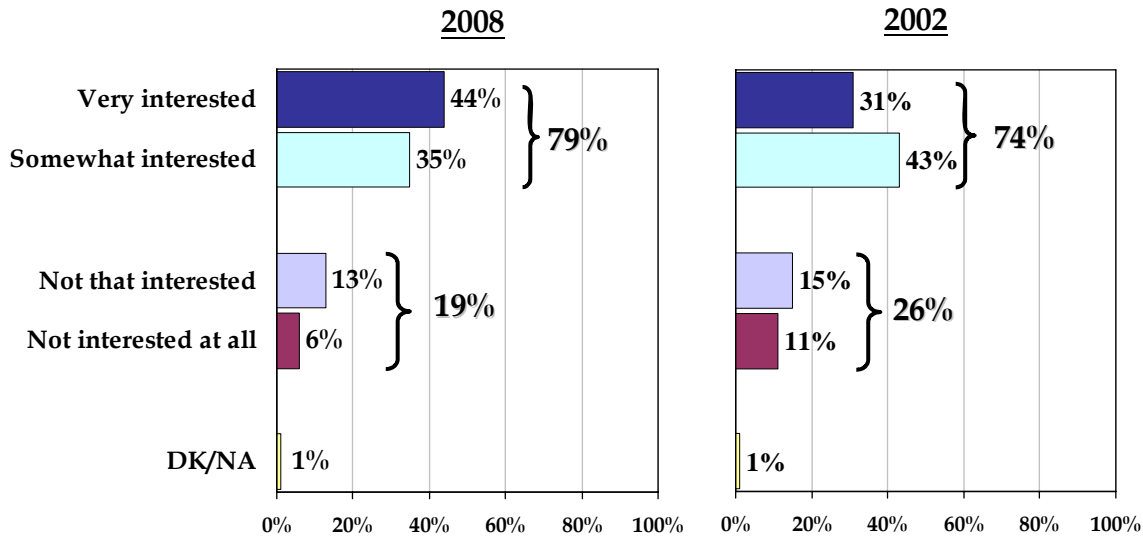
**The proportion saying their biggest concern is the impact on marine life rises with income**, from 35% among those earning under \$50,000 (to 25% for children/future generations) to 48% of those earning more than \$90,000 a year (to 24% for children/future generations).

### *Interest in Learning How to Reduce Pollution of Creeks and Beaches*

**Nearly eight in ten residents are interested in learning more about what they can do to reduce pollution of creeks and beaches, with 44% saying they are “very” interested and 35% “somewhat” interested.** Just 19% are “not that interested” (13%) or “not interested at all” (6%). Interest is up slightly from 2002. At that time, 31% said they were “very” interested in learning more – 13 points down from the current 44%. Overall, 74% were interested in learning more, compared to 79% today. Moreover, while 26% were not that interested or not interested at all in learning more at that time, a smaller 19% gave this response in the current study. Figure 13 illustrates the results.

**While high proportions of all subgroups in the current study are interested in learning more, women (49% very interested), in particular college-educated women (55%), are more likely to be “very” interested than men (39%).**

**Figure 13: Interest in Learning How to Reduce Pollution of Creeks and Beaches**



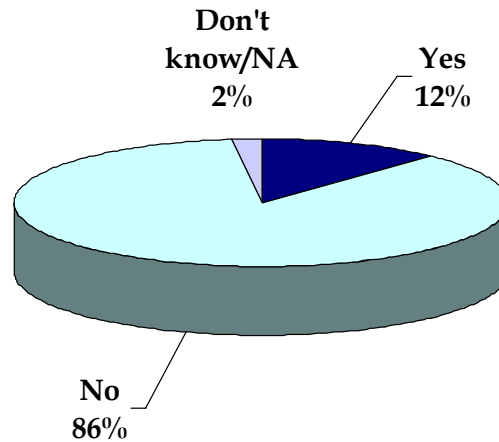
**CERTIFIED CLEAN WATER BUSINESS**

*Awareness of Certified Clean Water Businesses*

The vast majority of residents have not seen any restaurants, repair shops, or other businesses in Santa Barbara with a sign showing they are a Certified Clean Water Business (see Figure 14). High proportions of all subgroups have not seen signs indicating Certified Clean Water Businesses, with between eight in ten and nine in ten respondents in nearly every subgroup giving this response. Those under 30 are most likely to be familiar with this distinction, with 24% saying they had seen such signs.



**Figure 14: Awareness of Certified Clean Water Businesses**

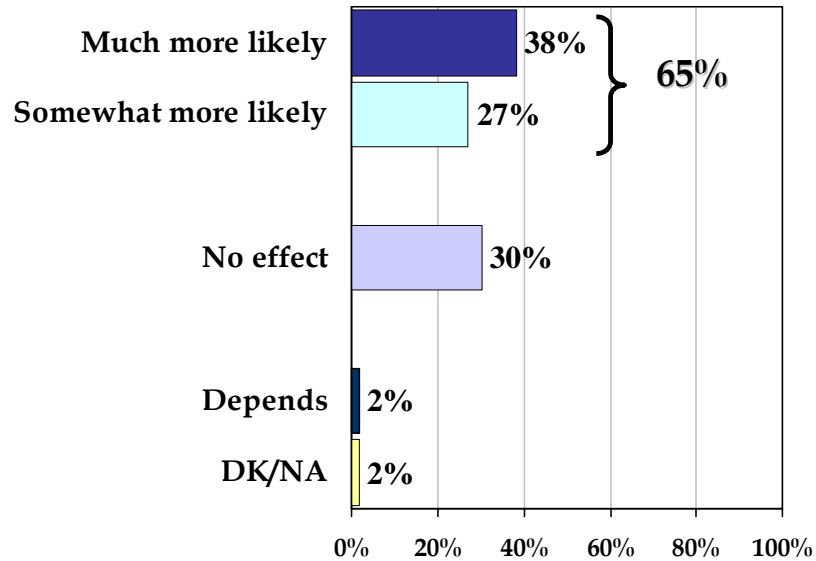


### *Impact of Clean Water Businesses on Patronage*

Nearly two out of three (65%) respondents say they would be “much” (38%) or “somewhat” (27%) more likely to visit a business that was officially certified by the city as a Clean Water Business. Just 30% say this would have no effect on their patronage (4% are unsure). Figure 15 illustrates the results.

There is little difference by subgroup in the proportion more likely to visit a business if it had a Clean Water Business Certification. Post-graduates (73%), those ages 40 to 64 (73%), and college-educated women (73%) are among the most likely to visit these businesses.

**Figure 15: Increased Likelihood to Visit a Business Certified as a Clean Water Business By the City**

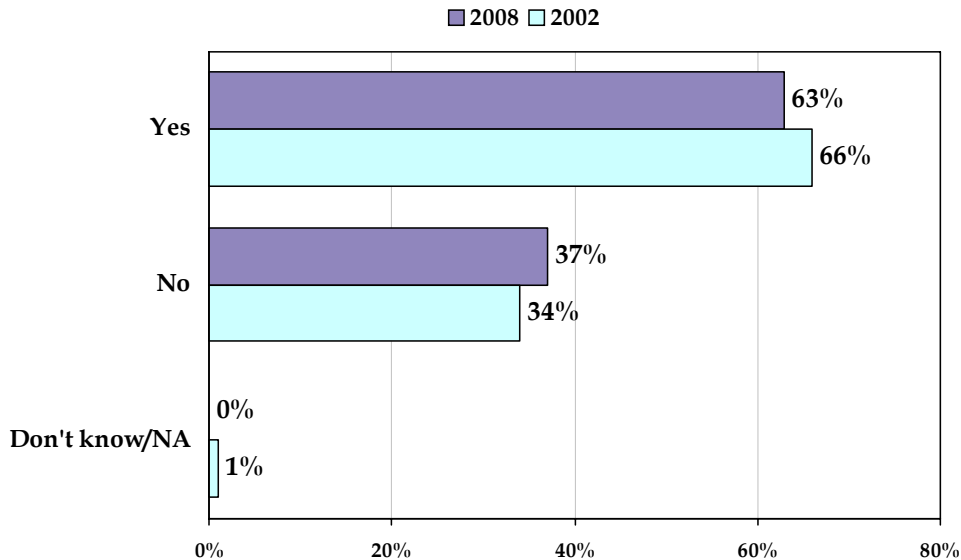


### USE OF BEACHES AND CREEKS

#### *Visit Local Creeks*

**Just over six in ten (63%) residents say they have visited one of the local creeks in the city of Santa Barbara or the area around Santa Barbara in the last year or two. Just 37% say they have not. As shown in Figure 16, this finding is little changed from 2002.**

**Figure 16: Have You Visited One of the Local Creeks in the City of Santa Barbara or the Area Around Santa Barbara in the Last Two Years?**



### Results Among Subgroups

The proportion who have visited a creek is higher among more advantaged socioeconomic groups, including homeowners compared to renters (67% to 58%); white residents compared to non-white residents (72% to 49%, in particular white men at 79% to 68% for white women); those with a college education (73%) compared to those with some college (60%) or less (45%); and those earning \$90,000 a year or more in household income (77%) compared to those earning less (57%). Those ages 30 to 39 (64%) and 40 to 64 (76%) are more likely to have done so than those older (46%) or younger (49%).

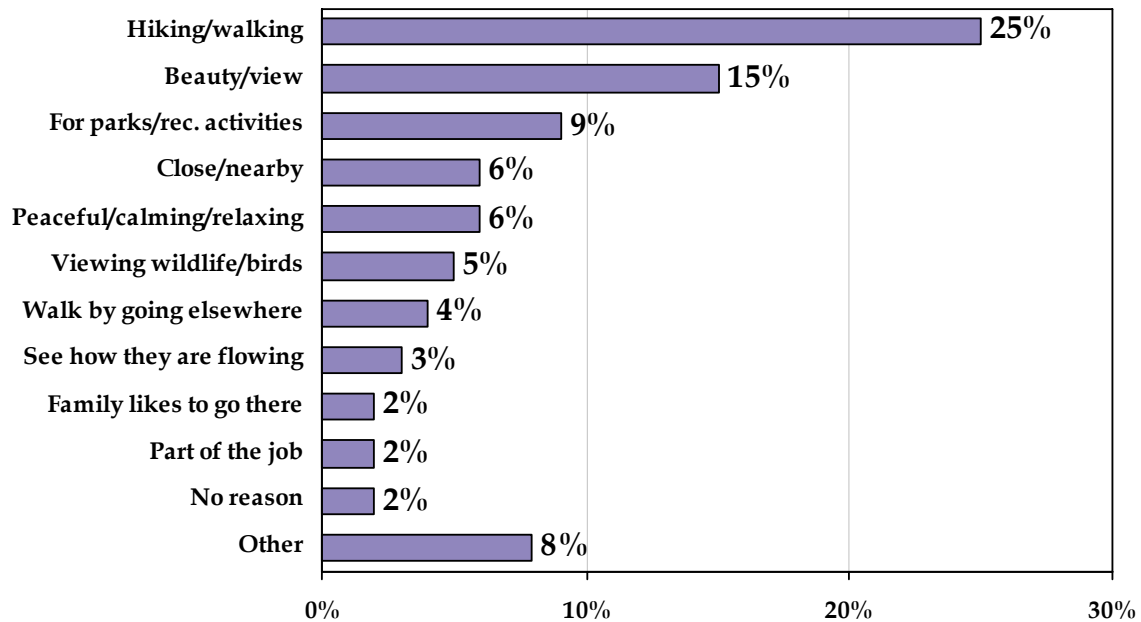
Residents of Goleta are less likely to have visited a local creek (50%) than those in Santa Barbara (65%), Carpinteria (70%) or other areas (79%).

**Those who visit creeks appear to be more likely to know that storm drain water is not treated, that water that is flushed down toilets and that goes down storm drains do not flow into the same underground pipes, that storm water pollution does not just come from a few big polluters, and that they live in a watershed.**

**Creek visitors are also more likely to have heard information on how to prevent storm water pollution**, but no more likely to know it came from the City or to be able to recall specific communications. **They are slightly more likely to have made a behavioral change** based on the information they have received than non-creek visitors. However, they are no more likely to know what happens to water that runs down the gutter.

When asked the main reason they like to visit local creeks, the highest proportion mentioned for recreation, including hiking and walking (27%) and for the parks and recreational activities (9%). Others mentioned the use of the water, including to swim (1%), fish (1%), or “see how they are flowing” (3%). Another 15% say the main reason they visit the creeks is for the beauty and the view (15%). Others go for relaxation (3%) and because the creeks are peaceful and calming (3%) or to view the wildlife and birds (5%). For others, the main reason is for family – as part of a family tradition (1%) or because the family likes to go there (2%). Some said they go there because it is close by (6%) or because they walk by on their way elsewhere (4%). Figure 17 illustrates the results. The verbatim responses follow this report.

**Figure 17: Main Reason for Visiting Creeks in This Area (Asked only of those who said they had visited creeks in the City of Santa Barbara or the area; n= 378; responses greater than 1% shown)**

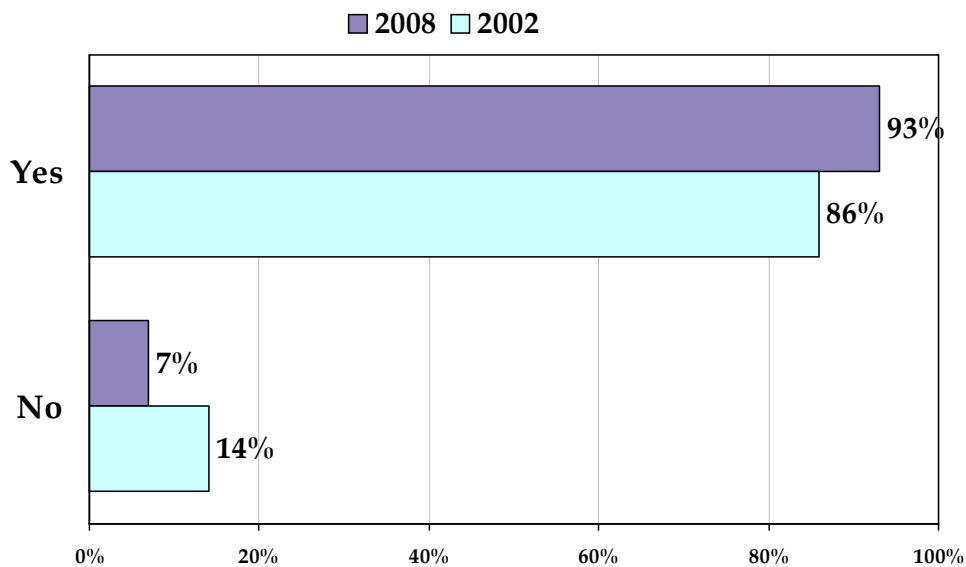


### *Visit Local Beaches*

**Nearly all residents have visited one of the beaches in the Santa Barbara area in the last year or two, with 93% giving this response.** The proportion who have been to a Santa Barbara area beach in the last year or two is up modestly from 2002 when 86% gave this response (See Figure 18).

