Findings from
Opinion Research

2002
SANTA BARBARA
STORM WATER EDUCATION STUDY

Conducted for the
City and County of Santa Barbara

GOODWIN SIMON STRATEGIC RESEARCH

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METHODOLOGY

The City and County of Santa Barbara asked Goodwin Simon Strategic Research (GSSR) to conduct a telephone survey of residents and businesses to provide the foundation for a public education campaign designed to increase awareness of the causes and consequences of storm water pollution and to reduce pollution-causing behaviors.

The research was conducted in two phases: a survey of residents, and a survey of businesses. The study area consisted of the city of Santa Barbara, plus unincorporated county land in zip codes 93103, 93105, 93108, 93110, 93111, and 93117.

Residential Study

From February 19 to March 3, 2002, GSSR conducted a telephone survey of 600 adult residents of the city of Santa Barbara, plus unincorporated areas surrounding it. We completed a total of 300 interviews with city residents, and another 300 interviews with residents living in unincorporated county land in the study area.

The sample was 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 employed screening questions to ensure an appropriate representation of respondents from the city and from unincorporated areas of the county. The margin of error for findings from all 600 respondents is about plus or minus four percent at a 95 percent 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 4.4 percent of the actual population proportions.

The residential survey was conducted in both English and Spanish to encourage minority representation in the sample. GSSR weighted the results slightly by race to reflect recent U.S. Census estimates for the region.

Business Study

The business survey was conducted by telephone between March 11 and 14, 2002. Interviews were conducted during regular business hours.

We completed a total of 280 interviews with businesses located in the study area. This includes 40 interviews with respondents who manage or own restaurants,40 interviews with respondents who manage or own auto-related businesses, and 200 additional interviews from all other types of businesses in the study region.

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

- Weighted results from 225 businesses, including restaurant and automotive-related businesses. For these findings, we included results from randomly selected restaurants and automotive-related businesses such that they represented 6 percent and 5 percent of the sample respectively. Those proportions reflect the estimated proportions of such businesses in the study area. The margin of error for these findings are about plus or minus 6.4 percent.

- Results from the 40 restaurants only. The margin of error for these findings is quite high: about plus or minus 15 percent.

- Results from the 40 automotive-related businesses only. The margin of error for these findings is also about plus or minus 15 percent.

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

When contacting businesses involved in manufacturing, construction, transportation, or trade, the interviewer asked for "*the person in your business who would be responsible for dealing with rules or policies related to pollution prevention regulations.*" When contacting retail, commercial, and service related businesses, the interviewer was instructed to ask for the "*manager or general manager*" of that location of the business.

Respondents from the restaurant and automotive businesses, or those who indicated that their business activities result in "*dirt, litter, food waste, chemicals, oil, grease, or other liquid or solid materials going into the streets, alleys, gutters, or storm drains,*" were asked an extended set of questions on the issue of storm water pollution. Other

businesses that are unlikely to cause any storm water pollution were asked only a very short questionnaire.

For the purpose of comparison, several of the questions in the residential and business survey were identical.

As a convention for describing results, we refer to respondents from the business survey as "business survey respondents," "restaurant owners," or "auto business owners." In the residential study, we asked whether respondents owned a business or lived in a household with a business owner. In describing the findings from these respondents, this report refers to them as "residential study business owners" or "residents who live with a business owner."

EXECUTIVE SUMMARY

BACKGROUND AND METHODOLOGY

Survey of Residents

The City and County of Santa Barbara asked Goodwin Simon Strategic Research (GSSR) to conduct telephone surveys of local residents and businesses. The purpose was to provide the foundation for a public education campaign to increase awareness of the causes and consequences of storm water pollution and to reduce pollution-causing behaviors.

The research was conducted in two phases: a survey of residents, and a survey of businesses. The study area consisted of the city of Santa Barbara, plus unincorporated county land in zip codes 93103, 93105, 93108, 93110, 93111, and 93117.

The residential study was conducted by telephone between February 19 and March 3, 2002 with 600 adult residents of the study area. We completed a total of 300 interviews with city residents, and another 300 interviews with residents living outside the city but within the study area in unincorporated county land.

The sample was 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. The margin of error for findings from all 600 respondents is about plus or minus four percent at a 95 percent confidence level. The residential study was conducted in both English and Spanish to encourage minority representation in the sample. Findings were weighted by race to reflect recent U.S. Census estimates for the region.

Survey of Businesses

The business survey was conducted by telephone between March 11 and 14, 2002. Interviews were conducted during regular business hours.

We completed a total of 280 interviews with businesses located in the study area. This includes 40 interviews with respondents who manage or own restaurants, 40 interviews with respondents who manage or own auto-related businesses, and 200 additional interviews from all other types of businesses in the study region.

The margin of error for the weighted aggregate results of the business study is about plus or minus 6.4 percent.

KEY FINDINGS: RESIDENTIAL STUDY

Residents are Well Informed On Storm Water Issues

Most fundamentally, the survey finds that residents of the study area are relatively well informed on key facts related to storm water pollution. For example:

- Ninety (90) percent know that storm water ends up in the ocean.
- Fifty-four (54) percent know that storm water is not treated.
- Seventy-six (76) percent recognize that motor oil is a serious problem if it ends up in the storm drains.
- Fifty-nine (59) percent have seen or heard something in the last year about how to prevent pollution of creeks and the ocean.
- Fifty-seven (57) percent know that litter and trash in storm drains are not filtered before being released.
- Fifty-six (56) percent know that the storm drain system and sewage systems travel in different pipes.
- Fifty-five (55) percent recognize that storm drains themselves are serious sources of pollution of local beaches and creeks.

These and other findings in the survey suggest that current efforts by local government and community organizations to educate residents on storm water issues have been relatively effective and successful.

Those most informed about how storm drains work include:

- Whites,
- Men,
- Residents over age 55,
- The more affluent, and
- The better educated, and especially college-educated men.

Those least informed include:

- Latinos,
- Those under age 35,

- Those with lower education and income levels,
- Younger women, and
- Renters.

The level of understanding of how storm drains work suggest that the city and county can begin to move past the most basic message of most storm water education campaigns: that storm water goes straight to the ocean without treatment. Certainly this message needs perpetual reinforcement, and especially with the less informed groups mentioned above, but overall residents of the Santa Barbara area are ready to learn more about specific steps they can take to reduce pollution.

Residents Express High Levels of Concern About Pollution of the Ocean and Creeks

Not only are residents relatively well informed about the storm drain system, but they also express relatively high levels of concern about creek and ocean pollution, which helps fuel awareness of the problems associated with storm water and a desire to address them.

- Fully 58 percent believe local ocean and beach pollution to be a serious problem, and
- Fifty percent see pollution of local creeks as a serious problem.

These figures are comparable to the level of concern regarding traffic congestion, and exceed concern about the local economy.

Moreover, many residents feel these problems are getting worse:

- Forty-one percent believe that pollution of local beaches has gotten worse in the past few years, and
- Thirty-nine percent believe that pollution of local creeks has gotten worse.

Considering that 66 percent have visited a local creek in the past year or two, and 86 percent have visited a local beach recently, it is clear that local residents are motivated to take action to prevent pollution of beaches and creeks.

Moreover, the especially high levels of concern that residents voice regarding pollution of the ocean (compared to pollution of storm drains) suggests that outreach efforts should focus specifically on how residential actions directly affect the health of the ocean and those living things (human and otherwise) who use this precious resource. Since residents generally get the connection between storm

drains and the ocean, and care more about the ocean, the focus of educational efforts should be on protecting the ocean rather than the storm drains themselves.

Many Want To Learn More and Are Willing to Make Lifestyle Changes to Prevent Pollution

Thirty-one percent said they were "very interested" in learning more about how to prevent pollution of creeks and the beaches, and another 43 percent were "somewhat interested." Fully 54 percent said they would make "significant changes" to their lifestyle if they knew it would keep creeks and beaches free of pollution.

Those most interested in learning more about how to prevent pollution include:

- Beach and creek visitors, and
- Women, especially women under 50 and college-educated women.

Those most willing to make lifestyle changes to reduce pollution include:

- Those most informed on how storm drains work,
- People who like to garden,
- Residents who own businesses, and
- Women, and especially college-educated women.

The survey of businesses found similar levels of concern about storm water pollution, and comparable high levels of awareness about how the storm drain system works. This is not surprising given that in the residential study, respondents who described themselves as business owners were among the most interested in reducing storm water pollution.

Actions Residents Are Willing to Take

One of the purposes of the survey was to help the city and county identify actions that they might encourage residents to take to reduce storm water pollution.

In identifying which actions the city and county might emphasize in its public education effort, it seems advisable that they should focus on items that meet three criteria:

- First, that such actions are in fact causing serious levels of storm water pollution,
- Second, that residents recognize such actions as serious sources of pollution, and
- Third, that residents are willing in sizable proportions to change this behavior.

The survey shows that residents are already quite aware of the negative impact of allowing artificial materials such as paint, anti-freeze, motor, oil, and lawn chemicals into the storm drains. There is lower, but still substantial awareness that trash and litter, animal waste, and runoff from businesses and restaurants are serious sources of pollution.

There are very few area residents who feel that dirt from driveways and sidewalks, leaves and grass clippings, and runoff from sprinklers or from washing cars are serious sources of pollution.

When we asked residents to identify the action they were most willing to take, the top items were:

- "Purchasing non-toxic substances rather than pesticides and herbicides in your garden,"
- Recycling motor oil,
- Picking up litter and trash, and
- Fixing their car immediately if they notice oil stains on the driveway.

These are all items that involve pollutants (pesticides, oil, and litter) that residents recognize as serious sources of pollution.

There were other actions that residents were willing to take, but that would require more education.

These are actions that are associated with preventing natural substances such as yard trimmings, dog waste, dust from sidewalks and driveways, and water from sprinklers from entering the storm drains. As noted, concern about such items entering storm drains is much lower than concern about artificial substances. Convincing residents to sweep sidewalks rather than watering them, or to wash cars on the lawn rather than in the street, would seem to be a more difficult battle to wage.

Action is Motivated by Health and Environmental Concerns

Motivation to take action is heightened when residents hear about the health and environmental impacts of storm drain pollution. Levels of concern about health impacts and environmental impacts are quite similar among local residents.

However, those most committed to and interested in taking action to prevent storm water pollution seemed slightly more motivated by environmental messages. Those who are currently less concerned about storm water pollution seem slightly more motivated by health-related messages. Indeed, both messages are very persuasive among local residents.

While the survey shows motivation for residents to take action, there remains several important barriers that are preventing even greater participation in behavior that reduces pollution.