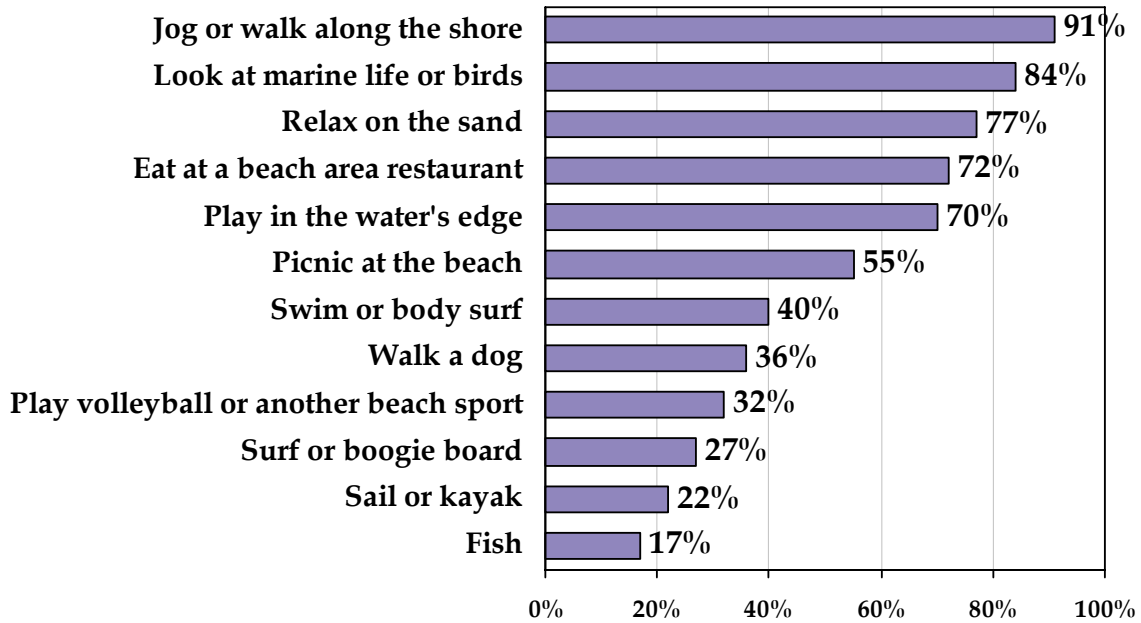
Seniors (16%), those with a high school education or less (14%), Latino residents (11%), and the least affluent (10%) are the least likely to have done so in the current study.

**Figure 18: Have You Visited One of the Beaches in the Santa Barbara Area in the Last Two Years?**



The most frequent beach activities are jogging or walking along the shore (91% usually do this activity), looking at marine life or birds (84%), relaxing on the sand (77%), eating at a beach area restaurant (72%), or playing in the water's edge (70%). Just over half (55%) say they picnic at the beach, while 40% swim or body surf, 36% walk a dog, and 32% play a beach sport, such as volleyball. Smaller numbers surf or boogie board (27%), sail or kayak (22%), or fish (17%).

**Figure 19: Activities Undertaken At Local Beaches** (*Asked only among those who said they had visited a Santa Barbara area beach in the last year or two; n= 556*)



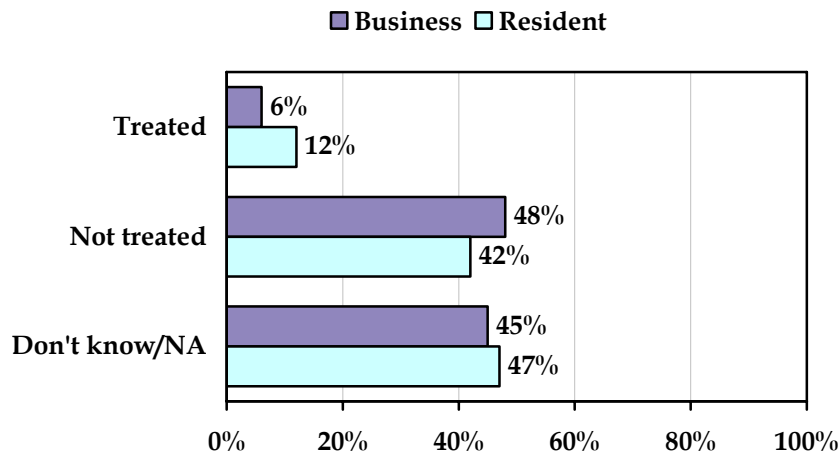
**DETAILED FINDINGS: BUSINESS STUDY**

Following are detailed findings from the business survey.

**Is Storm Water Treated?**

About half the business respondents – 48% -- knew that water in storm drains is not treated. These results are comparable to the 42% of residents of the study area who know that storm water is not treated.

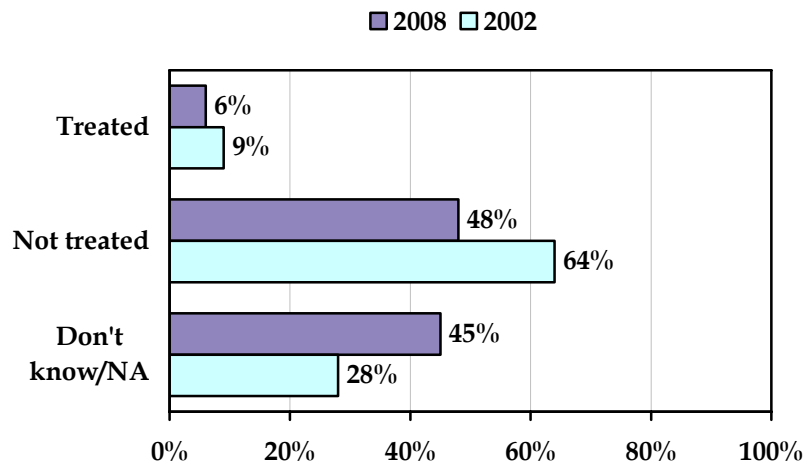
**Figure 20: Is Storm Water Treated ? (2008 Business and Residential Study)**



In 2002, the business survey found that 64% knew that water is not treated. This is one of several responses in which we see an apparent decline in awareness of how storm water systems work among business respondents. However, the small sample sizes, and the possibility of substantial variation in the types of businesses responding to the survey suggests that these differences may not reflect a change in the quality of the city's business outreach activities. Rather, this may simply reflect a change in the type of business that we reached this year.

For example, in the 2002 study, the mean number of employees from the companies we surveyed was much higher (37 compared to 24 in 2008) and the median was also higher (5 compared to 4 in 2008). This means that we interviewed more medium and large businesses in 2002 and more very small businesses in 2008. This alone might account for the apparent decline in understanding of how the storm drain systems work.

**Figure 21: Is Storm Water Treated? (2002 and 2008 Business Surveys)**



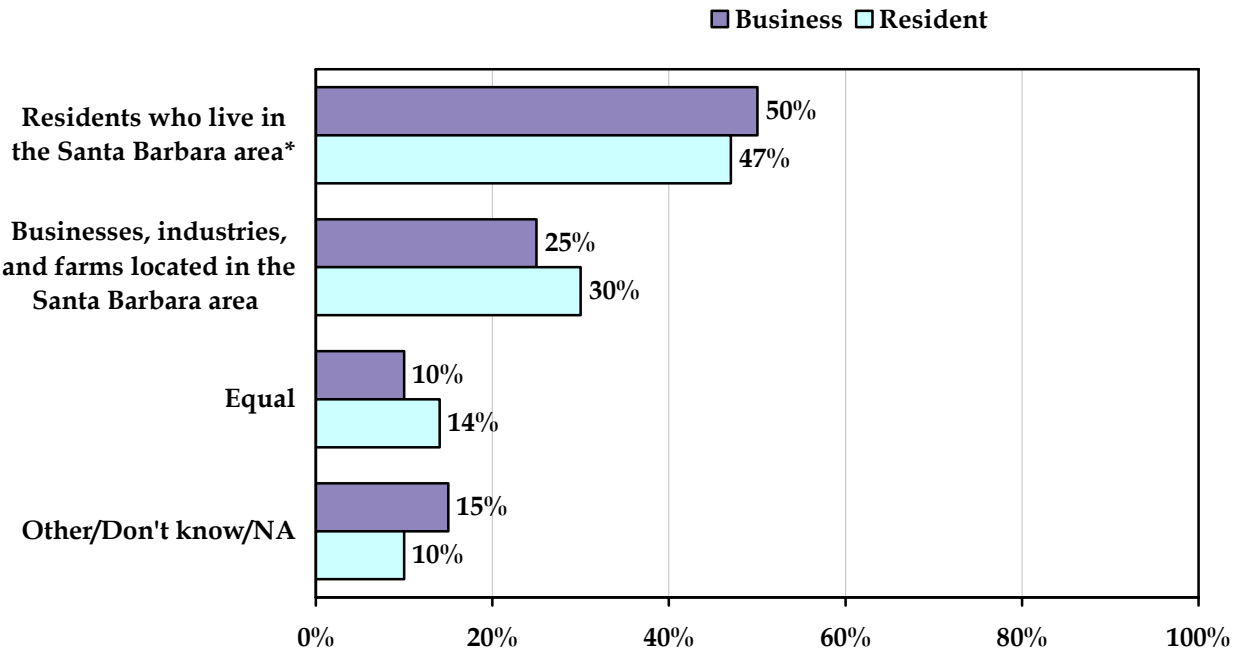
### **Biggest Source of Pollution**

Again, we found comparable results in the business and the residential study when we asked whether local “businesses, industries, and farms” are a bigger source of pollution of ocean and creek water compared to residents.

Among residents, 30% thought that business was a bigger source of pollution and 47% said that residents were the main local source. The comparable figures among businesses was 25% who said business was a bigger source of pollution, with 50% who said it was local residents.



**Figure 22: Which is the Biggest Source of Pollution of Local Oceans and Creeks? (2008 Business and Residential Surveys)**



**BUSINESS ACTIVITIES RELATED TO STORM WATER POLLUTION**

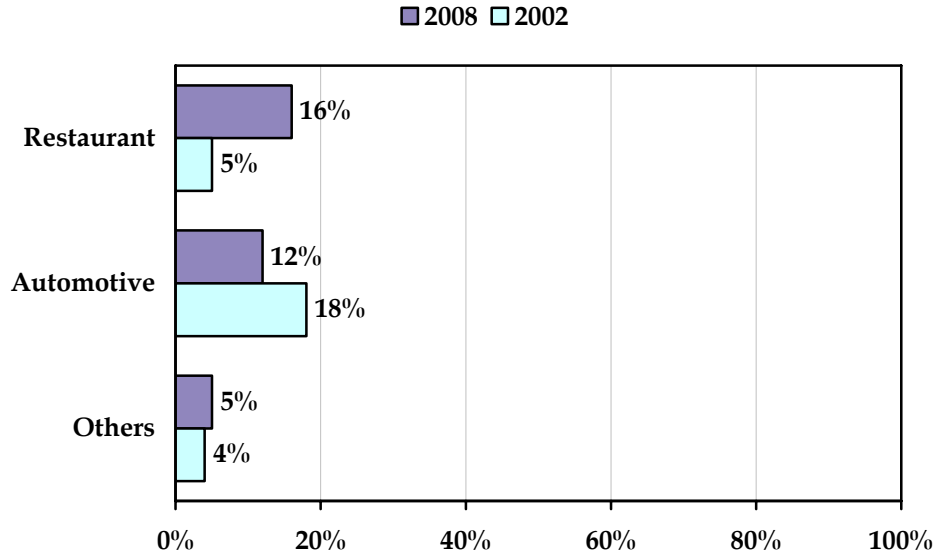
**Does Your Business Cause Storm Water Pollution?**

Only 5% of businesses other than restaurants, auto repair businesses, and mobile businesses, say that “procedures or activities” associated with their business results in “any materials going into the streets, alleys, gutters, or storm drains” including “dirt, litter, food waste, water, chemicals, oil, grease, detergents, or any other liquid or solid materials.”

The comparable figure in the 2002 study was a very similar 4%.

Among restaurants, the figure is 16%, while among auto businesses the figure is 12%. In 2002, that figure for auto businesses was a similar 18% and for restaurants was a lower 5% (a difference that is not statistically significant at this sample size).

**Figure 23: Does Anything Your Business Does Result in Liquid or Materials Going into the Street? (2002 and 2008 Business Surveys)**

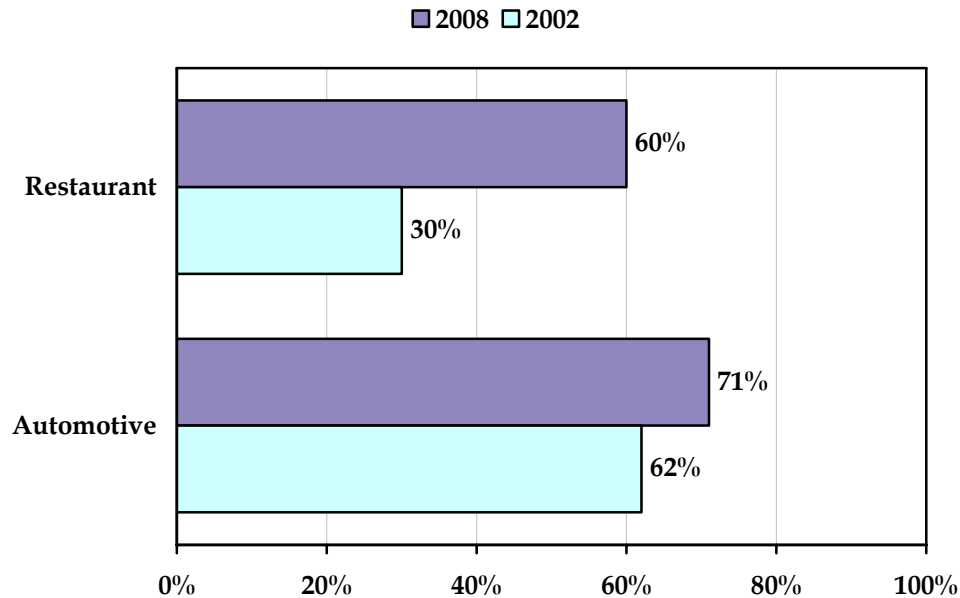


### **Does Your Business Take Action to Prevent Storm Water Pollution?**

We asked any business that says its practices cause water or other materials to go in the storm drains, plus all restaurants, mobile businesses, and auto repair businesses, if they currently take any action to prevent “water from your business going into the street or storm drains.” In fact almost all of these responses came from auto repair businesses and restaurants.

In 2008, we see that 60% of restaurants and 71% of auto repair businesses say their business has taken steps to prevent pollution of storm drains. This compares to 30% of restaurants and 62% of auto repair businesses in 2002, so there appears to be an increase in the number of such businesses taking action to prevent storm water pollution.

**Figure 24: Does Your Business Take Any Actions to Prevent Materials from Going in Storm Drains?**



We then asked those who said their business was in fact taking such steps to share the specific actions they are taking. The actual responses are presented below:

- *I don't use a lot of water*
- *All our water goes down our drains and not the storm drain*
- *All spills wiped up immediately all recycled*
- *Any water outside of our company is pumped out.*
- *Catch drains*
- *Clean creek certified do a lot of stuff*
- *Clear water certificate*
- *Disposal policies*
- *Don't wash mats outside*
- *Drain cans under leaking cars*
- *Fixed the trash can that were leaking*
- *Flushing machines which catches fluids*
- *Grease pits oil pits containment*
- *Gutters that keep water in shop*
- *I don't know*
- *Mop*
- *Mopping up*
- *No longer have any outside activities all takes place indoors with containment*

- *No water used*
- *Oil drums*
- *Pour into gutters*
- *Recycle*
- *Recycle*
- *Recycling traps*
- *Reminding employees to clean up and be caution of what they do*
- *Take vehicles to car wash*
- *Trapping grease*
- *Use filtered water*
- *We dig a ditch to keep the water contained*
- *We don't use water here*
- *We don't use water outside the shop*
- *We have a pump that collect waste water*
- *We have a water trap*
- *We have waste oil tanks*
- *We mop up the residue left not wash it with a hose*
- *We send cars to detail shops*
- *We try to catch everything into safe containment*
- *We use a water clarifier*
- *We use our guidelines to follow all correct procedures*
- *All our mats are washed indoors, we sweep outside, we do not take a hose and wash the streets*
- *Cigarettes in butt cans*
- *Do not discard any soap products*
- *Grease interceptors*
- *Grease trap*
- *I do not discharge water on the street*
- *Mop a lot*
- *Mop water is not dumped into street*
- *Pump the water*
- *There is no dumping of water except into proper waste containers*
- *Use organics*
- *Use to wash outside but don't do any more*
- *Vehicle maintenance at the shop only*
- *We don't pour any water down the drain*
- *We don't pour any water form here onto the streets*
- *We have a grease trap*
- *We have a water filtration system it prevents chemicals from entering the drain.*
- *We monitor everything going down drains and any medical waste is properly*
- *When cleaning is done on an outside area it is mopped only*

## Pollution-Causing Activities

We then asked the businesses to tell us if any of eight potentially pollution-causing activities take place at their worksite.

The activity most likely to be taking place is using water in an outdoor area for cleaning or washing. Thirty percent of restaurants and 34% of auto repair businesses say this happens at their workplace.

The next most common activity is hosing down a sidewalk, driveway, or alley adjacent to their business. Thirty-five percent of restaurants and 32% of auto repair businesses say this happens.

Third, we find that 28% of restaurants and 27% of auto repair businesses say they use soaps or cleaning materials outside.

Fourth, we find that 44% of auto repair businesses say they have fuel or oil leaks from vehicles they use or are on their property.

Responses are compared to those in 2002 in the table below:

**Table 7: Proportion Who Say Each of the Following Ever Takes Place as Part of Their Business Activities 2008 and 2002 ( Results among those in automotive or restaurant business. N=40 for each group in each year)**

Item	Year	Restaurant n=40	Auto n=41
Someone hoses down a sidewalk, driveway, or alley adjacent to your business	2008	35%	32%
	2002	NA	NA
Water is used in an outdoor area for cleaning or washing	2008	30%	34%
	2002	33%	43%
You use soaps or cleaning materials outdoors <sup>1</sup>	2008	28%	27%
	2002	5%	30%
Litter overflows from trash bins at your business <sup>2</sup>	2008	18%	0%
	2002	3%	5%
Food, grease, or oil is washed off of mats outdoors on your property	2008	15%	0%
	2002	13%	3%

Item	Year	Restaurant n=40	Auto n=41
You move dirt or soil <sup>3</sup>	2008	8%	2%
	2002	8%	13%
You use chemicals or pesticides outdoors <sup>4</sup>	2008	5%	10%
	2002	3%	18%
You have any fuel leaks or oil leaks from vehicles you use or that are parked on your property <sup>5</sup>	2008	5%	44%
	2002	15%	32%

### Restaurants: Washing Floor Mats Outside

We saw above that only 15% of restaurants say they wash off food or grease on mats outdoors. In a follow-up question asked of restaurants, we found that 55% say they have equipment or facilities that allow them to wash their mats off inside.

### Reasons for Not Doing More to Prevent Pollution

Of the businesses that that say they release water or other materials into the street or storm drains, 24% claim that they do not cause any polluted water to enter storm drains. That is, one on four businesses that are in fact allowing pollution-causing actions as part of their business practices do not think that they are causing pollution. However, this finding represents a relatively small number of businesses overall (roughly 25% of 5% or 1.2% of local businesses).

Of those that admit that their businesses are causing some kind of polluted water to enter storm drains, we found the following:

- 74% would “like to do more to prevent polluted water from entering storm drains,” but they are “not sure what to do.”
- 68% say they “are already doing everything possible to prevent polluted water from entering storm drains.”
- 21% say they “just don’t have time to deal with this issue.”

- 11% say “it’s just too expensive to do more to prevent polluted water from entering storm drains.”

### ATTITUDES ABOUT STORM DRAIN REGULATIONS

We then asked business representatives if they approve or disapprove of current city and county “regulations to control business and industry practices that might affect what goes in the storm drain.” Those most directly affected by the regulations – restaurants and auto repair businesses – were the most likely to approve of such regulations. That is, 84% of restaurants approved, along with 63% of auto repair businesses, compared to 45% of all other types of businesses.

The proportion who disapprove of the regulations is slightly higher among companies with annual revenues of \$1 million or less compared to companies with larger annual revenues.

In the 2002 survey we found that 65% of restaurants and 75% of auto repair businesses approved of the regulations, and about 58% of other businesses. . Thus there has been a significant increase in approval of the regulations among restaurants, and what may be a significant decrease in approval among businesses other than restaurants, mobile businesses, and auto repair businesses. However, we did not see an increase in disapproval among these businesses, but rather an increase in the proportion who were not sure.

However, there has been no significant change in the proportion who support stronger enforcement of these regulations: it was 83% in 2002 and it remains 77% now. That includes 52% who strongly support stronger enforcement of these regulations.

We do see less interest in stronger enforcement of such regulations among auto repair businesses, at 54%.

### INFORMATIONAL MATERIALS

Ten percent of businesses overall have received informational materials from the city related to “management practices that would reduce pollution of the creeks and oceans.” This is a somewhat lower proportion than the 17% who say they received such materials in the 2002 study. However, the proportion of restaurants who have received the materials (23%) and auto repair businesses (32% ) is very similar to what was seen in 2002.

We also see far greater likelihood of having received these materials among the largest businesses (those with 26 or more employees).

Twenty-seven percent of those who received the materials say they still have them, which is nearly identical to the 29% who made that claim in 2002.

Of those who received the materials, 41% say their company made changes to their business “policy or practices as a result of reading those materials.” That figure was 26% in 2002. This 2008 figure includes 60% of restaurants and 47% of auto repair businesses, plus 38% of other businesses.

### **AWARENESS OF REGULATIONS**

#### **Regulations For Auto Repairers**

Auto repair businesses were asked if they were aware of two “rules related to pollution prevention and the automotive business.” Nearly all those interviewed were aware of the two rules:

- 95% were aware that you cannot wash or steam clean pavement, gas stations, or auto repair stations if the contaminated water would leave your property and go into a storm drain. The comparable figure in 2002 was 80% and that difference is significant.
- 93% were aware that you cannot allow any runoff water, soaps, or solvents used for cleaning vehicles to leave your property and run into a storm drain. The comparable figure in 2002 was 75%. That difference is also statistically significant.

#### **Regulations For Restaurants**

Awareness appears to have increased (although the differences are not statistically significant at a 95% confidence level) among restaurants owners and managers for three rules:

- 80% were aware that restaurants cannot wash sidewalks with soap or solvents if the runoff would go into the storm drain. That figure was 73% in 2002, which is not a significant difference.



- 73% were aware that restaurants are not permitted to wash kitchen mats outside if the water runs into storm drains. The figure in 2002 was 60%.
- 70% were aware that restaurants cannot wash down tables or floors of outdoor eating areas if the water would run into storm drains. That figure was 60% in 2002, again not a significant difference.

### **MOTIVATION TO REDUCE STORM WATER POLLUTION**

Automotive businesses, restaurants, mobile businesses, and other businesses that say their business has practices that result in polluted materials entering the storm drains were asked about possible motivations to encourage their business “to do more to prevent liquids and materials from going into the storm drains.” Response to these items was very powerful.

- 79% said it would be very important to them to know that “pollution of our creeks and oceans is creating a major health hazard.” The comparable figure in 2002 was a near-identical 82%.
- 78% said it would be very important to them if their actions ended up saving them money and increasing their profits. This is nearly identical to the comparable figure in 2002.
- 71% said it would be very important to them if their actions helped attract more customers to their business. The comparable figure in 2002 was 59%. This was especially motivating to restaurants.
- 71% said it would be very important to them if there were a “grant program from the city to help your business pay for pollution prevention equipment.” Restaurants really liked this.
- 60% said it would be very important to them if there were “substantial fines for violating regulations against storm water pollution.” The comparable figure in 2002 was a higher 74%. Again, this was especially motivating to restaurants.
- 59% said it would be very important to them if the city “paid for advertising telling customers you are a clean water business.”

- 50% said it would be very important to them if the city provided them with “written materials or videos on how to prevent pollution from entering storm drains.” Restaurants were especially enthusiastic about this.
- 50% said it would be very important to them if the city provided in-person training on how to prevent pollution from entering storm drains. Again, restaurants really liked this idea.

Nearly two-thirds (62%) of the businesses asked about the importance of city materials said they would prefer that such materials be in both English and Spanish. Fully 70% of restaurants said they wanted the materials in Spanish.

### **CLEAN WATER BUSINESSES**

Seventeen percent of local businesses said they were aware of the Certified Clean Business program. This is comparable to the 12% of residents who say they have seen a business that was certified under this program. Among auto repair businesses, 31% were aware of the program.

**VERBATIM RESPONSES**

**RESIDENTIAL SURVEY**

**Q7: WHY DO YOU LIKE TO VISIT THE CREEKS IN THIS AREA? (N = 378)**

**BEAUTY/VIEW**

- LOOK AT THE WATER
- TAKING PHOTOS, NICE TO TAKE PICTURES
- JUST TO SEE NATURE
- \*WALK AND SEE THE VIEW
- FUN TO LOOK AT
- BEAUTIFUL
- JUST THE NATURAL BEAUTY
- SCENERY
- LIKE TO TAKE PHOTOS
- I LIKE THE SCENERY.
- NATURAL BEAUTY
- ITS NATURAL BEAUTY AND IT RUNS THROUGH MY PROPERTY.
- SCENERY
- THEY ARE PRETTY
- RE-LANDSCAPED IT - RESTORED IT TO IT'S NATURAL STATE
- BEAUTIFUL TO VISIT
- SCENIC SPOT
- IT'S GOOD TO LOOK AT
- THE VIEW
- LOOK AT THEM
- BEAUTY
- THEY ARE PRETTY
- LOOKING AT WATERS
- ENJOY THE BEAUTY OF THE CREEKS.
- TREES AND FROGS
- BEAUTIFUL SCENERY
- NATURAL BEAUTY
- ENJOY LOOKING AT THE WATER
- PRETTY
- I LOVE THE SCENERY.
- GO TO THE PARKS CAUSE THEY'RE PRETTY
- WALKING TO ENJOY THE SCENERY
- I LIKE THE SCENERY.
- BEAUTY
- BECAUSE IT'S NATURE
- JUST PASS BY SIT AND LOOK AT THE WATER
- RECREATION
- I LIKE NATURE!
- WE DON'T HAVE CREEKS LIKE THIS WHERE WE LIVE.
- \*JUST TO VIEW THE NATURAL BEAUTY
- THE BEAUTY
- SEE HOW MUCH WATER IS IN CREEK
- THE WATER IS A BEAUTIFUL SIGHT
- BEAUTY

- VIEWING THE BEAUTY
- THE CREEKS ARE PRETTY
- ENJOY THE SCENIC WALK.
- JUST TO ENJOY THE BEAUTY OF IT
- ITS PRETTY
- I ENJOY THE SCENERY.
- I LIKE TO LOOK AT THE CREEK BEHIND MY HOUSE
- SCENIC
- LIKE TO HANG OUT BECAUSE ITS PRETTY
- THEY ARE BEAUTIFUL
- TO SEE CLEAN WATER
- THEY'RE BEAUTIFUL, AND I VISIT THE ONE RIGHT NEXT TO MY HOUSE ALL THE TIME.
- SCENIC
- NATURAL BEAUTY
- TO LOOK AT THE SCENERY AND MAKE SURE THEY ARE FREE OF TRASH
- NICE SCENERY
- TO GO AND BE WITH NATURE
- VEGETATION GROWING
- THEIR BEAUTY
- BEAUTIFUL NATURE
- BECAUSE ITS NICE AND I LIKE THE SCENERY
- THEY ARE BEAUTIFUL TO SEE BORN AND RAISED ON SANTA BARBARA
- NO PARTICULAR REASON EXCEPT TO DO WORK AROUND THE AREA OF THE CREEK, I PICK UP GARBAGE TO MAKE IT LOOK NICE
- BECAUSE ENJOY NATURE AND ITS NATURAL