Barrier: Lack of Understanding of Role of Storm Drains

First, while awareness is relatively high among area residents, not everyone is fully informed about how storm drains work. While only 16 percent believed that storm water is treated before being discharged, another 31 percent were not sure if this is true or not. Forty-five percent felt that sewer water flows in the same pipes as storm drain water or were not sure. And 43 percent felt that storm water is filtered for trash before being discharged, or were not sure. Lack of understanding of these issues makes it difficult for residents to recognize the relationship between pollution of oceans and creeks, and what goes into storm drains.

Overall, only 29 percent got questions on all three of these issues correct, and 19 percent got none of them right.

Barrier: Lack of Understanding of Role of Key Pollutants

Second, there is a lack of understanding of the seriousness of key pollutants, especially dog waste, lawn irrigation runoff, and other residential sources of pollution. In fact, only 41 percent believe that "what is washed from local residents into the streets" is a serious source of pollution of local beaches and creeks.

Barrier: Lack of Understanding of Personal Actions to Prevent Pollution

Third, a lot of local residents say they don't know what to do "to prevent pollution from going down storm drains." Fully 43 percent say they don't know what to do, including much larger percentages of the following:

- Those who are least informed on how storm drains work,
- Women and especially Latinas, and
- Seniors.

Targets

The survey also provides insight into identifying key target populations for a storm water education effort.

- First, we observe that women, and especially women under 50, tend to be most concerned about storm water pollution, and the most interested in learning more about how to prevent pollution, but they are also the least informed on how to prevent it. They are also the least likely to have seen something in the past year about how to prevent pollution. This provides a clear target for education efforts.

    - Women under 50 are most likely of any age/gender group to feel that pollution of storm drains is a serious source of pollution of the ocean.

    - Like other age/gender groups, they feel that motor oil, anti-freeze, paint, and lawn chemicals create serious problems if they end up in the storm drains. They are relatively more likely than others to feel that trash and litter create serious problems in the storm drains.

    - The actions they are most willing to take include purchasing non-polluting products, fixing oil leaks, and cleaning up trash and litter.

    - Environmental and health/safety messages both work well with younger women. Media that younger women consider especially useful include radio ads, movie previews, bus signs, and of course newspapers and TV.

- They are especially likely (compared to older women) to engage in ocean activities. They also engage in gardening (although less often than older women) and home repair activities.

- A third (32%) live in apartments (compared to just 12% of older women), and 61 percent rent (compared to 18% of older women). Thirty-nine percent have kids under 18, and half are college graduates. Forty-two percent live in households with incomes below $50,000, with 18 percent living in households with incomes above $90,000.

- Second, creek and beach visitors are also among the most interested in taking action to prevent pollution. This again provides a clear target for on-site educational efforts.

  - Members of almost every residential group reports high levels of beach visitation, but those most likely to say they engage in regular ocean activities include parents, men compared to women, and those under 50 (especially men under 50).

  - Those most likely to visit creeks include homeowners compared to renters, whites compared to Latinos, men compared to women, and the most affluent. They tend to be more concerned about pollution of the creeks, oceans, and storm drains compared to other residents.

  - Beach visitors in particular appear more willing than other residents to take steps to prevent "natural" pollutants by actions such as sweeping the driveway and washing the car on the lawn.

- Third, Latinos are among the least informed on how to prevent pollution, but are as likely as whites to say that they are interested in learning more and in making lifestyle changes to prevent pollution.

  - Latinos are far more likely to rent than whites (65% of Latinos compared to 32% of whites), and are much more likely to have kids under 18 (41% of Latinos compared to 18% of whites). Only 28 percent of Latinos are college graduates, compared to 59 percent of whites. Latinos on average are 15 years younger than whites – the average age for Latinos is 38, compared to 53 for whites. And Latinos are less affluent, with 48 percent earning less than $50,000 per year, compared to just 30 percent of whites.

- Latinos tend to be much less concerned about pollution of the beaches compared to whites. At the same time, they are more concerned than whites about leaks from offshore oil drilling and sewage treatment plants as sources of ocean pollution, as well as litter.

- They are slightly more likely to be concerned about the human health effects of pollution compared to the environmental effects. In addition, Latinos react far more strongly than whites to the argument that keeping beaches clean will protect tourism jobs.

- Latinos are more likely than whites to say that television is a useful way to get information, but they are also as likely as whites to say that newspapers are a useful source of information.

- Fourth, gardeners and those who do a lot of home repair tend to be among the best informed on how storm drains work. Since well-informed residents also tend to be most willing to take action to prevent pollution, this suggests that educational efforts targeted at these groups might prove especially fruitful.

    - Gardeners and home repair types are of course very likely to own their home. Most gardeners are older than age 35, and they tend to be a bit more affluent than other residents and better educated.

    - Home repair types are more common in the county (62% of county residents) compared to the city (49%). Sixty-four percent of men say they engage in home repair regularly, compared to 48 percent of women.

Transmitting Information

When it comes to methods for transmitting information, most residents say they prefer to get information from television and from newspapers. For those who are already best informed on this issue, newspapers are the preferred media. But for those who are least informed, television is by far the preferred way of getting information.

KEY FINDINGS: BUSINESS STUDY

While caution is required in examining the findings of the business study due to the relatively small number of respondents eligible to answer several key questions, it does yield interesting and valuable information.

Business Respondents Are Just As Concerned As Residents About Pollution

First, business study respondents were just as likely as residential respondents to say that they consider ocean, creek, and storm drain pollution to be a serious local problem. For example, 58 percent of residents and 61 percent of business respondents say they consider pollution of local beaches to be a serious problem.

However, business study respondents were somewhat less likely than residential respondents to say that waste from businesses is a serious source of pollution of storm drains: 49 percent of residents believed that to be true, compared to 32 percent of business study respondents.

Few Business Respondents Feel Their Business Releases Materials in Storm Drains

Only five percent of all businesses surveyed say that they release litter, food waste, oil, chemicals, or other substances into the streets and storm drains. Among auto-related businesses, eighteen percent say they release such materials into the storm drains. Only five percent of restaurant respondents say they do so.

However, when we asked specifically about business practices, we found that a third (33%) of the restaurant respondents said they use water to wash things outdoors. In addition, 43 percent of auto-related businesses say use water to wash materials outside. Thirty percent of auto-related businesses say they use soaps or cleaning materials outdoors. A third (32%) say that vehicles parked on their property sometimes leak oil.

Many Relevant Businesses Do Take Steps to Prevent Storm Drain Pollution

Businesses that do admit releasing materials into the storm drains, and all auto-related businesses and restaurants, were asked if they take steps to prevent storm drain pollution. Sixty-two percent of auto-related businesses say they take steps to prevent storm water pollution, compared to 30 percent of restaurants and 56 percent of all businesses.

Relatively Few Business Respondents Report Receiving Information on Preventing Pollution

Businesses that do admit releasing materials into the storm drains, and all auto-related businesses and restaurants, were asked if they have received any information from local government agencies on how to prevent storm water pollution.

A third of the restaurants, 25 percent of auto-related businesses, and 18 percent of all other businesses say they have received informational materials from the city or county explaining how to reduce storm water pollution.

Respondents who said their business had received such informational materials are more likely (65%) than those who had not received such materials (46%) to take efforts to avoid polluting storm drains.

Strong Approval of Storm Water Pollution Prevention Regulations

Nearly two-thirds (62%) of business respondents in the weighted sample approve of regulations to control businesses and industry practices that affect what goes into storm drains, while just 14 percent disapprove (24% are uncertain). Approval of regulations is highest among auto-related businesses, the group most affected by them.

In addition, 73 percent support even stronger enforcement of current regulations. However, auto-related businesses are less likely than other businesses to support stronger enforcement of current regulations.

Most Auto-Related Businesses Aware of Key Storm Water Regulations, Slightly Less Awareness Among Restaurants

Awareness of storm water pollution regulations appears slightly higher among auto-related businesses compared to restaurants.

- More than three in four of the auto-related business respondents knew that they are not allowed to use water or solvents for washing if it would flow into storm drains.

- Only about half (55%) of the restaurant respondents interviewed knew that they are not allowed to wash kitchen mats outdoors if the water would reach

a storm drain. However, 73 percent did know that they cannot wash sidewalks with soap if the water would reach a storm drain.

Other Findings

- Reasons for Business to Prevent Storm Water Pollution: The most persuasive reasons for businesses to do more to prevent storm water pollution are to prevent health hazards, increase profits, and avoid fines.

- What Government Can Do to Help: When asked what government could do to help businesses reduce storm water pollution, by far the most popular response was to give public recognition or awards for businesses that excel in this area.

- Certification as Environmentally Friendly Seen as Attractive to Customers:

    - Seventy-three percent of restaurant owners felt that being certified by local government as "environmentally friendly" would help them attract customers. Among residents (in the residential study), 71 percent said they would be more likely to patronize such a restaurant.

    - Among auto-related businesses, 63 percent said that being certified would help them attract customers. Fully 80 percent of residents said they would in fact be more likely to visit a certified auto-related business.

DETAILED FINDINGS

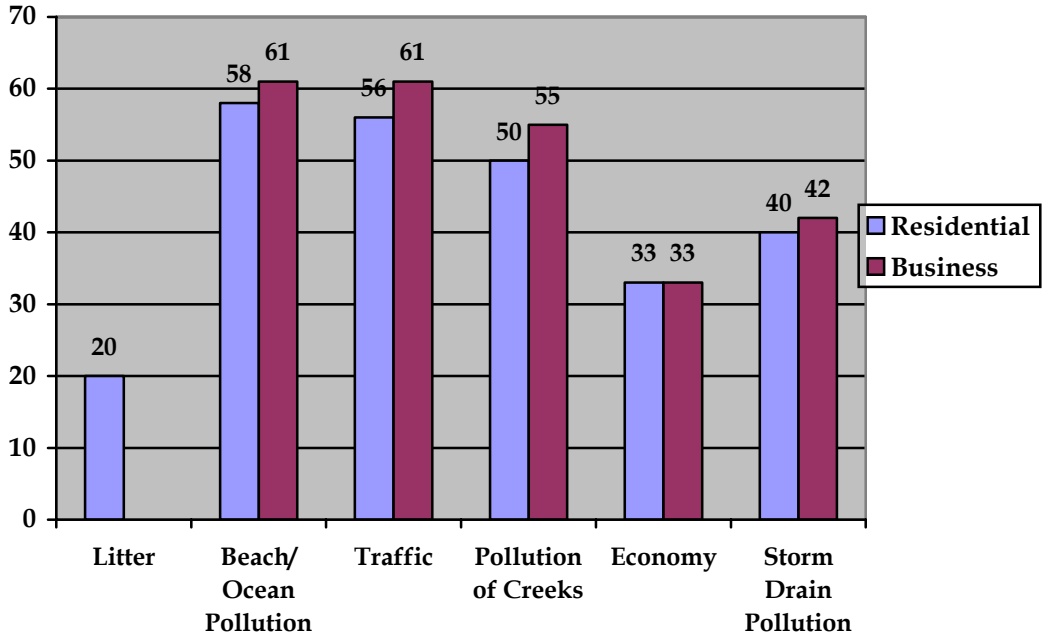
CONCERN ABOUT WATER POLLUTION

Both the business and residential surveys began by asking respondents to rate the seriousness of several possible problems facing the Santa Barbara area.