#### **PEACE AND QUIET**

- THE PEACE AND QUIET.
- \*IT' VERY QUIET THERE
- IT'S PEACEFUL
- I WALK BY IT WHEN I WALK INTO TOWN AND I LIKE THE PEACE AND QUIET
- IT PLEASANT TO BE OUT SIDE IN THE PEACE AND QUITE.
- IT REMINDS ME OF THE RELATIONSHIP TO NATURE
- BECAUSE IT IS SOOTHING, MOST OF THE TIME IT IS REALLY NICE.
- NICE AND PEACEFUL.
- THEY ARE BEAUTIFUL
- PEACEFUL AND I ENJOY THE NATURE
- JUST LIKE THE PEACEFULNESS AND ITS FUN
- JUST TO GET A NATURE CRUISE.
- I LIKE GOING THE CREEKS BECAUSE IT IS PEACEFUL NICE AND QUIET
- ITS VERY PEACEFUL

#### **FAMILY LIKES IT**

- MY KIDS LIKES TO GO
- I LIKE TO TAKE MY GRANDKIDS TO THE BEACH.
- KIDS

- THE BEAUTY THEY HAVE AND I HAVE GRANDCHILDREN AND THEY LIKE TO PLAY IN THE CREEKS
- WALK WITH GRANDCHILDREN
- THE KIDS LIKE TO GO THERE AND PLAY
- GOES TO THE BEACH OR CREEK WHEN ATTENDING OTHER PLACES OF INTEREST NEARBY

#### **FAMILY TRADITION**

- GREW UP AROUND MISSION CREEK. NICE AND QUIET.
- INTERESTED IN THE AREA HAVE BEEN DOING IT SINCE I A CHILD
- BEEN GOING SINCE I WAS A KID

#### **RECREATIONAL ACTIVITIES**

- RECREATIONAL
- RECREATION USE
- RECREATION
- RECREATION
- RECREATIONAL
- USED TO GROW NATIVE PLANTS AND PLANT THEM IN THE CREEK AREA
- BIKE PATH
- RECREATION VIEW
- OUTDOOR FACTOR-NATURE
- RECREATION
- RECREATION
- RECREATION
- \*RIDING BIKE TRAILS.
- RECREATION
- RECREATION
- RECREATION
- RECREATION AND BEING IN NATURE
- BECAUSE OF CAMPING AND HIKING.
- THE RECREATION AREA
- BAR B QUE
- RECREATION
- RECREATIONAL
- RECREATION
- I LIKE TO ENJOY THE PARKS AND VISIT THE MUSEUMS IN SOME OF THEM.
- FOR THE RECREATION
- BICYCLING
- FIELD TRIP
- RECREATION
- RECREATION
- WALK IN, RECREATION
- RECREATIONAL PURPOSES.
- BECAUSE THEY ARE BY PARKS
- RECREATION
- RECREATIONAL
- RECREATIONAL PURPOSES

- TO TAKE THE KIDS OUT FOR PICNICS

#### **CLOSE/NEARBY**

- THEY ARE CLOSE TO THE NEIGHBORHOOD
- IT'S BY MY HOUSE
- LIVE RIGHT NEXT TO IT AND ENJOY IT
- I WALK TO THE GYM & I WALK PAST LAS VEGAS CREEK.
- LIVE BY THE CREEK
- ON PROPERTY
- I LIVE SO CLOSE.
- WE ARE NEAR IT. AND THE NATURAL HISTORY MUSEUM.
- LIVE IN THE AREA
- NEXT TO BEACH
- I LIVE ON THE PROPERTY
- BECAUSE MY SON LIVES BY THE A CREEK IN THE AREA.
- LIVES NEXT ONE
- LIVE RIGHT NEXT TO ONE
- LIVE BY ONE
- PROXIMITY TO WHERE I LIVE.
- PROXIMITY TO THE BEACH
- IT'S ACROSS FROM MY HOUSE
- ADJACENT TO PROPERTY
- WE LIVE VERY CLOSE TO THE CREEK
- CLOSE BY MY HOUSE LOOK AT THE WATER WHEN IT RAINS, TAKE MY GRANDDAUGHTER TO SEE ALL THAT GOD CREATED
- I LIVE RIGHT NEAR THEM
- LIVE NEAR IT
- BY MY HOUSE
- ITS ON HER PROPERTY
- LIVE NEAR BY
- I WORK NEAR THE CREEK
- NEXT TO RESTAURANTS
- LIVE CLOSE TO ONE
- RIGHT BY HOUSE

#### **COOL IN SUMMER**

- COOL OFF
- LIKE THE SHADE AND SOUND OF WATER
- SUMMER GET OUT AND MOVE ABOUT

#### **SWIMMING/GO IN WATER**

- SWIMMING
- FOR THE KIDS TO PLAY IN THE WATER
- SWIMMING
- SEE WATER MEANING
- FISHING
- FISH

## HIKING/WALKING

- BECAUSE OF HIKING.
- WE WERE HIKING
- HIKING
- HIKING. BEING WITH NATURE.
- WALKING, HIKING, BIKING
- WALK DOGS
- HIKING
- HIKING
- TAKE WALKS THREE TIMES A WEEK
- HIKING
- DAY HIKE
- WALKING
- GOING HIKING
- HIKING
- HIKING
- HIKING
- PLEASANT WALK
- I LIKE TO GO HIKING AROUND THE CREEKS
- I LIKE TO HIKE.
- I LIKE TO HIKE AND A LOT OF THE TRAIL GO BY THE CREEKS
- HIKING
- RUNNING AND BEACH ACCESS
- HIKE
- STROLL, WALK
- HIKING
- HIKE
- WALK DOGS
- HIKING
- HIKING
- GO HIKING
- I LIKE TO HIKE ALONG THE CREEKS
- WALK ALONG WITH SENIORS
- HIKING
- HIKING.
- WALKING
- TAKING A WALK
- WALKING
- I HIKE IN THE MOUNTAINS
- WALKS
- WALKING IN THE EVENING.
- HIKING ALONG THE CREEK
- LIKE TO GO HIKING
- HIKING
- HIKING AND THE NATURAL BEAUTY OF THE SETTING
- THE NATURE OF IT - WALK, EXERCISE, PLEASURE
- HIKE
- I LIKE TO RUN



- FOR WALKING.
- HIKE
- WALKING
- HIKING
- HIKING
- WALKING TO STORE
- HIKING
- I WALK OVER IT WHEN I GO FOR A WALK
- HIKING
- NATURE WALKS
- WALK
- THE SCENERY LIKE RATTLE SNAKES TAKE A HIKE UP THERE
- I LIKE TO HIKE
- I LIKE TO HIKE ALONG THE LOCAL CREEKS
- I ENJOY THE WALK
- HIKING INTO THE BACK COUNTRY.
- WALK
- I JUST LIKE TO WALK ALONG THE CREEK
- I WALK A LOT AND WALK BY THEM ON YOUR WALKS AND THEY ARE NICE TO LOOK AT.
- TAKE MY STUDENTS ON FIELD TRIP AND WALK BY IT
- I LIKE TO HIKE THERE
- RECREATION SUCH AS WALKING FOR EXERCISE
- WALKING
- HIKE ON THEM AND YOU CAN'T GO VERY FAR WITH CROSSING ONE.
- TAKING A WALK
- HIKING
- FOR HIKING
- I LIKE TO WALK
- TO GO HIKING
- WALKING
- \*I LIKE TO HIKE ALONG THE CREEK
- JOGGING ALONG THE CREEK
- I LIKE TO GO HIKING.
- HIKING RECREATION
- HIKING OR RUNNING
- FOR WALKING.
- I HIKE
- HIKING
- HIKING
- HIKING
- MOSTLY HIKING.
- WALKING HIKING REC
- WE HIKE A LOT
- WALK MY KIDS TO SCHOOL
- BECAUSE ITS ON HER WALKING TRAIL
- JUST PASSING OR WALKING ENJOYING FOR PLEASURE WALKING
- HIS ADULT EDUCATION CLASS WALKS THE CREEKS ONCE A WEEK
- EXPLORATION HIKING OF AREAS- I ENJOY THIS
- KIDS LOVE TO GO HIKING

- LIKE WALKING THE CREEKS
- WALKING
- HIKING

#### **DOG ACTIVITIES**

- WALK MY DOG AND LISTEN TO NATURE
- TAKE DOG TO HENRYS BEACH, BEAUTY.
- A NICE PLACE TO WALK THE DOG.
- WALK DOG
- WALK THE DOGS AND ENJOY THE SCENERY
- WALK DOG
- WALK THE DOG
- I LIKE TO WALK MY DOGS THERE

#### **WILDLIFE**

- ENJOY NATURAL SETTING.
- I LIKE TO ENJOY THE BEAUTIFUL NATURAL LANDSCAPES.
- WATCHING DUCKS IN THE POND AND THE BIRDS AND SWAMPLANDS
- NATURE
- THEY ARE KINDA NEAT, YOU CAN SEE BIRDS
- FOR THE VIEW, WATCH THE BIRDS
- ANIMAL LIFE AND NO.
- THE WILD LIFE,
- WILDLIFE
- I LIKE TO LOOK AT THE WILDLIFE
- IS LIKE TO LOOK AT BIRDS
- TO SEE WILDLIFE
- BIRDS
- GETTING OUT INTO NATURE I LOVE WATER BEACHES WATER AND WAVES
- LOOK FOR BIRDS
- TO ENJOY NATURE
- ENJOYING BIRD WATCHING
- I LIKE TO WATCH THE WILDLIFE
- I LIKE TO WATCH THE DIFFERENT BIRDS ATTRACTED TO THE AREA
- BECAUSE I LIKE NATURE
- THE WILDERNESS
- NATURAL HABITAT
- OBSERVE WILD LIFE
- VIEWING THE WILDLIFE
- I WANT TO SEE HOW POLLUTED THEY ARE
- BECAUSE OF THE NATURAL BEAUTY
- I ENJOY THE SOUNDS OF THE WATER AND BIRDS.

#### **PICNICKING**

- BBQ CREEK
- PICNICS

### **WALK BY IT**

- I LIKE TO HIKE & YOU HAVE TO CROSS CREEKS WHEN YOU HIKE.
- WALK BY THE CREEKS ON THE WAY TO WORK
- \*ITS RIGHT WHERE I WALK
- WE WALK QUITE A BIT, AND WE PASS BY CREEKS AS WE WALK.
- WALK BY DAILY
- CROSS THE BRIDGE AS I AM WALKING TO MY HOME
- WHEN I WALK ACROSS TO GO DOWNTOWN
- \*TO GET OUT IN THE WOODS
- JUST HAPPENED TO BE GOING BY IT.
- \*ON MY WAY INTO TOWN I WALK PAST THE CREEK.
- \*I RIDE MY BICYCLE OVER A CREEK EVERY DAY
- \*DRIVE OVER IT EVERYDAY
- I HAVE TO CROSS FOUR OR FIVE OF THEM JUST TO GET INTO TOWN.
- ON THE WAY TO THE BEACH
- \*WALK BY TO GET TO THE BEACH
- WALK BY
- IT'S WHERE THE BOTANICAL GARDEN IS LOCATED

### **SEE WATER**

- WANT TO SEE WHAT'S GOING ON AND LOOK AT MARINE LIFE
- WATCH THE WATER RUN
- I LIKE SEE THE WAY THE WATER FLOWS
- RUNNING WATER
- MEASURE THE WATER
- WATCH WATER GO OVER ROCKS
- I LIKE TO SEE HOW THE CREEKS AFTER A RAIN.
- SEE HOW THE WATER IS
- TO CHECK ON THE POLLUTION
- I LIKE TO SEE HOW MUCH WATER COME DOWN FROM THE MOUNTAIN
- THE RIVER
- \*TO SEE HOW THEY ARE FLOWING.
- I LIKE TO SEE THE WATER COME DOWN. THE VIEW
- HOW MUCH WATER IS IN THE CREEK
- WANTED TO SEE HOW MUCH RAIN TO FILL CREEKS. WATER LEVEL

### **RELAX**

- RELAXING
- TO RELAX
- RELAXING
- IT'S RESTFUL
- RELAX AT THE CREEK
- JUST TO LAY DOWN AND RELAX
- PLACE TO RELAX
- RELAXING AND WORKING
- TO RELAX

### **PART OF MY JOB**

- BECAUSE OF WORK
- PART OF MY JOB. WORK FOR FISH AND GAME
- RESEARCH OF THE CREEK.
- VOLUNTEER FOR BIRD RESCUE GROUP
- WORKING PURPOSE
- IT IS PART OF MY JOB
- SCHOOL TRIP TO TEACH CHILDREN WHERE THE WATER COMES FROM AND GOES TO
- WORKING PURPOSE
- INVOLVED WITH THE CITY IN MAINTAINING CLEAN BEACHES AND CREEKS
- TO MAINTAIN CREEK ON PROPERTY
- CLEANED CREEKS WITH NETS
- A LOOK TO SEE WHO IS LITTERING AND TRY TO KEEP THE AREA CLEAN, PICK UP GARBAGE TO KEEP FROM ENTERING THE OCEAN WATER.

### **OTHER**

- ITS THE SAFEST PLACE TO WALK
- LIKE GOING TO GET AWAY FROM EVERY THING
- I WANT TO SEE IF WE ARE HAVING ANY RAIN.
- CLEAN AND NICE
- CHECK POLLUTION
- USUALLY TO VOLUNTEER CLEANUP
- GET AWAY FROM CITY
- BIKING
- NEAR NATURE
- TO HELP WITH CREEK RESTORATION EFFORTS. REMOVING TRASH AND DEBRIS

Q17: WHAT CHANGES DID YOU MAKE TO YOUR BEHAVIOR AFTER SEEING INFORMATION ABOUT IMPACT OF POLLUTED WATER IN STORM DRAINS?  
(N = 249)

**DON'T USE CHEMICALS OR FERTILIZERS**

- KEEP CHEMICALS OUT OF DRAINS
- DON'T USE FERTILIZERS
- WE USE BIO-DEGRADABLE SOAPS, PLANTED SOME TREES
- STOP USING CHEMICAL CLEANERS
- USED BIODEGRADABLE SOAP TO WASH CAR.
- HOW MUCH FERTILIZER HE PUTS IN YARD
- \*USING LESS PESTICIDES.
- I STOPPED USING PESTICIDES AND HERBICIDES IN MY YARD
- DON'T USE CHEMICALS
- CHANGE ALTERNATIVE CLEANERS
- DON'T LET THE WATER RUN DOWN DRAINS ANY MORE PESTICIDES OR IN THE TOILETS
- USING BIODEGRADABLE HOUSE HOLD PRODUCTS
- I STOPPED USING PESTICIDES IN MY YARD.
- \*DON'T USE PESTICIDES IN THE YARD
- \*I DON'T USE ANY PESTICIDES OR INSECTICIDES.
- USE LESS FERTILIZER FOR LAWN CARE
- USING LESS CHEMICALS
- NOT WASHING PAINT IN THE DRAIN
- DON'T WASH PAINT IN WATER SHED ANYMORE
- I DON'T USE BLEACH AND I USE BIODEGRADABLE SOAP
- WOULD NOT DO ANYTHING DIRECTLY TO POLLUTE

**CONSERVE WATER\**

- I DON'T WATER AS OFTEN
- DON'T LET THE WATER RUN.
- \*CONSERVE MORE WATER
- \*TRYING TO USE LESS WATER WHEN I WASH DISHES
- MORE CONSERVATIVE WITH WATER USAGE
- WE DON'T USE WATER WHEN WE CAN USE A BROOM.
- REDUCED WATER USAGE
- MORE CAREFUL ABOUT WATERING THE PLANTS AND CONSERVING MORE WATER ON OUR PROPERTY AND WE WATER AT NIGHT.
- USE LESS WATER (LAWN LESS , SHORTER SHOWERS, LESS OFTEN LOADS OF DISHWASHER
- TURNING OFF THE WATER WHILE BRUSHING MY TEETH
- WE NOW DISTRIBUTE THE WATER IN THE HOT TUB THROUGH THE GARDEN INSTEAD OF THROUGH THE DRAIN
- NO LONGER HOSE DRIVE-WAY
- SAVING WATER

- I WAS MORE ECONOMICAL IN MY USE OF WATER AND TRUED NOT WASTE WATER. FOR INSTANCE, WHEN I WAS WATER PLANTS I WOULDN'T JUST LET THE HOSE JUST SPLASH AROUND. I HAVE MADE A LOT OF EFFORT NOT TO WASTE WATER.
- CONSERVE WATER
- \*TRY TO USE LESS WATER
- \*WATERING THE GRASS LESS
- WATER CONSERVATION
- I USE LESS WATER
- I TRY NOT TO LET THE WATER RUN FOR LONG PERIODS OF TIME
- NOT WASTE WATER
- NOT PUT WATER DOWN THE DRIVEWAY ANYMORE
- USELESS WATER
- REDUCE AMOUNT OF WATER FLOWING TO DRAINS

#### **DON'T WASH CAR AT HOME ANYMORE**

- GO TO CAR WASH
- NOT WASHING CAR AT HOME
- MORE AWARE OF IT, SHE DOESN'T WASH HER CAR AT HOME.
- \*DON'T WASH CAR AT HOUSE.
- \*DON'T WASH OUR CARS AT THE HOUSE
- DON'T WASH MY CAR IN THE STREET. I TRY TO USE LESS WATER AND DON'T DO A LOT OF THINGS THAT DISCHARGE WATER.
- STOPPED WASHING MY CAR IN THE DRIVE WAY
- WASHING CAR AT CAR WASH
- \*I NO LONGER WASH MY CAR AT HOME
- NO WASH CAR
- \*DON'T WASH CAR AT HOME
- DON'T WASH MY CAR AT HOME ANY MORE
- GO TO THE CARWASH INSTEAD OF DOING IT AT HOME.
- DON'T WASH THE CAR AT STREET\*T I GO TO CAR WASH AND I DON'T WASH DOWN DRIVE WAY ANY MORE I DON'T FERTILIZE ANY MORE
- I DON'T WASH MY CAR AT HOME ANYMORE
- \*I JUST DON'T CLEAN MY CAR AT HOME ANYMORE
- USING COMMERCIAL CAR WASH
- DON'T WASH CAR AT HOME ANYMORE
- GO TO CAR WASH INSTEAD OF AT HOME
- I DIDN'T WASH MY CAR ANYMORE!
- \*DON'T WASH CAR AT HOME ANYMORE
- \*DON'T WASH CAR
- I DO NOT WASH CAR AT HOME
- \*DON'T WASH CARS IN STREET
- \*STOP WASHING MY CAR IN THE STREET
- TAKE CAR TO CAR WASH OR THROW ANY THING NEAR STORM DRAINS
- USED TO PAINTING, THEN WASHING IT OFF IN THE DRIVEWAY...DON'T DO IT ANY MORE
- \*WE DON'T WASH THE CAR AT THE HOUSE
- TAKE CARS TO CAR WASH
- INSTEAD OF WASHING CAR AT HOME I GO TO CAR WASH INSTEAD
- I WASH MY CAR AT WORK THEY HAVE A GOOD WATER FILTRATION SYSTEM

- DON'T WASH CAR IN THE DRIVE WAY.
- I TAKE MY CAR TO THE CAR WASH INSTEAD OF WASHING IT HERE.
- WASH CAR AT CAR WASH.
- TRY TO NOT WASH CAR AT HOUSE
- \*I HAVE BEEN RESPONSIBLE, BUT I BELIEVE I HAVE GUIDED OTHER PEOPLE AT WORK OR HOME ON WAYS TO AVOID POLLUTING. I DON'T WASH MY CAR AT HOME, I WASH IT ELSEWHERE
- TAKE CAR TO CARWASH
- USED TO WASH CAR AT HOME
- TRIED TO WASH CAR IN STREETS GO TO CAR WASH INSTEAD OF WASH AT HOME
- CAR WASH AT COMMERCIAL AND PICK UP LITTER ESTABLISHMENT
- NOT WASHING CAR AT HOME, PICKING UP AFTER MY DOG, PICKING UP TRASH AROUND MY HOUSE
- NOT WASHING MY CAR AT HOME
- DO NOT WASH CAR AT HOME
- CHOSE TO WASH CAR AT DAILY CAR BATH INSTEAD OF AT HOME ON THE STREET
- DO NOT WASH MY CAR AT THE HOUSE
- CAR WASH INSTEAD OF THE HOUSE
- TRY NOT TO WASH CARS AT HOME AND WE DISPOSE OIL SPECIFIC LOCATION
- I NOW TAKE MY CAR TO THE CAR WASH INSTEAD OF WASHING IT IN THE DRIVEWAY

#### **PICK UP TRASH/CLEAN GUTTERS**

- CLEAN UP SEWERS
- PICK UP LITTLE WASTE AND WRAPPER OFF THE STREET
- TRY TO KEEP CLEAN
- PICKING UP TRASH
- GOT RID OF THE DIRT ALONG THE ROADS, LEAVES
- MAKE SURE THAT TRASH ENDS UP IN TRASH, ON BEACHES SHE PICKS UP TRASH THAT SHE SEES
- PICK UP GARBAGE FROM GOING DOWN DRAIN
- I MAKE SURE EVERYTHING IS PICKED UP & PUT INTO A REFUSE CONTAINER.
- MORE CAREFUL ABOUT WHAT'S ON THE STREETS
- TRY TO KEEP OUR SELVES CLEANED UP WE PICK STUFF OFF THE GROUND
- BEING MORE AWARE OF TRASH ON THE STREET AND PICKING IT UP SO IT DOESN'T GET IN THE STORM DRAINS.
- \*PICK UP TRASH AND KEEP GUTTERS CLEAN
- MAKE SURE THE DEBRIS IS IN GARBAGE , MAKE SURE GARBAGE IS OUT OF STORM DRAIN.
- I SWEEP UP THE GUTTERS AND KEEP THEM CLEAN
- SWEEPING THE GUTTERS AND NOT HOSING THEM DOWN.
- I PICK UP CIGARETTE BUTS AND REPORT PEOPLE WASHING DOWN GARBAGE DOWN THE DRAIN
- WE ALWAYS MADE SURE IN OUR NEIGHBORHOOD THAT WE CLEAN UP OUR GARBAGE AND MAKE SURE IT ALWAYS IS CLEANED UP BECAUSE WE HAVEN'T HAD STREET CLEANING UNTIL RECENTLY. BUT OUR AREA IS ALWAYS CLEAN BECAUSE OF OUR NEIGHBORS WANTING A CLEAN ENVIRONMENT.
- PICKING UP LITTER FROM BEACH
- PICK UP MORE GARBAGE AROUND MY HOUSE
- I PICK UP TRASH LET BY OTHER PEOPLE AND RECYCLE IT

- CLEAN GARBAGE, ENVIRONMENT IN THINKING
- I PICK UP THE TRASH IN THE STREET AND TELL THE NEIGHBOR NOT TO LEAVE DOG WASTE BUT TO PICK IT UP
- PICKING UP DEBRIS AS I WALK ON THE BEACH. WHEN BEFORE I DIDN'T HAVE TO.
- I PICK UP AFTER MYSELF AND AS MUCH AS I CAN I PICK UP AFTER OTHERS IN MY NEIGHBORHOOD- TRASH.
- WALKED BY THE OCEAN, SEEN A LOT OF BALLOONS BY THE WATER AND PICKED IT UP AND GARBAGE FROM PEOPLE WHO DRINK AND LEAVE THEIR BOTTLES.
- QUIT DUMPING CIGARETTE BUTTS ALONG THE ROAD
- TRY NOT TO WATER LAWN SO THAT IT GOES INTO THE STROM DRAIN
- \*I WOULD NOT THROW ANYTHING DOWN THE STORM DRAINS. I AM MORE AWARE OF NOT DOING THAT.
- I MAKE SURE I DON'T PUT ANYTHING IN THE DRAIN THAT ISN'T SUPPOSED TO BE THERE
- SWEEP INSTEAD OF WASHING WITH HOSE
- PICK UP TRASH
- PICK UP TRASH
- NOT WASHING CARS IN THE STREET. AND NOT ALLOWING ANY CHEMICALS TO GO INTO THE STORM DRAIN
- WATCH WHAT YOU PUT DRAIN
- NOT THROWING GARBAGE IN STREETS OR CREEKS
- I MORE CAREFUL WITH WHAT GOES DOWN THE STREETS
- \*I JUST DON'T PUT STUFF IN THE STREET. I DON'T LET POLLUTANTS WASH INTO THE STREET OR DRAINS.
- NO THROWING TRASH AROUND THE OCEANS OR THE CREEKS
- CLEAN UP TRASH
- WE DON'T LITTER
- I TRY TO PUT TRASH INN TRASH CAN
- SWEEP FRONT OF MY HOUSE INSTEAD OF USING THE HOSE
- TEACH CHILDREN NOT THROW TRASH IN THE STREET
- NOT THROWING GARBAGE IN STREETS OR CREEKS
- NOT THROW TRASH IN STREETS

#### **WASH CAR ON LAWN**

- I WASH MY CAR ON MY LAWN SO THERE'S NO RUNOFF TO STORM DRAINS.
- WHEN HE WASHES THE CAR HE IS CAREFUL
- STOPPED WASHING CAR ON THE STREET
- \*WASH CAR IN LAWN
- \*PUT THE CAR ON THE LAWN WHEN WASHING IT.
- DON'T WASH THE CAR ON DRIVEWAY
- \*WASHING CAR ON GRASS NOW. I NO LONGER POUR DIRTY WATER DOWN THE CURB.
- WE DON'T WASH OUR CAR IN THE DRIVE WAY
- NOT WASHING YOUR CAR IN YOUR DRIVEWAY
- DO NOT WASH CAR ON STREET ANYMORE, DO NOT DUMP OIL ON STREET
- USE TO WASH CAR ON DRIVEWAY
- WE WASH OUR CARS IN THE BACKYARD SO IT DOESN'T RUN INTO STORM DRAINS
- STOP WASHING CAR IN STREET
- TAKE CAR TO THE CAR WASH



### **PICK UP DOG WASTE**

- \*PICK UP AFTER MY DOGS
- I PICK UP MY DOG'S WASTE AND DISPOSE OF IT PROPERLY
- \*PICK UP AFTER DOG,
- MORE DILIGENT ABOUT CLEANING UP PET WASTE.
- TAKING CARE OF ANIMAL WASTE
- PICK UP AFTER DOG
- I AM MORE CAREFUL ABOUT PICKING UP AFTER THE DOG.
- PICK UP AFTER DOG
- PICK UP DOG WASTE

### **USE LESS SOAP**

- STARTED USING ORGANIC SOAP. AND I LIKE IT
- \*THE TYPE OF LAUNDRY DETERGENT USED IN WASHING MACHINE
- DON'T USE SOAP WHEN I WAS MY CAR SO IT DOES NOT GO DOWN THE STORM DRAIN.
- \*USE LESS SOAP WHEN WASHING CAR.
- RIGHT KIND OF SOAPS
- \*BOUGHT BIODEGRADABLE SOAPS AND HOUSEHOLD ITEMS.
- AVOIDING WASHING CAR WITH EXCESSIVE SOAP
- CHANGED CAR WASH SOAP.
- \*TRY NOT TO WASH MY CAR WITH SOAPS OR DETERGENTS
- STARTED WASHING CAR WITH BIODEGRADABLE SOAP.