Rating Seriousness of Problems in the Santa Barbara Area

In Figure 1, we see the percentage from each study who described each of a series of *"possible problems facing this area"* as "*serious*" (defined for this report as a "4" or "5" rating on a five-point scale in which a "1" rating meant that they felt the problem was *"not a serious problem at all,"* and a "5" rating meant that they felt that *"it is a very serious problem.")*

Figure 1: Percent Rating Each Problem as Serious (A "4" or "5" on 5-Point Scale)



There are several key observations to be made from these findings:

- First, there is almost no difference in the views of the business survey and residential survey respondents. The minor differences we see are well within the margins of error for these studies.

- Second, we see clearly here that concern about pollution of beaches and the ocean is every bit as high as concern about traffic, and, despite the current recession, considerably higher than concern about the economy. This strong sense of concern about the health of the ocean is something that we have observed in previous studies in Santa Clara and Ventura Counties, and accounts for the strong public support for pollution control efforts.

  Third, we note that concern about beach and ocean pollution is somewhat higher than concern about pollution of creeks or storm drains. This is the case even though local residents are relatively well informed about how water in storm drains is not treated (see Page 18). In other words, most "get the connection" between storm drains and the ocean, but are just not as concerned about pollution in storm drains or creeks compared to pollution of the ocean.

In reviewing cross-tabulation findings from the residential study, we note some interesting variations in response to these questions by types of residents:

- Concern about pollution of storm drains is somewhat higher in the city sample (at 45%) compared to the county sample (at 38%).

- Concern about pollution of the ocean, and about pollution of creeks, is a bit lower among people who say they routinely change their own oil compared to other residents.

- Homeowners appear slightly more likely to be concerned about storm drain and creek pollution than renters, but there is no difference by housing status when it comes to concern about ocean pollution.

- Sixty-three percent of whites are concerned about beach pollution, compared to 49 percent of Latinos.

- Sixty-seven percent of the residential study business owners are concerned about ocean pollution, compared to 57 percent of those residents who do not own a business.

- Concern about pollution of the ocean is much higher among women (66%) compared to men (52%), and especially high among college-educated women (at 71%) compared to all other education/gender groupings. The same is true when it comes to concern about creek and storm drain pollution.

In the business study, we note from the cross-tabulation tables the following variations of interest:

- Women respondents are more likely to rate ocean and beach pollution as serious compared to men (72% of women rated this as a "4" or "5" compared to 55% of men).

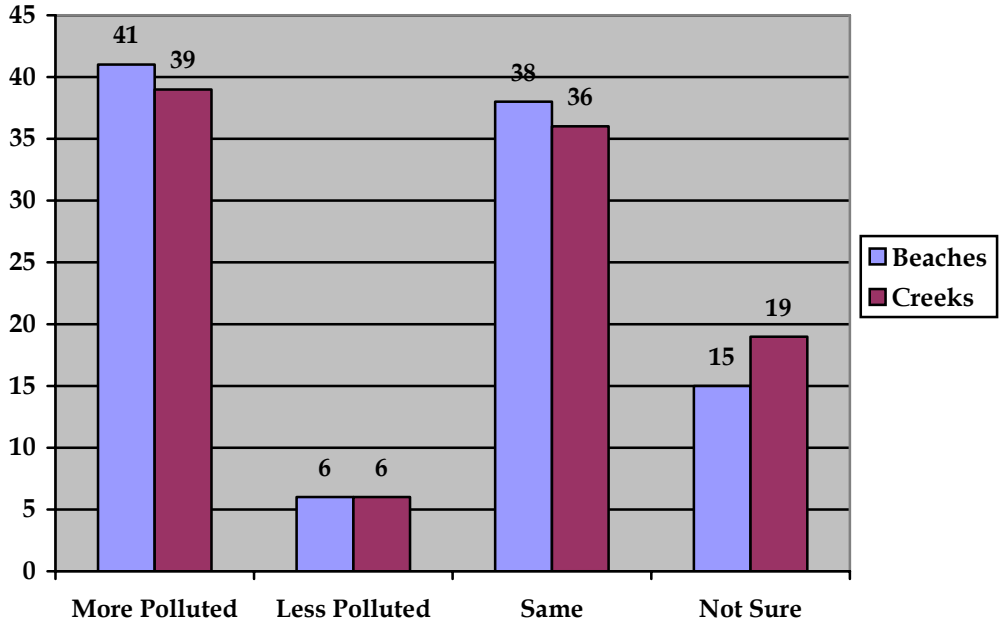
- Fully 40 percent of restaurant owners rated beach and ocean pollution as a "5," compared to just 20 percent of automotive-related business owners.

- Concern about beach and ocean pollution is much higher among large employers (66% of those with 6 or more employees say it is serious) compared to smaller employers (49% of those with 1 or 2 employers).

Is Beach and Creek Pollution Getting Better or Worse?

A plurality of residents say that pollution of local beaches and creeks is getting worse. Forty-one percent say that the water at the beaches in the Santa Barbara area is more polluted than it was a few years ago (including 19% who say it is "much" more polluted) and 39 percent say that creeks are more polluted than in the past (including 15% who say they are "much" more polluted).

Figure 2: Are Local Beaches and Creeks Becoming More or Less Polluted? (Resident Survey Only)



Home dwellers, women, beach visitors, and residential study business owners are most likely to say that beach pollution has gotten worse.

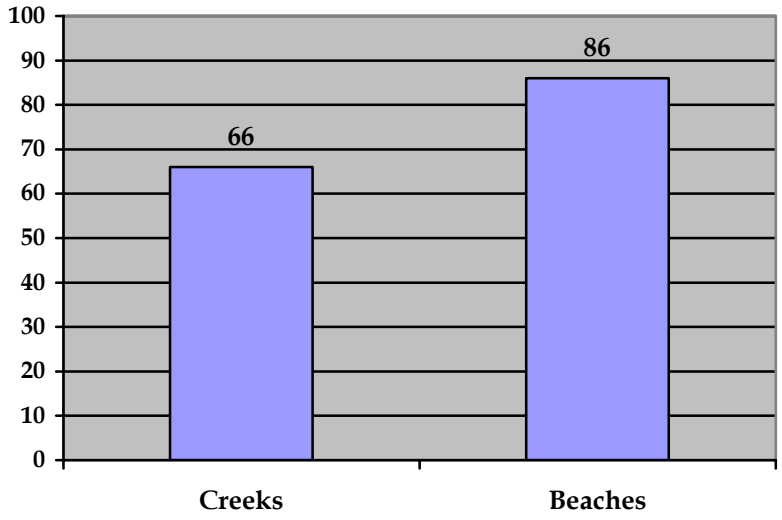
Women, city dwellers (compared to those who live in the County area of our study), and those who have recently visited creeks are the most likely to say that pollution of creeks has gotten worse. Residents of zip codes 93101 and 93105 are more likely to say that pollution of creeks has gotten worse compared to residents of 93117.

VISITING CREEKS AND BEACHES

Percent Visiting Local Creeks and Beaches in Past Year or Two

In Figure 1, we noted that concern about ocean pollution is considerably higher than concern about pollution of creeks. One possible explanation is that more people say they visit the ocean compared to creeks. While two of three residents (66%) say they have visited one of the creeks in their area in the past few years, fully 86 percent say they have visited a local beach. (See Figure 3).

Figure 3: Percent Visiting Local Creeks and Beaches in the Past Few Years (Resident Survey Only)



Those most likely to have visited creeks in the past year include:

- Residents of zip code 93111 (78%),
- Single-family home dwellers (72%) compared to apartment dwellers (54%),
- Homeowners (72%) compared to renters (59%),
- Parents (73%) compared to non-parents (66%),
- Whites (70%) compared to Latinos (58%),
- Residential study business owners (82%) compared to non-business owners (63%),
- Those earning more than $50,000 per year, and
- Men (71%) compared to women (63%).

Visitation frequencies for local beaches are so high that no group reports less than about 75 percent who say they have visited there in the past few years. Beach visits are least common among seniors (75%) and Latinas (76%).

KNOWLEDGE OF STORM DRAIN SYSTEM

The surveys asked several questions intended to explore how knowledgeable residents and business owners are about the storm drain system.

Where Does Storm Drain Water End Up?

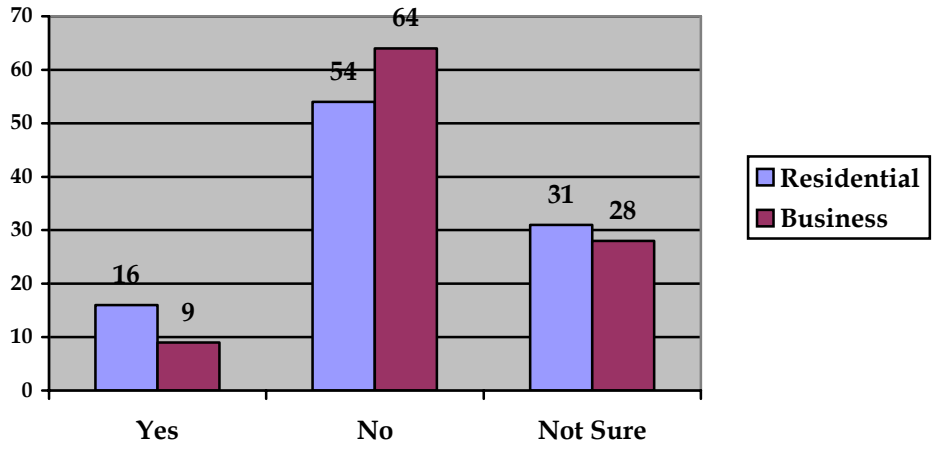
The first relevant question in the residential study was a simple one: *"From what you know or may have heard, when water goes into the streets, and then down into the storm drains, where does that water end up?"* Fully 90 percent of residential study respondents knew that the water ends up in the ocean. Only 1 percent said it ended up in sewage treatment plants with 3 percent who said it ends up in creeks and the rest not sure. This demonstrates that nearly every resident in the study area knows that storm drains do connect directly with the ocean.