### **MORE CAREFUL/CONSCIOUS**

- I TRY TO BE MORE CONSCIOUS OF POLLUTING WATER OF CREEKS & OCEANS.
- \*JUST MORE CAREFUL OF WHAT IM WASHING OR THROWING AWAY
- PAYING ATTENTION TO WHAT GOES ON THE GROUND AROUND THE HOUSE.
- \*I THINK ABOUT THE CONSEQUENCES OF DOING SOMETHING
- CAREFUL WHAT SHE PUTS IN KITCHEN SINK
- MORE CAUTIOUS WHAT SHE PUTS DOWN DRAINS
- BEING MORE OBSERVANT OF WHAT'S GOING DOWN STORM DRAINS AND WHAT I RINSE DOWN THEM AS WELL
- PAINT GETS DISPOSED OF PROPERLY
- I WAS A LITTLE BIT MORE AWARE OF WHAT I PUT DOWN THE CURB
- \*ASK PEOPLE TO BE NON POLLUTANT
- MORE AWARE ON EFFECTS OF OCEAN AND CREEKS
- I TRY TO BE MORE AWARE OF PROBLEMS WE HAVE IN SANTA BARBARA

### **RECYCLE MORE**

- RECYCLE OIL
- RECYCLE
- DOING OUR BEST TO RECYCLE
- RECYCLE MORE THINGS, TRIED TO USE LESS WATER
- RECYCLE MORE
- RECYCLING

- \*INCREASE RECYCLING
- RECYCLE MY CANS
- RECYCLE MORE
- MORE RECYCLING AND NOT WASTING AS MUCH WATER AND RESOURCES
- RECYCLING PLASTIC BAGS.
- \*RECYCLING, MORE AWARE OF THE WATER POLLUTION IN OCEAN AND CREEKS AND SHE THINKS ITS DISGUSTING.
- PERSONALLY RECYCLE AND I TEACH MY STUDENTS TO RECYCLE AND TEACH A GREEN SCHOOL AND HOW TO BE AWARE OF ENVIRONMENT AND SURROUNDINGS
- RECYCLE MY CANS

#### **CAREFUL WITH OIL/ANTIFREEZE**

- I DON'T LET THE ANTIFREEZE FROM MY CAR RUN DOWN THE STORM DRAIN.
- DISPOSAL OF LIQUIDS IN A DIFFERENT WAYS
- KEEP OIL FROM DRAINING ON PROPERTY
- \*WE TRY NOT TO LET ANY WATER FROM THE YARD GO INTO THE GUTTER
- GREASE DOWN DRAIN
- MORE CAREFUL ABOUT CHANGING OIL ON CAR
- DON'T POUR WATER DOWN THE DRAIN
- \*MAKE SURE OIL DON'T GO DOWN TO CREEKS
- I DON'T CHANGE MY MOTOR OIL IN FRONT OF MY HOUSE, I TAKE IT TO THE SHOP
- I JUST MAKE SURE THAT ANY WATER DOESN'T REACH THE GUTTER.
- DON'T DUMP OILS IN THE GUTTER
- WHEN WASHING THE CAR WE ARE VERY CAREFUL NOT TO PUT THINGS INTO THE DRAIN THAT DON'T BELONG
- RECYCLE MY MOTOR OIL NOW AND DID NOT BEFORE
- DOES NOT CHANGE OIL IN STREET GOES TO A MECHANIC
- I DON'T CHANGE MY MOTOR OIL IN FRONT OF THE HOUSE. I TAKE IT TO THE SHOP
- I THINK TWICE LIKE COOKING WITH OIL
- I TRY TO TAKE MY MOTOR OIL THE RIGHT PLACE NOW
- MAKING SURE THAT THINGS THAT SHOULDN'T GO INTO THE OCEAN ARE NOT FLUSHED DOWN DRAINS OR TOILET. TELL NEIGHBORS NOT TO DUMP OIL IN THE DRAINS
- AVOID LEAKING OIL AND PUTTING IT A JAR TO TAKE IT TO A RECYCLING CENTER

#### **OTHER**

- \*CHANGING OIL AT COMMERCIAL CHANGE
- ACTIVE IN GETTING SEWER INSTEAD OF SEPTIC TANKS
- \*MORE CONSCIOUS ABOUT DROPPING THINGS ON THE ROAD
- MOVE CARS FOR STREET SWEEPER
- \*DON'T HOSE OFF DRIVEWAY
- \*KEEPING UP YARD BETTER
- \*I HAVE NOT EVER BEEN GUILTY OF CAUSING THAT KIND OF POLLUTION I AM NOT MORE CONCERNED ABOUT OTHERS AND WHAT THERE PUTTING DOWN THE DRAINS IF I WASH MY CAR I DO IT WITH EGO FRIENDLY SOAP
- \*MAKING SURE CAR GETS REPAIRED FAST ,
- \*AN EFFORT NOT TO LITTER

- \*I JOINED AN ORGANIZATION THAT TAKES ACTION TO PREVENT EXCESS POLLUTION IN THE OCEANS
- \*WATCH WHAT WE THROW IN THE SINK.
- \*SWEEP UP MORE DON'T HOSE OFF SIDEWALK OR GUTTER
- \*I PUT THE DIRTY CARPET SOLUTION DOWN THE TOILET, SO IT WOULDN'T GO INTO THE OCEAN
- RECONNECTED ALL MY STORM DRAINS INTO THE GUTTER AS OPPOSED TO THE SEWERS LINES AND USE A RAIN BARREL
- I DON'T GO TO THE BEACH ANYMORE

**AGGREGATE RESULTS**

**RESIDENTIAL SURVEY**

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

**LAND LINE SAMPLE:**

According to the research procedure, may I speak to the adult in the house age 18 or older who celebrated a birthday most recently?

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

**THEN SKIP TO Q.1**

**IF 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 Q.1)----- 100%  
No not safe-----TERMINATE  
No not cell phone (ASK Q.B)----- 0  
**(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**

**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 ----- 0%  
Not cell phone -----TERMINATE  
**(DON'T READ) Other -----TERMINATE**  
**(DON'T READ) DK/NA -----TERMINATE**

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

93013 (Carpinteria) ----- 8%  
93014 (Carpinteria POB)----- 0  
93067 (Summerland)----- 0  
93101 (SB)----- 14  
93102 (SB POB)----- 1  
93103 (SB) ----- 10  
93105 (SB) ----- 15  
93106 (UCSB) ----- 0  
93107 (SB POB)----- 1  
93108 (SB)----- 5  
93109 (SB)----- 5  
93110 (SB)----- 8  
93111 (SB)----- 9  
93116 (Goleta POB)----- 0  
93117 (Goleta)----- 23  
93118 (Goleta POB)----- 0  
93120 (SB POB)----- 0  
93121 (SB POB)----- 0  
93130 (SB POB)----- 0

93140 (SB POB)----- 0  
 93150 (SB POB)----- 0  
 93160 (SB POB)----- 0  
 93190 (SB POB)----- 0  
 93199 (GOLETA POB) ----- 0  
 OTHER (**TERMINATE**)----- 0  
 REFUSED/NOT SURE (**TERMINATE**)----- 0

2. What city do you live in? Santa Barbara, Carpinteria [car-pen-ter-REE-ah], Summerland, Isla [EYE-la] Vista, Montecito [mon-teh-CEE-oh], or Goleta [go-LEE-ta]? If you live somewhere else, just say so.

Santa Barbara-----61%  
 Carpinteria ----- 9  
 Summerland ----- 1  
 Isla Vista----- 1  
 Montecito----- 2  
 Goleta -----24  
 Somewhere else----- 2  
 (**DON'T READ**) DK/NA ----- 0

3. Now, I want to ask you what happens to water when it runs down in the gutter on your street. Does that water end up flowing into a storm drain? Or not? If you are not sure, just say so.

Yes-----63%  
 No -----16  
 Not sure-----19  
 (**DON'T READ**) NA ----- 2

4. As far as you know, do you live in a watershed, or not?

Watershed -----YES-----NO-----DK/NA  
 -----22%-----41%-----37%

5. Now, please tell me how interested you are in learning more about what you can do to reduce pollution of creeks and beaches: Is this something you are VERY interested in, SOMEWHAT interested in, NOT that interested in, or not interested in AT ALL?

VERY INTERESTED-----44%  
 SOMEWHAT INTERESTED -----35  
 NOT THAT INTERESTED -----13  
 NOT INTERESTED IN AT ALL ----- 6  
 (**DON'T READ**) DK/NA ----- 1

6. In the last year or two, have you visited one of the local creeks in the city of Santa Barbara or the area around Santa Barbara?

Yes (ASK Q.7) -----63%  
 No (SKIP TO Q.8)-----37  
 (**DON'T READ**) DK/NA (SKIP TO Q.8)-- 0

**IF YES ON Q.6 ASK:**

7. What's the main reason that you like to visit the creeks in this area? (RECORD VERBATIM THEN SUPERVISOR CODE) (n=378)

**(DON'T READ)**

Beauty/view	15%
Peaceful/calming	3
Family likes to go there	2
Family tradition	1
For parks/recreational activities	9
Close/nearby	6
Cool in summer	1
Swimming/go in water	1
Fishing	1
Hiking/walking	25
Walking dogs	2
Viewing wildlife/birds	5
Napping	0
Reading	0
Picnicking	1
Walk by it to get somewhere else	4
See how they are flowing	3
Relaxing	3
Part of job	2
Other (specify)	3
No reason	2
Not sure	1

**ASK EVERYONE**

8. In the last year or two, have you visited one of the beaches in Santa Barbara area?

Yes (ASK Q.9)	93%
No (SKIP TO Q.10)	7
<b>(DON'T READ)</b> DK/NA (SKIP TO Q.10)	0

**IF YES ON Q.8 ASK:**

9. When you visit local beaches, do you usually do any of the following? You can answer yes or no to each one. (ROTATE) (n=556)

		<u>YES</u>	<u>NO</u>	<u>DEPENDS</u>	<u>DK/NA</u>
[ ] a.	Surf or boogie [BUH-ghee] board	27%	73%	0%	0%
[ ] b.	Fish	17	82	1	0
[ ] c.	Jog or walk along the shore	91	8	1	0
[ ] d.	Relax on the sand	77	23	1	0
[ ] e.	Eat at a beach area restaurant	72	25	2	0
[ ] f.	Swim or body surf	40	52	1	0
[ ] g.	Play volleyball or another beach sport	32	67	1	1
[ ] h.	Walk a dog	36	62	1	1
[ ] i.	Picnic at the beach	55	42	3	0
[ ] j.	Look at marine life or birds	84	16	1	0
[ ] k.	Sail or kayak [kye-ack]	22	77	1	1
[ ] l.	Play in the water's edge	70	29	1	0

**ASK EVERYONE**

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

Much more ----- 13%  
 SW more ----- 19  
 SW less ----- 8  
 Much less ----- 3  
 Same ----- 43  
**(DON'T READ) DK/NA ----- 14**

11. 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 sewage treatment plant before it is discharged, or is it discharged into creeks or the ocean without treatment? If you are not sure, just say so.

Is treated ----- 12%  
 Is not treated ----- 42  
 Not sure ----- 42  
**(DON'T READ) NA ----- 5**

12. Please tell me whether you feel each of the following statements is definitely true, probably true, probably not true, or definitely not true: **(ROTATE)**

	<u>DEF</u> <u>TRUE</u>	<u>PROB</u> <u>TRUE</u>	<u>PROB</u> <u>NOT</u>	<u>DEF</u> <u>NOT</u> <u>TRUE</u>	<u>DK/</u> <u>NA</u>
[ ] a. In your area, water that is flushed down toilets, and water that goes down curbside storm drains all flow into the same underground pipes -----	7%	22%	18%	33%	22%
[ ] b. Most pollution of the water in storm drains comes from a few big polluters -----	8	21	33	27	11

13. In fact, anything that goes into storm drains can end up in local creeks or the ocean, without any filtering or treatment. Have you seen or heard anything in the last few years about ways to prevent pollution of water that flows into storm drains or creeks?

Yes (ASK Q.14)----- 71%  
 No (SKIP TO Q.15) ----- 28  
**(DON'T READ) DK/NA (SKIP TO Q.15) -- 1**

**ASK Q.14 IF YES ON Q.13**

14. More specifically, do you recall seeing any information in the last few years from the city of Santa Barbara on how to prevent pollution of water that flows into storm drains? (N = 423)

Yes----- 76%  
 No ----- 18  
**(DON'T READ) DK/NA----- 6**



**ASK EVERYONE**

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

	<u>YES</u>	<u>NO</u>	<u>DEPENDS</u>	<u>DK/NA</u>
[ ] a. A TV commercial showing rubber ducks going into a storm drain-----	58%	40%	1%	2%
[ ] b. An newspaper ad or poster with the slogan It All Flows to the Ocean -----	61	35	2	2
[ ] c. An newspaper ad or poster showing a man washing his car at the beach-----	17	81	0	2
[ ] d. A newspaper ad or poster with the slogan Think Blue Santa Barbara -----	31	64	1	4
[ ] e. A brochure with the slogan The Ocean Begins at Your Street -----	24	72	1	3
[ ] f. A TV commercial with a child following a small boat from a storm drain to the beach-----	46	52	0	2

**SPANISH LANGUAGE INTERVIEWS ONLY ASK: (N = 14)**

[ ] g. A radio commercial about water pollution with the slogan "I'm glad to know" -----	70	30	0	0
--	----	----	---	---

16. As a direct result of seeing any information in the past year or two about what polluted water in storm drains does to local creeks or the ocean, did you make any changes in your behavior, lifestyle, or other action? If you don't recall, just say so.

Yes (ASK Q.17)-----	42%
No (SKIP TO Q.18) -----	48
Not sure (SKIP TO Q.18)-----	6
<b>(DON'T READ)</b> NA (SKIP TO Q.18)-----	4

**IF YES ON Q.16 ASK:**

17. Can you very briefly describe that change you made? **(n=249)**

Don't use fertilizers/pesticides/chemicals-----	9%
Conserve/use less water-----	8
Take car to carwash/don't wash at home-----	22
Pick up trash; cleaning gutters/streets -----	11
Don't throw trash; sweep leaves down gutters/drains -----	9
Wash car on the lawn-----	7
Pick up after dog -----	3
Use less/don't use soap-----	5
More cautious (in general)-----	5
Recycling -----	6
Don't pour oil/hose dirty water into creeks -----	9
Other -----	6
DK/NA -----	0
Refused -----	1

**ASK EVERYONE**

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

- A. Businesses, industries, and farms located in the Santa Barbara area -----30%
- OR
- B. Residents like yourself who live in the Santa Barbara area-----47
- (DON'T READ)** Equal----- 14
- (DON'T READ)** Other----- 1
- (DON'T READ)** Same----- 1
- (DON'T READ)** DK/NA ----- 8

19. Now I want to read you a brief list of some different things that often end up in storm drains before flowing into creeks or the ocean. Again, 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 the storm drains, a 5 if you feel it is a very serious problem if it ends up in the storm drains, or any number in between. **(ROTATE)**

	NOT SER					VERY SER	DK/NA	MEAN
	1	2	3	4	5			
<input type="checkbox"/> a. Motor oil -----	4%	3%	4%	10%	77%	2%	4.57	
<input type="checkbox"/> b. Paint-----	6	7	9	11	64	2	4.23	
<input type="checkbox"/> c. Lawn or garden fertilizers and pesticides -----	4	4	11	19	61	2	4.31	
<input type="checkbox"/> d. Soapy runoff from when people wash their cars ---	8	14	24	24	29	1	3.53	
<input type="checkbox"/> e. Runoff from commercial or retail businesses -----	3	6	23	24	41	4	3.97	
<input type="checkbox"/> f. Trash and litter, such as fast food wrappers -----	3	5	13	26	52	1	4.22	
<input type="checkbox"/> g. Runoff from when people water their lawns-----	20	22	28	15	14	2	2.81	
<input type="checkbox"/> h. Leaves and grass clippings-----	26	26	25	10	12	2	2.55	
<input type="checkbox"/> i. Dirt from driveways and sidewalks -----	21	24	28	13	13	1	2.73	
<input type="checkbox"/> j. Dog waste-----	8	9	16	21	42	3	3.83	
<input type="checkbox"/> k. Runoff from restaurant activities -----	5	10	20	28	31	5	3.75	
<input type="checkbox"/> l. Dirt and debris from construction projects -----	5	12	25	23	32	2	3.66	

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

- SINGLE FAMILY-----64%
- DUPLEX/TRIPLEX ----- 5
- APARTMENT-----18
- CONDO ----- 9
- MOBILE HOME ----- 4
- (DON'T READ)** Other ----- 1
- (DON'T READ)** DK/NA----- 0

21. Now I want to read you a brief list of different things that some people do to protect local creeks and the ocean by keeping pollution out of water in storm drains. After you hear each item, and knowing that it would help prevent pollution, please tell me if it is something you would DEFINITELY do, something you would PROBABLY do, or if it is something that in all honesty you would probably NOT do. If it is something you ALREADY DO NOW, or something that does not apply to you, just say so. (ROTATE)

	DEF DO	PROB DO	NOT DO	DO NOW	NOT APP.	DK/ NA
<input type="checkbox"/> a. Sweep up your driveway or sidewalk with a broom instead of hosing it down, so the water does not run into the storm drain-----	28%	15%	7%	38%	11%	1%
<input type="checkbox"/> b. Use non-polluting alternatives to pesticides and fertilizers in your yard-----	29	16	9	24	19	2
<input type="checkbox"/> c. Wash your car at a commercial car wash facility, rather than wash your car on the driveway or street where the water runs into the storm drain-----	26	12	15	40	6	1
<input type="checkbox"/> d. Pick up litter and trash that is in the gutter in front of your home or businesses-----	35	11	6	43	5	0
<input type="checkbox"/> e. Pick up your dog's waste-----	29	2	3	22	41	3
<input type="checkbox"/> f. Fix your car immediately if you notice any oil stains on your driveway or under your car--	42	14	4	35	5	1
<input type="checkbox"/> g. Pick up dog waste left in your neighborhood even if it is from someone else's dog-----	15	15	44	18	7	1
<input type="checkbox"/> h. Participate in a creek restoration project at a local park-----	16	33	38	7	5	2
SKIP IF APARTMENT BUILDING OR DK/NA ON Q.20						
<input type="checkbox"/> i. Direct the downspout from the rain gutters around your house to your lawn or garden instead of the driveway or street (n=512)-----	24	17	12	27	16	5
<input type="checkbox"/> j. Direct the downspout from the rain gutters around your house to a cistern or rain-barrel (n=512) -	12	22	33	8	18	7

22. I'd like to read you a brief list of reasons that people often give for not doing more to help stop polluted water from entering creeks or the ocean through storm drains. After you hear each one, please tell me if that reason applies to you, or not. (IF APPLY ASK): Does it strongly apply to you or somewhat apply?"

	STR APP	S.W. APP	NOT APP	DK NA
<input type="checkbox"/> a. I don't know that much about what to do-----	12%	26%	60%	1%
<input type="checkbox"/> b. It is not something that is honestly that important to me-----	9	12	78	1
<input type="checkbox"/> c. I would like to do more but I just don't have time-----	19	31	48	1
<input type="checkbox"/> d. Government should take care of this-----	14	22	63	2
<input type="checkbox"/> e. It is too expensive-----	7	18	74	2

**ASK Q.23 ONLY IF SINGLE FAMILY HOME ON Q.20**

23. The city may provide different types of incentives for homeowners to help reduce storm water pollution on their property. How likely would you be to participate in any of the following? Very likely, somewhat likely, not that likely, or not likely at all to participate? **(ROTATE)** (N = 383)

	VERY LIK	SW LIK	NOT THAT	NOT AT ALL	DK/ NA
<input type="checkbox"/> a. a rebate program to help you purchase a rain barrel or cistern to capture rain falling on your roof -----	42%	21%	18%	17%	2%
<input type="checkbox"/> b. A free program where an expert hired by the city helps you plan improvements to reduce pollution of water flowing from your property -----	42	28	12	15	3
<input type="checkbox"/> c. A rebate program to help you pay for rain gutter improvements to direct rainwater to your yard instead of the street -----	46	21	10	17	6
<input type="checkbox"/> d. Regular curbside hazardous waste collection service -----	72	15	6	6	2

**ASK EVERYONE**

24. Now, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with each of the following statements. **(ROTATE)**

	STR. AGR	S.W. AGR	S.W. DIS	STR. DIS	DK/ NA
<input type="checkbox"/> a. It would really bother me if I saw a neighbor doing something that causes pollution of water in creeks or the ocean-----	67%	24%	4%	4%	2%
<input type="checkbox"/> b. If I saw my neighbor doing something that caused pollution of water in creeks or the ocean, I would ask them to stop it-----	44	35	11	7	4
<input type="checkbox"/> c. Most of my neighbors probably wouldn't care if something they normally do was causing pollution of storm drain water -----	16	17	25	33	9

25. Which of the following concerns you the most about pollution of water in our creeks and oceans? **(ROTATE)**

<input type="checkbox"/> A. The impact on marine life and the ocean environment-----	40%
OR	
<input type="checkbox"/> B. The impact on the children and future generations who will enjoy the water -----	24
OR	
<input type="checkbox"/> C The impact on your personal lifestyle, such as recreational activities -----	6
<b>(DON'T READ)</b> All equal-----	28
<b>(DON'T READ)</b> Other-----	1
<b>(DON'T READ)</b> None-----	0
<b>(DON'T READ)</b> DK/NA-----	1

26. In the last year, have you seen any restaurants, repair shops, or other businesses in Santa Barbara that had a sign showing they were a Certified Clean Water Business?

Yes-----	12%
No-----	86
<b>(DON'T READ)</b> DK/NA-----	2

27. Would knowing that a business was officially certified by the city as a Clean Water Business make you more likely to visit that business, 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 -----38%  
Somewhat more likely-----27  
No effect-----30  
**(DON'T READ)** Depends ----- 2  
**(DON'T READ)** Less likely----- 0  
**(DON'T READ)** DK/NA----- 2

NOW FOR A FEW BACKGROUND QUESTIONS.

28. Please tell me if you regularly engage in each of the following:

	<u>YES</u>	<u>NO</u>	<u>DK/NA</u>
<input type="checkbox"/> a. Ocean activities, such as surfing, swimming, or fishing -----	45%	54%	1%
<input type="checkbox"/> b. Gardening in the yard outside your home -----	68	29	2
<input type="checkbox"/> c. Walking a dog -----	38	56	6
<input type="checkbox"/> d. Washing your car at home -----	30	69	1
<input type="checkbox"/> e. Repairing or changing the oil of a car at home-----	15	84	0
<input type="checkbox"/> f. Home repair -----	58	41	2

29. Do you own the place where you live, or do you rent there?

OWN -----62%  
RENT -----37  
**(DON'T READ)** DK/NA----- 2

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

YES -----34%  
NO -----65  
**(DON'T READ)** REFUSED) ----- 1

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

Yes-----31%  
No -----68  
Refused----- 2

32. Would you describe your race as Black or African-American; Asian or Asian-American; White or Caucasian; Native American, mixed ethnicity, or something else?

African-American----- 1%  
Asian-American----- 3  
Caucasian-----65  
Native American----- 2  
Mixed ethnicity ----- 6  
Other -----17  
Refused----- 7

33. 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-----	7%
HIGH SCHOOL GRADUATE-----	17
SOME COLLEGE, NO DEGREE-----	20
ASSOCIATE DEGREE -----	6
BACHELOR'S DEGREE/COLLEGE GRAD -----	26
POST GRADUATE DEGREE/	
PROFESSIONAL DEGREE -----	23
REFUSED -----	1

34. 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 -----	19%
30-39 -----	17
40-49 -----	17
50-64 -----	26
65-74 -----	9
75 or older-----	11
(DON'T READ) REFUSED-----	2

35. I don't need to know the exact amount, but please stop me when I read the **category** that includes the total income for your household before taxes in 2007? Was it:

\$20,000 and under-----	8%
\$20,001 - \$50,000-----	22
\$50,001 - \$90,000-----	23
\$90,001 - \$125,000-----	11
\$125,000 or more -----	17
Refused-----	20

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
 My supervisor may be calling you to confirm that this interview took place. May I have your first name so she can call and ask for you?

\_\_\_\_\_  
 Name Telephone #

That's all the questions I have. Thank you very much for participating in the survey.

English Language----- 98%  
 Spanish Language----- 2

Gender:  
 Male ----- 48%  
 Female----- 52

Latino oversample ----- 17%

Wireless sample----- 9%  
 Main (land line) sample----- 91

**AGGREGATE RESULTS**

**BUSINESS SURVEY**

NAICS CODE: \_\_\_\_\_

Code 1<sup>st</sup> two digits here (Main sample only)

11 (Ag)-----2%

21-22 (Mining/Utilities)-----1

23 (Construction)-----8

31-33 (Manufacturing) -----6

42 (Wholesale Trade)-----5

44-45 (Retail Trade)-----14

48 (Transportation) -----1

49 (Postal/Warehousing)-----1

51 (Information) -----3

52 (Finance and Insurance) -----3

53 (Real estate/rental/leasing)-----4

54-56 (Services)-----24

61 (Education) -----1

62 (Health care) -----10

71 (Arts/Entertainment)-----3

72 (Accommodation/Food service)-----4

81 (Repair/other services) -----9

92 (Public Administration) -----1

Main Sample -----71%

Restaurant oversample (722210/11)-----13

Auto repair oversample (811111-811198) 13

Mobile business oversample -----2

Hello, I'm \_\_\_\_\_ calling on behalf of the City of Santa Barbara. This is not a sales call, and this is not part of any enforcement activity. We are just conducting a very brief survey that will help us work more effectively with businesses to prevent pollution. All responses will be kept completely confidential.

May I speak to the person in your business who would be responsible for dealing with rules or policies related to pollution prevention regulations?

**IF ADDITIONAL CLARIFICATION REQUESTED READ:**

This survey will focus on issues related to pollution prevention. May I speak to the person who would be most responsible for setting policies and procedures for your company or business having to do with preventing pollution? Again, your responses will be kept completely confidential.

**IF DESIRED RESPONDENT NOT AVAILABLE, ASK FOR APPOINTMENT  
REPEAT INTRODUCTION AS NEEDED.**

**IF NAICS CODES 561720, 561740, OR 811192 ASK:**

36. Just to clarify, do you primarily serve customers at a store, or are you primarily a mobile business, where you go to the customer's location to serve them? (N=6)

At store-----0

Mobile -----100%

**(DON'T READ) Both -----0**

**(DON'T READ) Other -----0**

**(DON'T READ) DK/NA -----TERMINATE**



IF RECORD IS FROM MAIN SAMPLE, TREAT IT AS MOBILE BUSINESS IF PUNCH 2 OR 3. TREAT IT AS NON-MOBILE BUSINESS IF PUNCH 1 OR 4.

IF RECORD IS FROM MOBILE OVERSAMPLE, PROCEED IF PUNCH 2 OR 3, TERMINATE IF PUNCH 1 OR 4.

**ASK EVERYONE**

37. As you probably know, storm drains are the gutters, pipes, and concrete channels that collect water from the streets.

From what you know or have heard, when water goes into the storm drains in your area, does it go to a sewage treatment plant before it is discharged, or is it discharged into creeks or the ocean without treatment? If you are not sure, just say so. (n=214)

Is treated ----- 6%  
Is not treated -----48  
Not Sure -----44  
(DON'T READ) NA ----- 1

38. Next, which one of the following do you think is the bigger source of pollution of water in Santa Barbara's creeks and ocean? (n=214)

[ ] A. Businesses, industries, and farms located in the Santa Barbara area -----25%

OR

[ ] B. Residents who live in the Santa Barbara area -----50

(DON'T READ) Equal----- 10

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

(DON'T READ) Same----- 0

(DON'T READ) DK/NA -----14

39. To the best of your knowledge, do any procedures or activities associated with your business result in any materials going into the streets, alleys, gutters, or storm drains? This would include dirt, litter, food waste, water, chemicals, oil, grease, detergents, or any other liquid or solid materials. (n=214)

Yes ----- 5%  
No -----94  
(DON'T READ) DK/NA----- 1

CONTINUE WITH Q. 5 IF YES ON Q.4, AND FOR ALL RESTAURANTS (CODE 722211), MOBILE BUSINESSES (PUNCH 2 OR 3 ON Q.1), AUTOMOTIVE (CODES 811111 TO 811198). OTHERWISE, SKIP TO Q.12

40. To your knowledge, does your business take any actions intended specifically to prevent water or other materials from your business going into the street or storm drains? (N=97)

Yes (ASK Q.6) -----61%  
No (SKIP TO Q.7)-----35  
(DON'T READ) DK/NA (SKIP TO Q.7)---- 4

41. In a few words, can you explain what actions you currently take to prevent water from your business going into the street or storm drains? (N = 59)

Don't pour water/chemicals down drain/on streets-----10%  
Mopping instead of hosing -----12  
Pour water into own drain ----- 2

Grease trapper -----	12
Don't wash mats outdoors/no outdoor cleaning -----	5
Water is pumped out/filtration system -----	14
Follow company guidelines/take precautions -----	5
Don't use water outside -----	5
Recycle -----	3
Use filtered water -----	2
Send cars to detail shops/carwash -----	5
Other -----	22
DK/NA -----	3

42. Remembering that your responses will be kept confidential, please tell me if each of the following ever takes place as part of your business activities? **(ROTATE) (N=97)**

	<u>YES</u>	<u>NO</u>	<u>DK</u>	<u>REF</u>
<input type="checkbox"/> a. Water is used in an outdoor area for cleaning or washing -----	35%	65%	0	0
<input type="checkbox"/> b. Food, grease, or oil is washed off of mats outdoors on your property -----	7	93	0	0
<input type="checkbox"/> c. You move dirt or soil -----	6	94	0	0
<input type="checkbox"/> d. You use chemicals or pesticides outdoors -----	10	89	1	0
<input type="checkbox"/> e. You use soaps or cleaning materials outdoors --	28	71	1	0
<input type="checkbox"/> f. You have any fuel leaks or oil leaks from vehicles you use or that are parked on your property ----	22	75	3	0
<input type="checkbox"/> g. Litter overflows from trash bins at your business -----	7	93	0	0
<input type="checkbox"/> h. Someone hoses down a sidewalk, driveway, or alley adjacent to your business -----	34	65	1	0