In the both the business and residential study, respondents were then read the following question: *"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?"*

Is Storm Water Treated or Not Treated?

As shown in Figure 4, 54 percent of residents and 64 percent of business study respondents knew that storm drain water is not treated. Still, that leaves more than four in ten residents (46%) and more than a third of business study respondents (37%) who either incorrectly believe that storm drain water is treated before discharge, or are not sure.

Figure 4: Is Water in Storm Drains Treated or Not?



Among residents, those least likely to understand correctly that storm drain water is not treated include:

- Latinos (only 35% knew storm water is not treated),
- Renters (45%),
- Those with only a high school education (39%),
- Residents age 18-35 (39%),
- Those with incomes below $20,000 (39%), and
- Women (53%) compared to men (63%).

In the business study, we found that:

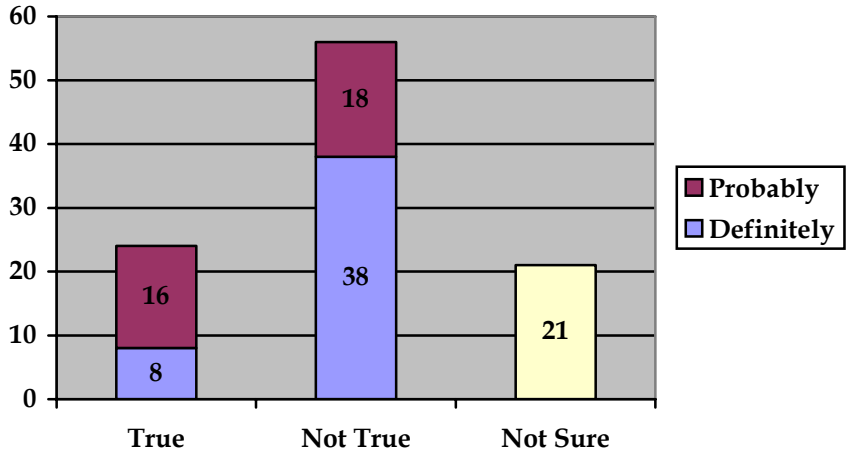
- Men (67% knew it was not treated) were better informed than women (56%).
- Employers with fewer than 3 employees were better informed (74%) than those with 6 or more employees (55%).
- Businesses in the city of Santa Barbara were better informed (65%) compared to those in Goleta or Carpinteria (53%).

Do Toilet Water and Storm Water Flow in Same Pipes?

We then asked residents if it is true or not true that "*In your area, water that is flushed down toilets and water that goes down curbside storm drains all flow into the same underground pipes.*"

As shown in Figure 5, 24 percent say this statement is true, and another 21 percent are not sure. Only 38 percent "definitely" feel this statement is not true, with another 18 percent saying it is "probably" not true.

Figure 5: Toilet Water and Storm Drain Water All Flow In Same Pipes? (Resident Survey Only)



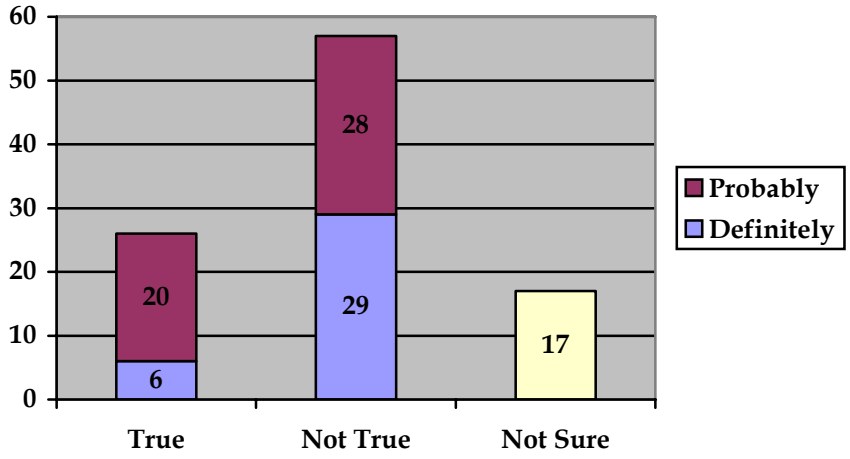
Those most likely to be aware that this statement is untrue include:

- Residents with a college degree (about 65% know this statement is untrue) compared to those who have not graduated from college (about 48% know it is not true).
- Upper income residents (68% of those earning more than $90,000 per year) compared to lower income residents (43% of those earning less than $20,000 per year).
- Men (68%) compared to women (51%).
- Whites (61%) compared to Latinos (39%).
- Residents of zip code 93105 (62%) compared to residents of zip 93117 (50%).

Is Litter and Trash Filtered Out of Storm Drains?

We then asked residents to tell us if it was true or not true that *"Litter and trash that go down the storm drains get filtered out before they are released."* Only 26 percent said this was true, with 57 percent who said it was untrue (See Figure 6). Still, including those who are not sure, we have more than 40 percent who do not know this statement is untrue.

Figure 6: Litter and Trash in Storm Drains Get Filtered Out? (Resident Survey Only)



Single family home dwellers, college educated men, and men over age 50 are the most likely to know that this statement is not true.

We used these last three questions to construct an index of awareness of how storm drains work. In Table 1, we rank respondent groups by their likelihood of getting the right answer to all three questions.

Overall, 29 percent got the right answer to all three. Those most likely to get all three right include:

Index of Knowledge of Storm Drain System

- 50+ men,
- The most educated men,
- White men,
- Those with a post-graduate degree,
- Business owners, and
- The most affluent.

Nineteen percent got the wrong answer to all three questions, including relatively high proportions of Latinos, those under age 35, and those with the lowest education levels.

Table 1: Correct Answers to Storm Drain Questions (Resident Survey Only)

	No Right Answers	1 or 2 Right Answers	3 Right Answers
Total	19%	52%	29%
Men 50+	6%	46%	47%
Coll Grad+ Men	6%	48%	46%
White Men	10%	45%	45%
Post Grad	11%	47%	42%
93105 EC SB	16%	44%	41%
Biz Owner: Yes/me	14%	46%	40%
Men	13%	48%	39%
$90K+	9%	52%	39%
93111 N SB	12%	52%	37%
93108 S SB	11%	53%	37%
Own	13%	50%	37%
55-64	14%	49%	37%
93013 Carpin	17%	48%	36%
Single Family	13%	51%	36%
White	15%	49%	36%
35-54	10%	53%	36%
Biz Owner: Yes/Other	6%	61%	34%
65+	15%	51%	34%
County	17%	50%	33%

	No Right Answers	1 or 2 Right Answers	3 Right Answers
$50-90K	14%	52%	33%
Kids - Yes	12%	56%	32%
No Kids	18%	51%	32%
Coll Grad	12%	56%	32%
Men 18-49	18%	50%	32%
Some College	22%	47%	31%
City	17%	53%	30%
<Coll Men	21%	49%	30%
Biz OwnerNo	19%	52%	29%
White Women	18%	53%	29%
93117 Goleta	25%	47%	28%
$20-50K	20%	52%	28%
Coll Grad+ Women	16%	55%	28%
93110 NC SB	18%	55%	27%
Women 50+	20%	53%	27%
93101 C SB	14%	60%	26%
Condo	17%	57%	26%
Women	20%	55%	25%
Asian	13%	63%	25%
Latino Men	26%	52%	23%
Apartment	28%	51%	22%
Rent	23%	55%	22%
Women 18-49	20%	58%	22%
<Coll Women	25%	53%	21%
93103 SC SB	14%	66%	20%
18-34	27%	54%	19%
< $20K	29%	54%	17%
HS or less	26%	59%	15%
Latino	32%	54%	14%
Latino Women	37%	56%	7%

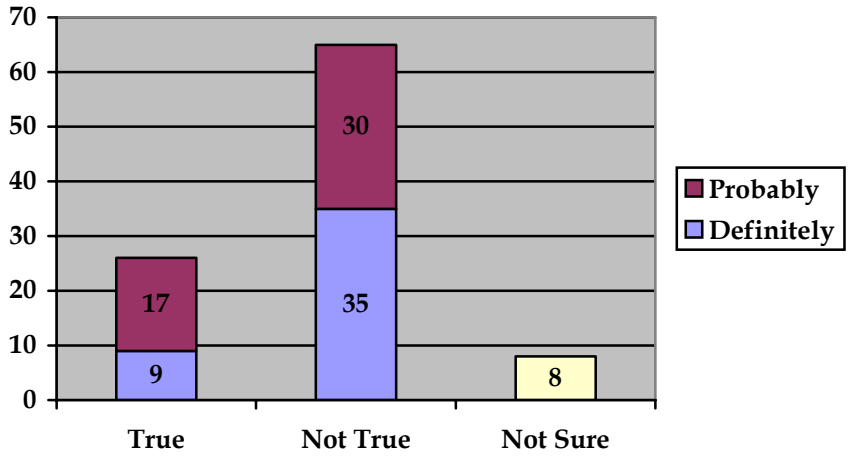
SOURCES OF POLLUTION

We asked several questions that were intended to explore what residents and business owners think are the main sources of pollution.

Does Most Storm Drain Pollution Come from a Few Big Polluters?

To begin, in a true/false question we asked residents if they believe that *"Most storm drain pollution comes from a few big polluters."* As shown in Figure 7, most residents recognize that this is untrue. Only 26 percent feel this is true, with 65 percent who say it is not true.

Figure 7: Most Storm Drain Pollution Comes from a Few Big Polluters? (Resident Survey Only)

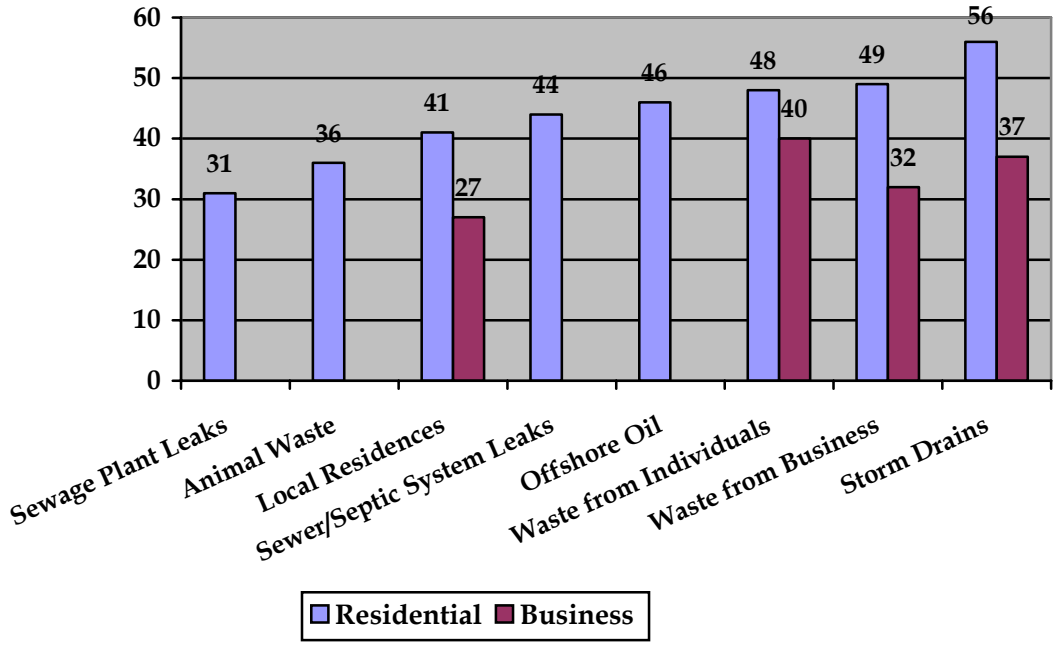


Again, we see relatively high proportions of apartment dwellers (32%), those under 35 (34%), and Latinos (40%) who inaccurately believe this statement to be true. Among those with a high school education, fully 48 percent say this statement is true. Among those earning less than $20,000 per year, 44 percent say this is true.

Rating Seriousness of Sources of Beach and Creek Pollution

We then asked residents and business to rate on a five-point scale the seriousness of different possible sources of local pollution of beaches and creeks. The results are shown in Figure 8. (Some of the sources were only mentioned in the residential study.)

Figure 8: Percent Rating Each Item as a Serious Source of Storm Drain Pollution (Resident Survey Only)



We observe the following from Figure 8:

- First, we see that among residents, storm drains are recognized as the most serious source of creek and ocean pollution that we tested (56% rated it as such). In a second tier are wastes from businesses, wastes from individuals, offshore oil leaks, and leaks from septic and sanitary sewer systems. What is washed from local residences into the streets is viewed as a somewhat less serious source of ocean pollution, as is animal waste and leaks from sewage treatment plants.

- Second, this ranking is of interest because it makes clear that people do not view residential activities as that serious a source of pollution. On the other hand, they do seem to understand that storm drains are a major source of ocean pollution.

- Third, we found that business survey respondents were much less likely than residential survey respondents to call *"wastes from business and industry"* a serious source of pollution. Only 32 percent of business survey respondents said business and industry was a

serious source of water pollution, compared to 49 percent of residents. There was a similar large difference in the reaction to the seriousness of storm drains, with 56 percent of residents saying that storm drains are a serious source of water pollution, compared to 37 percent of business survey respondents.

- Fourth, in general we see that women are more likely than men to call these sources of pollution serious. Latinos are also more likely than whites to call them serious, and younger people are more likely than older ones to call them serious.

In the residential study, we note the following variations in response that are of interest:

- People who say they are active beach users (take part in activities such as surfing and swimming on a regular basis) are more likely to see nearly all of these sources of pollution as serious compared to other respondents. This suggests an obvious target for general communication activities.

- Similarly, concern about most of the sources of pollution declines with age.

- Homeowners and single family home dwellers are somewhat more likely than renters and apartment dwellers to see animal wastes as a serious problem. It makes sense that home dwellers are more likely to have pets and thus be more familiar with the problem.

- Parents are considerably more likely than non-parents to see offshore oil wells as a serious source of pollution.

- Latinos are more likely than whites to see offshore oil leaks and leaks from sewage treatment plants as serious sources of pollution, while whites are more likely than Latinos to see animal waste as serious.

- Concern about pollution from storm drains increases with education levels, but concern about leaks from sewage treatment plants declines with education.

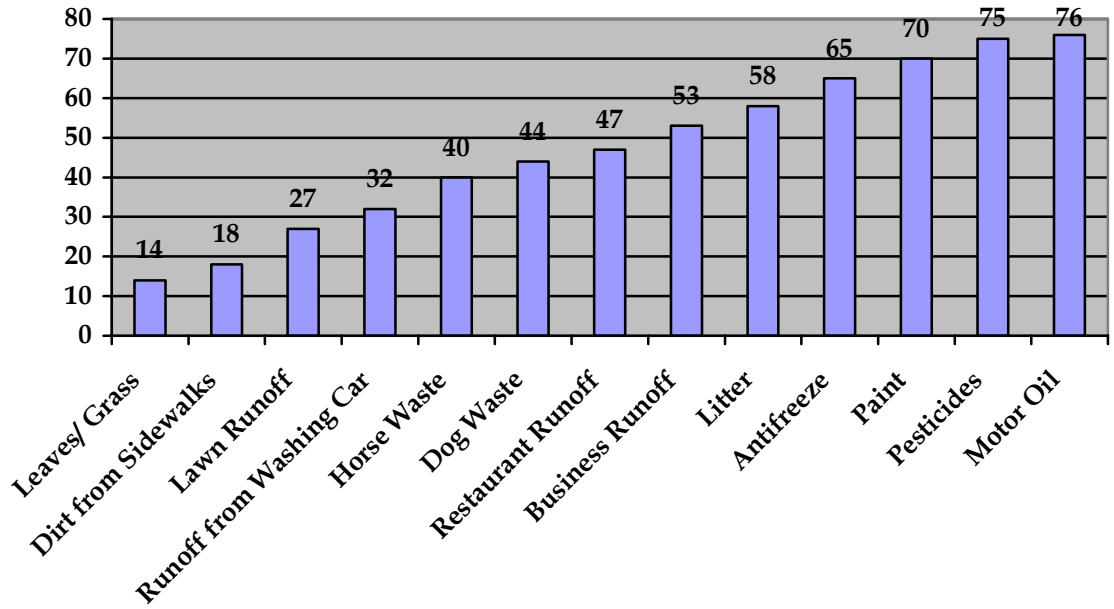
- Those most informed about how storm drains work are of course most concerned about storm drain pollution. Those least informed are more concerned about sewage treatment and offshore oil leaks.

- Concern about pollution from individuals is higher in zip code 93105 compared to zip code 93117. The same is true when it comes to pollution from storm drains. However, residents of zip code 93117 as well as residents of zip code 93101 are more concerned than residents of 93105 about pollution from offshore oil drilling. Residents of 93101 and 93105 are more concerned about animal wastes than residents of 93117.

Rating Seriousness of Items that End Up in Storm Drains

We then asked residents to rate the seriousness of a range of possible items *"that often end up in storm drains."* We again asked them to use a five-point scale to rank these items, using a 1 if they felt that item is *"not a very serious problem at all if it ends up in the storm drains,"* and a 5 if they felt *"it is a very serious problem if it ends up in the storm drains."* The proportions ranking each item as a "4" or "5" are shown in Figure 9.

Figure 9: Percent Rating Each Possible Item As A Serious Problem (A "4" Or "5" Rating) If It Ends Up In The Storm Drains (Resident Survey Only)



In Figure 9, we observe the following:

- Common residential activities, such as washing cars at home, excess watering of lawns, and sweeping of yard trimmings, sidewalk dust, or driveway dirt are simply not seen as serious sources of pollution by most residents. Efforts to discourage such activities are likely to be met with confusion unless a major effort is made to explain how they harm the ocean. Perhaps these items are seen as "natural" rather than artificial, and thus do not appear likely to harm the environment. Even dog waste is seen as a serious problem for storm drains by only 43 percent of dog walkers.

- In contrast, residents seem fully aware of the dire impacts of man-made substances such as motor oil, anti-freeze, paint, and pesticides. Residents are likely to respond strongly to cautions against allowing such items to enter the storm drains.

There are several interesting variations in how residential groups responded to this battery of questions.

- Perhaps most importantly, if you look at those residents who are least informed about how storm drains work (the ones who were unable to answer any of the index questions properly, as described on Page 21), they view trash and litter as one of the most serious problems if it ends up in storm drains. This is not the case with the best informed residents. While uninformed residents also recognize problems with oil and lawn chemicals, litter is something easy, familiar, and ubiquitous. Including warnings against litter in the storm drains is likely to help uninformed residents understand the impact of pollution on the creeks and ocean.

- Concern about these items declines steadily with age, suggesting the likelihood of less enthusiastic responses from 50+ residents to any public education efforts.

- Women are generally more concerned about pollution-causing items than men, and especially college-educated women and women under age 50.

- Concern about several items, notably paint, car washing runoff, yard trimmings, and sidewalk dirt, is lower among the most affluent (incomes of $90,000 annually or higher) compared to those earning less.

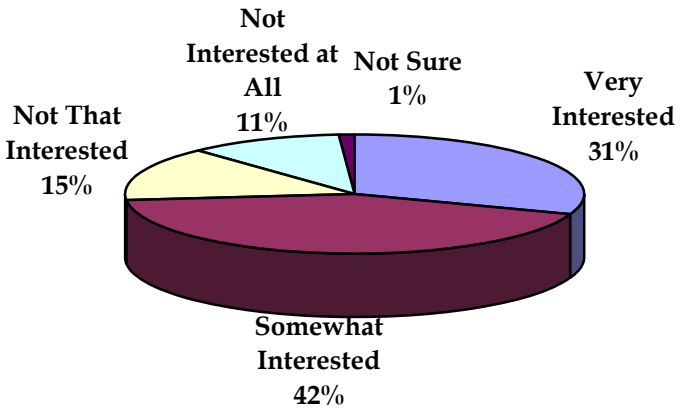
- Concern about horse waste is higher in zip code 93105 compared to zip code 93101.

INTEREST IN REDUCING POLLUTION

Interest in Learning More About How to Reduce Pollution

Early in the residential survey, we asked respondents how interested they are *"in learning more about what you can do to reduce pollution of creeks and beaches."* As shown in Figure 10, nearly a third (31%) said they are "very" interested in learning more about this.

Figure 10: How Interested Are You in Learning How to Reduce Beach and Creek Pollution? (Resident Survey Only)



- Not surprisingly, those who say they have actually visited local creeks and beaches are most interested in learning how to prevent such pollution. Thirty-three percent of beach visitors are very interested, compared to 20 percent of those who have not visited the beach. Thirty-five percent of creek visitors are "very interested" compared to 23 percent of those who have not visited a creek.