**FOR RESTAURANTS ONLY (CODE 722211), ASK Q8**

43. Do you have equipment or facilities that allow your restaurant to wash its floor mats inside, rather than taking them outside to be washed? **(N=40)**

Yes -----	55%
No -----	38
<b>(DON'T READ) DK/NA -----</b>	<b>8</b>

**MOBILE BUSINESSES ONLY (PUNCH 2 OR 3 ON Q.1) ASK Q.9-10**

44. When providing services to clients, do you use water or other liquids for washing or cleaning? **(N=6)**

Yes -----	83%
No <b>(SKIP TO Q.11)</b> -----	17
<b>(DON'T READ) DK/NA (SKIP TO Q.11) ---</b>	<b>0</b>

45. How do you usually dispose of that water? You can answer yes or no to each of the following: **(ROTATE) (N=5)**

	<u>YES</u>	<u>NO</u>	<u>DK</u>	<u>REF</u>
<input type="checkbox"/> a. You let it run into the street -----	20%	60%	20	0
<input type="checkbox"/> b. It goes in the toilet or sink -----	40	20	20	0
<input type="checkbox"/> c. You store it in a tank or storage container -----	40	60	0	0
<input type="checkbox"/> d. You wipe it up with paper or a cloth -----	20	60	20	0

**ONLY IF YES ON Q.10C ASK Q.10D**

d. How do you usually dispose of the water that you stored in the tank or storage container? (N = 1)

See Verbatim Responses at the end of these aggregate results

**IF YES ON Q.4 FOR ANY TYPE OF BUSINESS ASK**

46. Please tell me if each of the following applies to your business, or not. You can answer yes or no to each one. (N=25)

	<u>YES</u>	<u>NO</u>	<u>DK</u>	<u>REF</u>
<b>ASK FIRST</b>				
a. Your business does not cause any polluted water to enter storm drains -----	24%	68%	8	0
<b>SKIP B-E IF YES ON Q.A (N = 19)</b>				
[ ] b. You are already doing everything possible to prevent polluted water from entering storm drains -----	68	21	11	0
[ ] c. You would like to do more to prevent polluted water from entering storm drains, but you are not sure what to do-----	74	16	11	0
[ ] d. It's just too expensive to do more to prevent polluted water from entering storm drains-----	11	68	21	0
<b>READ LAST</b>				
e. You just don't have the time to deal with this issue-----	21	63	16	0

**ASK EVERYONE**

47. As you may know, water and materials that go into storm drains go directly into local creeks and the ocean without any screening or treatment. The city and county have regulations to control business and industry practices that might affect what goes in the storm drains.

In general, do you approve or disapprove of the current regulations for business and industry practices affecting what goes into the storm drains? (IF APPROVE/DISAPPROVE ASK): "Is that strongly or somewhat?" (n=214)

Strongly approve -----	28%
Somewhat approve -----	17
Somewhat disapprove -----	9
Strongly disapprove -----	7
<b>(DON'T READ)</b> DK/NA -----	40

48. And, would you support or oppose stronger enforcement of these regulations controlling what a business can allow to go into nearby storm drains? (IF SUPPORT/OPPOSE ASK): "Is that strongly (support/oppose) or somewhat?" (n=214)

	<u>STR.</u> <u>SUP</u>	<u>S.W.</u> <u>SUP</u>	<u>S.W.</u> <u>OPP</u>	<u>STR.</u> <u>OPP</u>	<u>DK</u> <u>NA</u>
Enforcement-----	52%	25%	5%	2%	15%

49. Has your business ever received any informational materials from the city related to management practices that would reduce pollution of the creeks and ocean? (n=214)

Yes (ASK Q.15) -----	10%
No (SKIP Q.15 AND Q.16) -----	77
<b>(DON'T READ)</b> DK/NA (SKIP Q.15 AND Q.16)-----	13

50. Does your business still have the materials, or not? (N=22)

Yes-----27%  
No -----59  
(DON'T READ) DK/NA-----14

51. Did you or someone else at your company make any changes to your business policies or practices as a result of reading those materials? (N=22)

Yes -----41%  
No -----55  
(DON'T READ) DK/NA ----- 5

**AUTOMOTIVE ASK Q.17**

**RESTAURANTS ASK Q.18**

**MOBILE BUSINESSES GO TO Q.19 IF YES ON Q.9, OTHERWISE GO TO Q.22**

**ALL OTHERS GO TO Q.22 UNLESS YES ON Q.4 (IN THAT CASE SKIP TO Q.20)**

**Q17 FOR AUTOMOTIVE BUSINESSES (CODE 811111 TO 811198) ONLY**

52. Please tell me if you are, or are not aware, of each of the following rules related to pollution prevention and the automotive business. (ROTATE) (N=40)

	<u>AWARE</u>	<u>NOT AWARE</u>	<u>DK/ NA</u>
[ ] a. You cannot wash or steam clean pavement, gas stations, or auto repair stations if the contaminated water would leave your property and go into a storm drain -----	95%	3%	3%
[ ] b. You cannot allow any runoff water, soaps, or solvents used for cleaning vehicles to leave your property and run into a storm drain -----	93	8	0

**IF ASKED Q.17, NOW SKIP TO Q.20**

**Q18 FOR RESTAURANTS (CODE 722211) ONLY**

53. Please tell me if you are, or are not aware, of each of the following rules related to pollution prevention and the restaurant business. (ROTATE) (N=40)

	<u>AWARE</u>	<u>NOT AWARE</u>	<u>DK/ NA</u>
[ ] a. Restaurants are not permitted to wash kitchen mats outside if the water runs into the storm drains -----	73%	25%	3%
[ ] b. Restaurants can not wash down tables or floors of outdoor eating areas if the water would run into the storm drains -----	70	30	0
[ ] c. Restaurants cannot wash sidewalks with soap or solvents if the runoff would go into the storm drains -----	80	20	0

**IF ASKED Q.18, SKIP TO Q.20**

**Q19 FOR MOBILE BUSINESSES (PUNCH 2 OR 3 ON Q.1) IF YES ON Q.9**

54. Please tell me if you are, or are not aware, of each of the following rules related to pollution prevention and mobile businesses: (ROTATE) (N=5)

	<u>AWARE</u>	<u>NOT AWARE</u>	<u>DK/ NA</u>
[ ] a. Mobile businesses are not permitted to wash carpets, cars or anything else outside if the water runs into the storm drains -----	40%	60%	0

- [ ] b. Mobile businesses are not permitted to drain their hoses, tanks, solvents, or dirty water outside if the water runs into the storm drains, creeks, or ocean-----40-----40-----20

**IF ASKED Q.19 GO TO Q.20**

55. How important would each of the following be to you in encouraging your business to do more to prevent liquids and materials from going into the storm drains? Would it be very important to you, somewhat important, not that important, or not important at all? (ROTATE) (N=96)

	VERY IMP	S.W. IMP	NOT IMP	NOT AT ALL	DK NA
[ ] a. If your actions helped attract more customers to your business -----	71	17%	6%	4%	2%
[ ] b. If your actions ended up saving you money and increasing your profits -----	78	7	7	3	4
[ ] c. If you knew that pollution of our creeks and oceans is creating a major health hazard -----	79	17	3	0	1
[ ] d. If there were substantial fines for violating regulations against storm water pollution-----	60	27	7	2	3
[ ] e. If there were a grant program from the city to help your business pay for pollution prevention equipment--	71	17	6	3	3
[ ] f. If the city provided in-person training on how to prevent pollution from entering storm drains-----	50	28	15	7	0
[ ] g. If the city provided you with written materials or videos on how to prevent pollution from entering storm drains	50	30	12	7	1
[ ] h. If the city paid for advertising telling customers that you are a clean water business-----	59	18	15	5	3

56. Would you prefer that any materials given to you by the city on how your business can prevent polluted water from going into creeks or the ocean be in English only, in Spanish and English, or in Spanish only? (N=96)

English only -----	39%
English/Spanish -----	62
Spanish only-----	0
(DON'T READ) Other -----	0
(DON'T READ) DK/NA -----	0

**ASK EVERYONE**

57. In Santa Barbara, the city rewards local businesses that meet environmental standards by recognizing them as Certified Clean Water Businesses. Have you heard of this, or is this the first you have heard of the Certified Clean Water Business program? (n=214)

Yes heard of -----	17%
No, had not heard of -----	82
(DON'T READ) DK/NA -----	1

**ASK EVERYONE**

LET ME CONCLUDE WITH A FEW BACKGROUND QUESTIONS FOR STATISTICAL PURPOSES ONLY

58. How many employees do you have at locations in Santa Barbara County? (n=214)

0 -----	8%
1-5-----	53
6-10-----	17
11-25-----	13
26-100-----	7
101-1000-----	2
1000+-----	1
Mean -----	24
Median -----	4

59. Stop me when I get to the figure that comes closest to your business' annual gross revenue: (READ)  
(n=214)

Less than 50 thousand dollars a year -----	4%
Between 50 thousand and 150 thousand dollars a year--	12
Between 150 thousand and 500 thousand dollars a yr ---	15
Between 500 thousand and a million dollars a year -----	9
Between a million and ten million dollars a year -----	15
Between ten and 100 million dollars a year -----	1
More than 100 million dollars a year -----	1
DK/NA -----	22
Ref -----	21

My supervisor may be calling you to confirm that this interview took place. May I have your first name so she can call and ask for you?

\_\_\_\_\_  
Name

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★  
That's all the questions I have. Thank you very much for participating in the survey.

**CALCULATE AND RECORD INTERVIEW LENGTH. RECORD GENDER ON THE FIRST PAGE.**

I AFFIRM THAT THE ABOVE INFORMATION IS ACCURATELY RECORDED FROM THE RESPONDENT'S STATEMENTS.

\_\_\_\_\_  
Interviewer's Signature

\_\_\_\_\_  
Date

Name\_\_\_\_\_

Interviewer\_\_\_\_\_

Business name:\_\_\_\_\_

Address\_\_\_\_\_

City\_\_\_\_\_

Zip\_\_ \_\_ \_\_

Verified by:\_\_\_\_\_

Male-----55%  
Female -----45

VERBATIM RESPONSES TO OPEN-ENDED QUESTIONS

**Q6: In a few words, can you explain what actions you currently take to prevent water from your business going into the street or storm drains? (N = 59)**

- \* DON'T USE A LOT OF WATER
- \*ALL OUR WATER GOES DOWN OUR DRAINS AND NOT THE STORM DRAIN
- \*ALL SPILLS WIPE UP IMMEDIATELY ALL RECYCLED
- \*ANY WATER OUTSIDE OF OUR COMPANY IS PUMPED OUT.
- \*CATCH DRAINS
- \*CLEAN CREEK CERTIFIED DO A LOT OF STUFF
- \*CLEAR WATER CERTIFICATE
- \*DISPOSAL POLICIES
- \*DON'T WASH MATS OUTSIDE
- \*DRAIN CANS UNDER LEAKING CARS
- \*FIXED THE TRASH CAN THAT WERE LEAKING
- \*FLUSHING MACHINES WHICH CATCHES FLUIDS
- \*GREASE PITS OIL PITS CONTAINMENT
- \*GUTTERS THAT KEEP WATER IN SHOP
- \*I DON'T KNOW
- \*MOP
- \*MOPPING UP
- \*NO LONGER HAVE ANY OUTSIDE ACTIVITIES ALL TAKES PLACE INDOORS WITH CONTAINMENT
- \*NO WATER USED
- \*OIL DRUMS
- \*POUR INTO GUTTERS
- \*RECYCLE
- \*RECYCLE
- \*RECYCLING TRAPS
- \*REMINDING EMPLOYEES TO CLEAN UP AND BE CAUTION OF WHAT THEY DO
- \*TAKE VEHICLES TO CAR WASH
- \*TRAPPING GREASE
- \*USE FILTERED WATER
- \*WE DIG A DITCH TO KEEP THE WATER CONTAINED
- \*WE DON'T USE WATER HERE



\*WE DON'T USE WATER OUTSIDE THE SHOP  
\*WE HAVE A PUMP THAT COLLECT WASTE WATER  
\*WE HAVE A WATER TRAP  
\*WE HAVE WASTE OIL TANKS  
\*WE MOP UP THE RESIDUE LEFT NOT WASH IT WITH A HOSE  
\*WE SEND CARS TO DETAIL SHOPS  
\*WE TRY TO CATCH EVERYTHING INTO SAFE CONTAINMENT  
\*WE USE A WATER CLARIFIER  
\*WE USE OUR GUIDELINES TO FOLLOW ALL CORRECT PROCEDURES  
ALL OUR MATS ARE WASHED INDOORS, SWEEP OUTSIDE, WE NOT TAKE A HOSE AND WASH THE STREETS  
CIGARETTES IN BUTT CANS  
DO NOT DISCARD ANY SOAP PRODUCTS  
GREASE INTERCEPTORS  
GREASE TRAP  
I DO NOT DISCHARGE WATER ON THE STREET  
MOP A LOT  
MOP WATER IS NOT DUMPED INTO STREET  
NOT SURE EXACTLY WHAT  
PUMP THE WATER  
THERE IS NO DUMPING OF WATER EXCEPT INTO PROPER WASTE CONTAINERS  
USE ORGANICS  
USE TO WASH OUTSIDE BUT DON'T DO ANY MORE  
VEHICLE MAINTENANCE AT THE SHOP ONLY  
WE DON'T POUR ANY WATER DOWN THE DRAIN  
WE DON'T POUR ANY WATER FORM HERE ONTO THE STREETS  
WE HAVE A GREASE TRAP  
WE HAVE A WATER FILTRATION SYSTEM IT PREVENTS CHEMICALS FROM ENTERING THE DRAIN.  
WE MONITOR EVERYTHING GOING DOWN DRAINS AND ANY MEDICAL WASTE IS PROPERLY  
WHEN CLEANING IS DONE ON AN OUTSIDE AREA IT IS MOPED ONLY

**Q.10D.How do you usually dispose of the water that you stored in the tank or storage container? (N = 1)**

GOES INTO A CLEANOUT FOR THE SEWERS