- Fully 39 percent of residential study business owners said they are very interested in learning more about how to prevent pollution, compared to 30 percent of other residents.

- Interest in preventing pollution increases with education, from 24 percent of those with no college who are very interested to 36 percent of those with a graduate degree.

- Interest in preventing pollution is highest among residents age 35 to 54 (36% very interested) and 55-64 (41% very interested), compared to lower levels among residents age 18-34 (27%) and among seniors (24%).

Willingness to Make Lifestyle Changes to Prevent Pollution

Later in the residential survey, we asked respondents to choose from among three statements that expressed their willingness to make changes in their lifestyles to prevent pollution. The results are shown in Table 2. Here we see that fully 54 percent of Santa Barbara area residents would make "*significant*" changes to their lifestyles to prevent pollution. Below we review the types of changes residents are most willing to make, but for now we will focus on the types of residents most willing to make such changes.

Table 2: Willingness to Change Lifestyle to Prevent Pollution (Resident Survey Only)

	Percent
I would make significant changes to my lifestyle if I knew it would keep our creeks and beaches free of pollution	54
I would make small changes to my lifestyle if I knew it would keep our creeks and beaches free of pollution	35
With all the other things I have to worry about, I probably would not change my lifestyle just to keep our creeks and beaches free of pollution	7
Other	4

Those <u>most</u> willing to make changes include:

- College educated women (64%),
- Ages 35-64 (64%),
- Residential study business owners (66%), and
- Those most informed about how storm drains work (63% of those who correctly answered all three questions on this topic).

Among no residential group does as many as 15 percent say they would not be willing to change their lifestyle to help prevent pollution. Within this narrow range of responses, however, there is some significant variation. Those least willing to make changes to their lifestyle include:

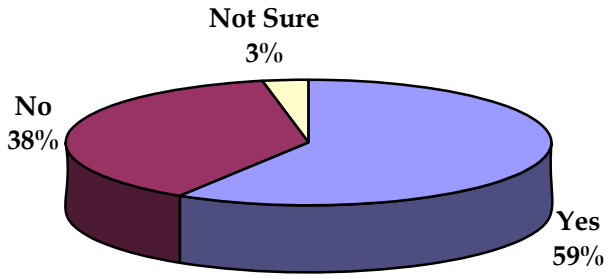
- Seniors (12%),
- Men (10%) compared to women (4%), and
- Latinos (12%) compared to whites (6%).

AWARENESS OF POLLUTION PREVENTION EDUCATION EFFORTS

Seen or Heard Anything About Ways to Prevent Pollution?

Nearly three in five residents say they have "*seen or heard*" something in the last year "*about ways to prevent pollution of water that flows into storm drains or creeks.*" As shown in Figure 11, 59 percent say they are familiar with such education efforts, with only 38 percent who say they have not heard anything on this topic in the past year.

Figure 11: Seen or Heard About Ways to Prevent Storm Drain Pollution in Past Year? (Resident Survey Only)



Familiarity with how to prevent storm drain pollution is higher among single-family home dwellers (66%) compared to apartment dwellers (48%); among whites (66%) compared to Latinos (42%); and among college graduates (about 68%) compared to those without a college degree (about 53%).

Familiarity with these efforts appears lower in zip code 93117 (at 50%) compared to other regions of the study area. Familiarity is much lower among those earning less than $20,000 per year, and among those under

35. In fact, 52 percent of those under 35 say they have seen or heard nothing about ways to prevent storm drain pollution.

Familiarity is generally lower among women under age 50 (46% have not heard about how prevent this pollution) compared to other age/gender groupings. This is important because younger women tend to be most concerned about beach and ocean pollution, but least informed on how to prevent it.

Finally, we see that those most interested in preventing pollution and most informed on how storm drains work tend to be the most likely to say they have seen pollution prevention information:

- Familiarity is at 70 percent among those who say they are most interested in learning more about how to prevent pollution (See Page 28), compared to just 54 percent among those least interested in preventing pollution.

- Familiarity is higher among creek visitors (at 68%) compared to those who have not visited creeks (50%).

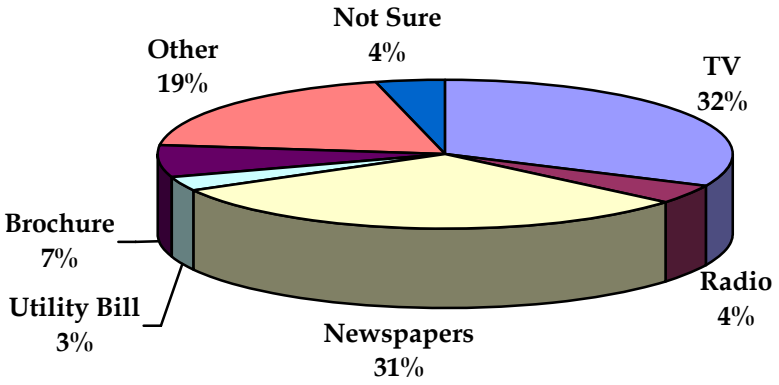
- Familiarity is also much higher among those best informed about how storm drains work compared to the least informed.

Whether their interest and awareness was inspired by the information they received, or whether they are more likely to pay attention to this information because of their interest, is unknown.

Source of Information on Preventing Pollution

Those who say they saw some information in the past year on this topic were asked if they saw this information on television, radio, the newspaper, a utility bill insert, a brochure, or somewhere else. As shown in Figure 12, the most commonly named medium was TV, at 32 percent, followed by newspapers at 31 percent. Only a small fraction named either brochures or utility bill inserts, which are the most common vehicles used by public agencies to deliver this type of information.

Figure 12: Where Did You Hear About Ways to Prevent Pollution in Past Year? (N = 372) (Resident Survey Only)



Those least informed about how storm drains work are most likely to say they got their information via television; those best informed are most likely to cite newspapers.

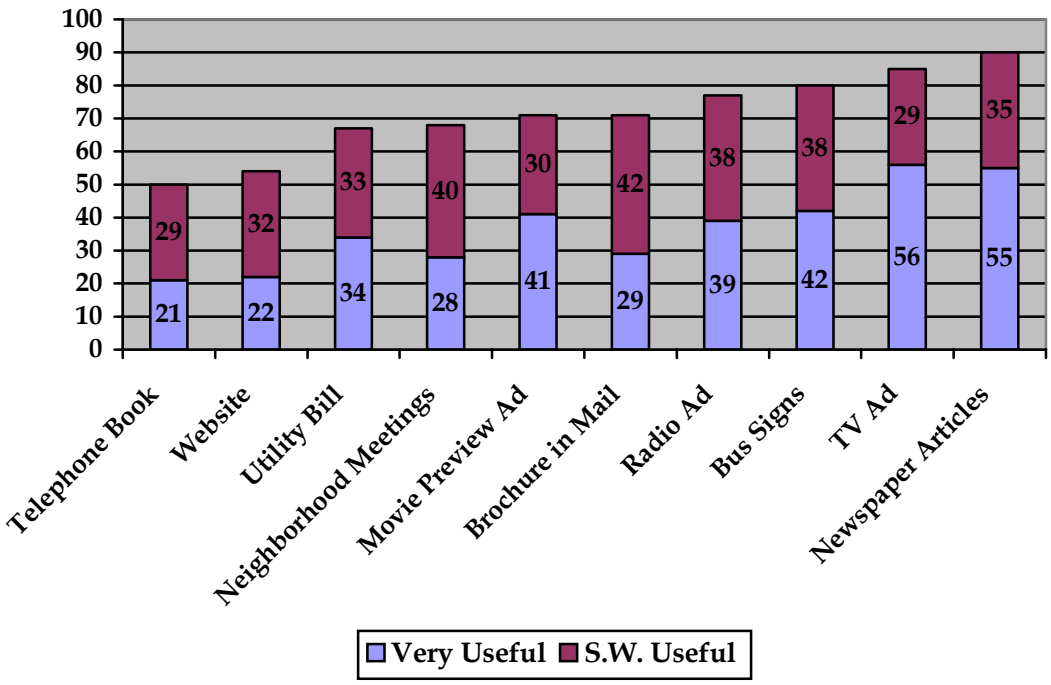
This underscores an obvious point: to reach those who are already most "tuned in," newspaper articles are the best approach. But to reach residents who are not paying much attention, TV is often far more effective (assuming the message is simple and is of interest to news shows, of course).

Those more likely to have seen any information about preventing storm water pollution on TV include apartment dwellers compared to home dwellers, Latinos compared to whites, and all residents under age 65. Men over 50 were by far the most likely to have seen information in the newspaper. Residents of zip codes 93105 were more likely to have seen information in the newspapers compared to residents of zip codes 93101 and 93117. Parents were less likely to have seen information in newspapers compared to non-parents.

Rating Usefulness of Possible Sources of Information

Later in the residential survey, we specifically asked respondents to rate the usefulness of ten possible ways to get information about how to keep creeks and beaches free of pollution. These results are illustrated in Figure 13.

Figure 13: How Useful is Each Information Source? (Resident Survey Only)



We see in Figure 13 that residents feel that newspapers and TV ads are by far the most useful sources of information, followed by bus and trash truck ads, radio ads, a brochure, and movie previews. Interestingly, websites and utility bill inserts, which are often employed by public agencies to transmit information of this kind, were rated as among the least useful ways to get information.

There were several variations of interest in how residents responded to this battery of questions:

- Latinos were more likely than whites to say that television is a very useful way to get information (66% of Latinos compared to 51% of whites.) They were also more likely than whites to say that putting information on the sides of buses and trash trucks was very useful (63% of Latinos compared to 32% of whites).

- TV and movie preview ads were by far the most useful sources of information for residents under age 35, with older residents preferring newspaper ads and TV.

- For those with the lowest levels of education, TV is by far the best media, followed by newspapers and movie previews. But for those with the highest education levels, newspapers are by far the most useful source of information.

In general, city dwellers were more enthusiastic about most of the possible means of communication compared to county residents.

CONCERN ABOUT STORM DRAIN POLLUTION

Residents were told that *"Storm drains are separate from the sewage system here in Santa Barbara County. Anything that goes into storm drains ends up in local creeks, or goes directly into the ocean, without any screening or treatment."* They were then asked to name in their own words what concerns them the most *"about knowing that anything in storm drains goes untreated into local creeks or the ocean."*

The open-ended responses were coded into categories, as shown in Table 3. There are two main concerns voiced by residents: the impact on human health (34% mentioned something about this), and the impact on the environment (mentioned by 29%).

Table 3: What Concerns You the Most Knowing that Storm Drain Water Goes Untreated Into Creeks and the Ocean? (Coded Open-Ended Responses) (Resident Survey Only)

	Percent
Concern about Health Effects	**34**
Health of beach/creek users	31
Concern about eating fish	3
Concern about Environment	**29**
That people don't know about pollution	**10**
Don't like litter/trash on beach	**6**
Government is not taking action	**4**
Other	7

Significant variations in response to this question include the following:

- Concern about environmental effects is slightly higher among city residents (33%) compared to those in the county (26%), and among beach visitors (31%) compared to those who do not visit the beach (20%).

- Those most committed to making changes to their lifestyle to protect the beach and creeks are considerably more concerned about the environmental impacts (31%) compared to those who would not make changes to their lifestyle (20%).

- Concern about environmental impacts is somewhat higher among residents under age 50 (about 35%) compared to older ones (21%).

There are no significant variations by respondent group in the likelihood of mentioning a concern about health impacts of this pollution.

Table 3 presents the findings by grouping the volunteered responses into codes (e.g. concern about environment). Responses that that were coded as "Other" are presented below:

- That people put anything into the storm drains without regard to whether or not they are harmful materials
- The people treat the gutters like trash cans and just throw anything into them without care as to what will end up in the storm drains
- My concern is people dumping without concern as to what they are dumping
- Diseases people can get
- Damaging to the ecosystem
- The fact that waste is going into the ocean untreated
- Not knowing what is in the storm drains
- Sickness
- The fact that nothing's being done in spite of the measure "B" funds and local bonds that have been passed recently
- the fact that it goes into the ocean
- Disease
- Ignorant jerks who will throw anything into the storm drains and gutters
- The amount of pollution that goes into the ocean
- The garbage from the streets
- Lots of trash gets dumped in to the streets
- All the crap that goes into ocean is bad
- Unsanitary conditions lead to beach closures that effects the economy,& the beach is unsafe & not closed like it should be there are health risk to people& animals
- The health of the ocean in general
- Closing of beaches
- Pesticides getting back into the environment.
- Engine oil
- The harmful impacts of sea life. esp. the ones we eat.
- Harmful diseases, odors, & etc.
- People that don't realize that and dump their oil into the ocean and we swim in that

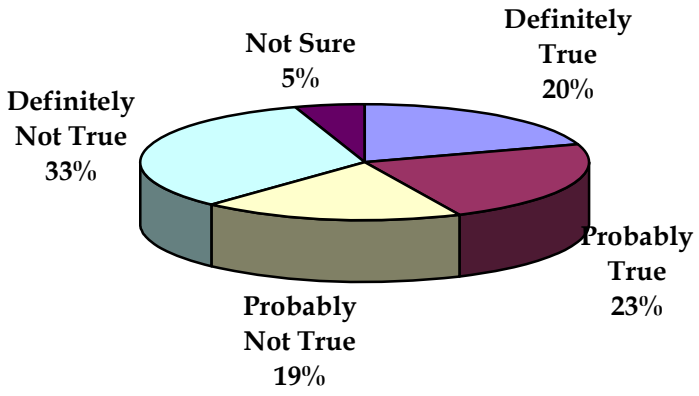
- The things that goes into the storm drains themselves, i.e. the garbage in and garbage out
- It makes things dirty and unhealthy
- That people are slobs, they are not careful of their trash disposal
- I am concerned for the health and safety of my family
- Its not good that it goes right into the ocean from storm drains
- The fact that toxic waste and litter and trash is going directly into our ocean and killing our marine life
- Destroying local beaches and creeks
- Because it is coming into contact with people & wildlife
- Lack of education on the way the drains work
- The people don't care
- Concern about the harm that the motor oil, bleach and harmful bacteria will do in our oceans and beaches
- That there is absolutely no treatment
- A lot of bad stuff goes into storm drains
- Just that it is completely untreated
- Lack of community awareness in regard to standard sanitary practices.
- The fact that oil and antifreeze goes straight into the ocean
- The pollution will get back into the environment
- Any of the auto mobile wastes goes directly into the ocean
- There's no regulation.

AWARENESS OF WHAT CAN BE DONE TO PREVENT STORM DRAIN POLLUTION

What Can You Do to Prevent Pollution?

More than 40 percent (43%) of residential study respondents say they are not sure what they *"personally can do to prevent pollution from going down storm drains."* Fifty-two percent indicate they do know what to do. (See Figure 14).

Figure 14: True or False – "I'm Not Sure What I Personally Can Do to Prevent Pollution from Going Down Storm Drains"? (Resident Survey Only)



As might be expected, those least informed about how storm drains work are also least likely to feel they know how to prevent storm drain pollution. Also, those least interested in preventing pollution tend to be least likely to say they know how to prevent it.

More importantly, women are less likely than men to say they know how to prevent pollution. This is valuable information because, in general, women are more interested in learning more about preventing pollution, and more likely to say they would make significant lifestyle changes to prevent pollution.

Also, Latinos are less likely than whites to say that they know how to prevent pollution. Only 47 percent of Latinos know how to prevent pollution, compared to 57 percent of whites. While Latinos are somewhat less concerned about ocean pollution compared to whites, they are about as likely as whites to say they are interested in preventing pollution, and also that they would make lifestyle changes to prevent pollution.

Parents are more likely (43%) than non-parents (33%) to say they don't know how to prevent pollution.

The percentage that does not know how to prevent pollution increases sharply with age. However, seniors tend to be slightly less interested than younger residents in learning how to reduce pollution.

ACTIONS RESIDENTS ARE WILLING TO TAKE TO KEEP POLLUTION OUT OF STORM DRAINS

Willingness to Take Specific Actions to Prevent Pollution

We read residents an extensive series of actions that might keep pollution out of storm drains, and asked them whether they were actually willing to do each one. The responses are presented in Table 4 for all respondents.

Table 4: Percent Willing To Do Each to Prevent Pollution (Resident Survey Only)

	Definitely	Probably	Total
Purchase less polluting products	29	23	52
Fix auto oil leaks	31	15	46
Pick up litter and trash	32	9	41
Sweep up driveway instead of washing it	22	14	36
Use non-toxic substances in garden	21	16	37
Recycle used motor oil	31	5	36
Fix sprinklers so no water on streets	22	11	33
Pick up dog waste	19	3	22
Wash car on lawn instead of driveway	9	12	21
Put cigarettes in ash trays	16	2	18

We can make several observations from this table.

Buy Less Polluting Products

First, we note that residents are most likely to respond positively to a campaign to encourage them to buy less polluting products, "*even if they cost a little more money.*" Fully 52 percent said they would "definitely" or "probably" do this to help prevent pollution. Another 35 percent say they already do this.

- The likelihood of doing this seems to increase with education, and is especially high among college-educated women. It is also most common among women under age 50.

- People who say they wash their cars at home, and those who change their oil at home, are significantly less likely to say they now purchase non-polluting products.

- Parents are slightly less likely to say they would purchase non-polluting products compared to non-parents.

Fix Oil Leaks

The second action that residents are most likely to take is to fix their car immediately if they notice any oil stains on the driveway or under their

car. Forty-six percent said they would do this. This includes 48 percent of those who say they change their oil at home.

- Homeowners are a bit more likely than renters to say that they already do this or would do it.

- Whites are slightly more likely than Latinos to say they would do this, with white men especially likely to commit to this.

Litter Clean-Up

The third most appealing action is to participate in litter clean-up. Nearly a third said they would "definitely" clean up litter in front of their homes knowing this would help reduce pollution, and another 9 percent would "probably" do so.

- Carpinteria (zip code 93117) residents seem especially enthusiastic about this compared to residents of zip code 93105.

Sweep Up Sidewalks and Driveways

The fourth most appealing action is to sweep up driveways and sidewalks rather than washing them down with water. However, relatively few residents would "definitely" do this, including just 25 percent of those who live in single family homes. Latinos are more likely to say they already do this (48%), compared to whites (33%).

Recycle Motor Oil

When it comes to recycling oil, fully 54 percent of those who say they change their oil at home say they already recycle it. Another 38 percent of oil recyclers say they would recycle it knowing it would help keep pollution out of storm drains.

Avoid Watering Streets

Among home dwellers, only 37 percent say they currently have their sprinklers set so that no water reaches the streets, and just 24 percent said this is something they would definitely do.

Pick Up Dog Waste

Among dog owners, 53 percent say they currently pick up dog waste, with another 33 percent who say they would "definitely" do so to prevent pollution and protect the creeks and ocean.

Wash Cars on Lawn

There is relatively little enthusiasm for washing cars on the lawn instead of the street. Only 9 percent would "definitely" do this, and just 11 percent do it now. Only 20 percent of those who currently wash their car

at home do this, and only 14 percent would "definitely" do this in the future to protect the creeks and ocean.

REASONS TO TAKE ACTION TO PREVENT STORM WATER POLLUTION

Persuasion Statements

We asked a series of questions intended to assess reaction to alternative statements that might be used to persuade residents to take action to reduce storm water pollution.

As shown in Table 5, two statements stood out as most persuasive:

- That *"keeping pollution out of storm drains will help preserve the ocean environment and protect fish, dolphins, and other marine life"* and

- That *"keeping pollution out of storm drains will help protect the health of children and adults who play in creeks or swim in the ocean, and prevent disease."*

Table 5: Percent Much More Likely to Take Action to Prevent Storm Water Pollution After Hearing: (Resident Survey Only)

	Percent
Keeping pollution out of storm drains will help preserve the ocean environment and protect fish, dolphins, and other marine life	78
Keeping pollution out of storm drains will help protect the health of children and adults who play in creeks or swim in the ocean, and prevent disease	76
Storm drains are one of the biggest sources of pollution of local creeks and beaches, and if we can clean up the storm drains it will really make a difference in restoring beaches that are clean and safe	68
By restoring creeks and wetlands, we can help improve the water quality in our creeks and ocean	67
At present, beach warnings and even closures take place several times a year due to high bacteria levels. Keeping storm drains clean is the best way to keep our beaches safe	66
By keeping our beaches clean, we will protect tourism jobs and boost the economy for the entire County	58

Clearly the public education effort on storm water needs to focus on one or both of the simplest and most general of statements tested: that reducing storm water pollution protects the health of families who swim in creeks and the ocean, and/or that cleaning up storm drains is good for the environment.

The other statements are either more complicated, or are a variation of these two key points.

There was almost no important variation in response to these statements with the following exceptions:

- Women were more responsive than men, especially women under age 50.

- Those most committed to and interested in taking action to prevent storm water pollution seemed slightly more motivated by environmental messages. For example, among those who said they were "very interested" in learning more about how to prevent storm water pollution, 90 percent were "much more likely" to take action after hearing about the environmental message, while 85 percent were "much more likely" to take action after hearing about the health message.

- Among those least interested in taking action, and among those willing to make only small changes in their lifestyle to reduce pollution, the health message was slightly more persuasive.

- For the highest income residents, the environmental message was the most persuasive, but for the lowest income residents, the health message was slightly more persuasive.

IMPACT OF CERTIFYING BUSINESSES AS ENVIRONMENTALLY FRIENDLY

In both the business and residential studies, we asked respondents to react to the possibility of having local government *"officially certify"* restaurants or auto-related businesses that are *"environmentally friendly"* because they follow practices that *"best reduce storm water pollution."*

Response was positive from both businesses and customers.

- Among restaurant owners in the business survey, 73 percent felt that customers would be more likely to visit if they could post an award certifying it as environmentally friendly.

- Among residents, nearly the same proportion, 71 percent said they would be more likely to visit a restaurant certified in this way (See Figure 15).

Figure 15: Reaction to Idea of Certifying Restaurants As Environmentally Friendly (Business and Residential Study)

Visiting Environmentally Friendly Restaurants

Not surprisingly, those more likely to say they would visit a restaurant certified as environmentally friendly include:

- Those most interested in learning more about how to prevent pollution. Fifty-five percent of those very interested in preventing pollution would be much more likely to visit such a restaurant, compared to 42 percent of those not interested in learning more.

- Those most willing to make changes to their lifestyle to prevent pollution. Fifty-eight percent of those who would make significant changes to their lifestyles would be much more likely to visit such a restaurant, compared to just 37 percent of those who would make small changes to their lifestyle to prevent pollution, and only 17 percent of those who would not make changes to their lifestyle.

- In addition, whites (75%) seem more interested in visiting a restaurant certified as environmentally safe compared to Latinos (61%), and especially Latino men (just 48%).

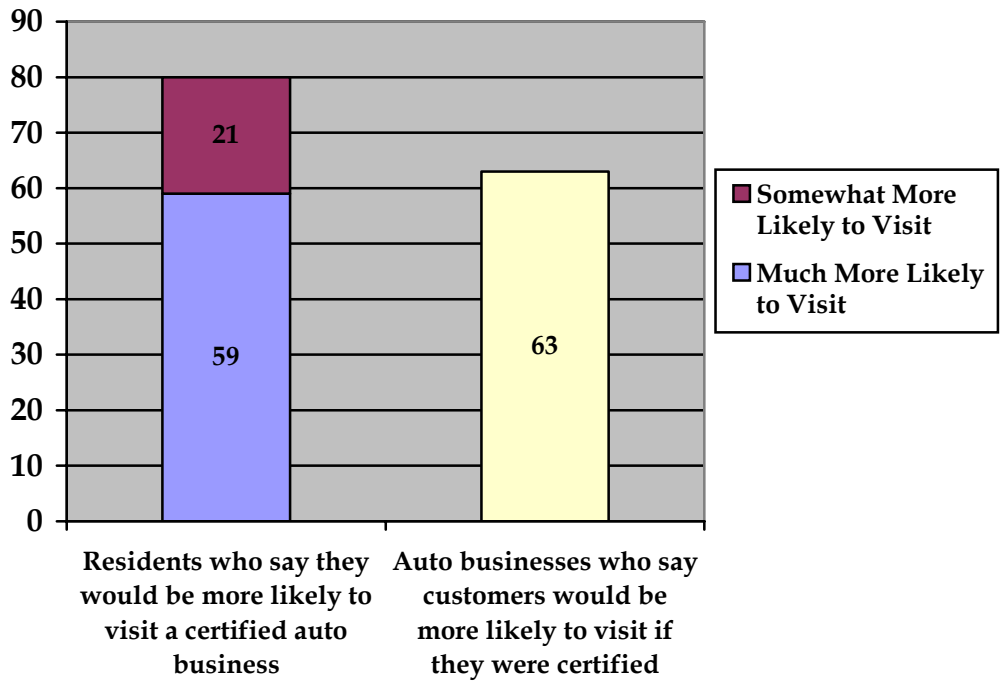
- Non-parents (74%) were slightly more likely to visit such a restaurant compared to parents (66%).

- Finally, women (77%) seem more interested than men (66%) in visiting a restaurant certified as environmentally safe. This is especially true among women under age 50 (82%).

Visiting Environmentally Friendly Auto Businesses

Among automobile-related business owners, 63 percent said that customers would be more likely to visit them if they were certified as environmentally friendly. Among residents, 80 percent said they would be more likely to visit such a business, including 59 percent who said they would be much more likely to visit it. (See Figure 16).

Figure 16: Reaction to Idea of Certifying Auto Businesses As Environmentally Friendly (Business and Residential Study)



Interest in visiting an auto business certified as environmentally friendly is especially high among:

- Beach visitors (82%) compared to those who have not visited the beach (71%).
- Women (85%) compared to men (76%).
- County residents (83%) compared to city residents (78%).

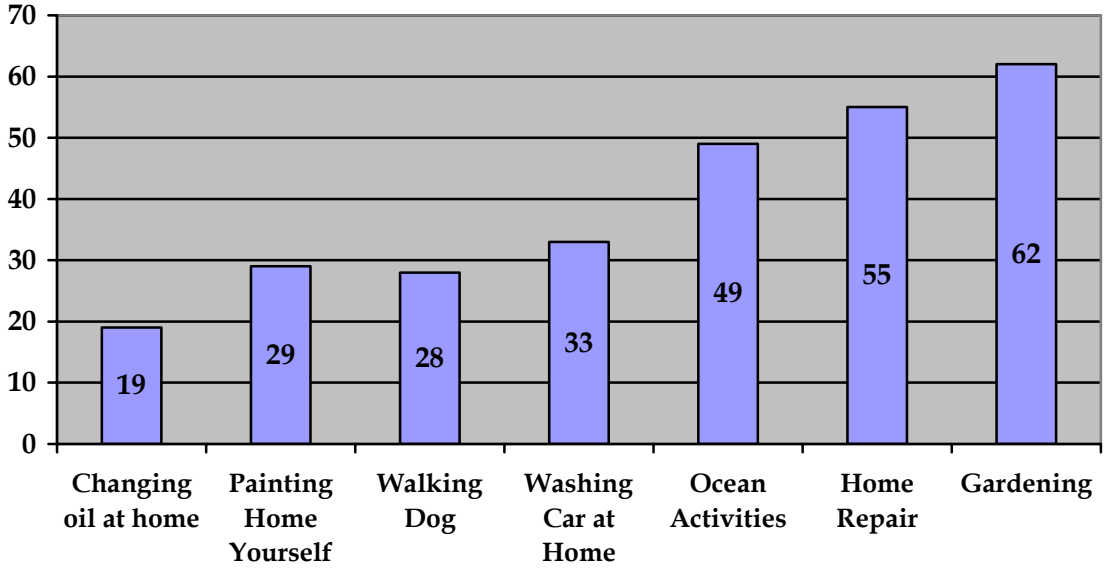
RESIDENTIAL BEHAVIORS

The survey asked residents if they participated in one or more of a series of behaviors that might be of interest either as an indicator of potential polluting behavior, or to indicate ways of communicating with different types of people. While there were in fact relatively few significant differences in responses to other questions in the survey broken out by interest in these activities, the responses remain of interest.

Participation Rates in Activities

As shown in Figure 17, relatively few people actually change their own car's oil at home or paint their homes themselves, while a majority of residents engage in gardening or home repair. Not surprisingly, those most likely to engage in any of the potentially polluting behaviors we tested, such as changing oil at home, are also more likely to engage in other polluting activities, such as painting at home and washing the car at home.

Figure 17: Do you Regularly Engage In: (Residential Study Only)



Another interesting finding is that those most informed about how storm drains work also tend to be most likely to engage in activities like gardening, ocean visits, and home repair. Since there seems to be a good relationship between awareness of how storm drains work and interest in reducing pollution, this suggests that educational efforts targeted at gardeners, ocean visitors, and home repair types may prove especially fruitful.

Change Motor Oil at Home

Those most likely to change their oil at home include:

- Those who are not college graduates (about 24%) compared to college graduates (about 14%).
- Those under 35 (29%) compared to older residents (18% of those 35-64 and 12% of seniors).
- Men under 50 (27%) compared to only 18 percent of women under 50.
- People who also wash their car at home (33%) and those who paint their own home (35%).

- Latinos (24%) compared to whites (16%) and especially Latino men (32%).

- County residents (22%) compared to city residents (15%).

Paint Own Home

Those most likely to paint their homes themselves include:

- Men (33%) compared to women (22%).

- Those least interested in making lifestyle changes to reduce pollution (46%).

- Oil changers (50%).

- Home dwellers (33%) compared to apartment dwellers (19%).

- Latinos (38%) compared to whites (25%).

- Parents (38%) compared to non-parents (25%).

Walk Dogs

Those most likely to walk dogs include:

- Creek visitors (31%) compared to non-creek visitors (22%).

- Home dwellers (34%) compared to apartment dwellers (15%).

- Men (35%) compared to women (22%).

- Those earning more than $50,000 per year (34%) compared to those earning less (about 21%).

Wash Cars at Home

Those most likely to wash their cars at home include:

- Men over 50 (44%) compared to 35 percent of younger men and about 30 percent of women.

- Thirty-nine percent living in the county sample area, compared to 28 percent of those living in the city.

Ocean Activities

Those most likely to engage in ocean activities include:

- Creek (54%) and beach (53%) visitors.
- Those most familiar with how storm drains work (56%, compared to 42% of those least familiar with storm drains).
- Renters (54%) compared to homeowners (45%).
- Parents (70%) compared to non-parents (43%).
- Men (55%) compared to women (43%).

Home Repair

Those most likely to engage in frequent home repair include:

- County respondents (62%) compared to city residents (49%).
- Creek (63%) and beach (58%) visitors.
- Those most familiar with how storm drains work (68%, compared to 37% of those least familiar with storm drains).
- Homeowners (69%) compared to renters (35%).
- Men (64%) and especially white men (66%) compared to women (48%).
- Those earning more than $50,000 per year (about 64%) compared to those earning less (about 40%).
- Parents (73%) compared to non-parents (51%).

Gardeners

Those most likely to garden include:

- Seniors (72%) compared to younger residents (42% of those under 35).
- Those earning more than $50,000 per year (about 68%) compared to those earning less (about 51%).

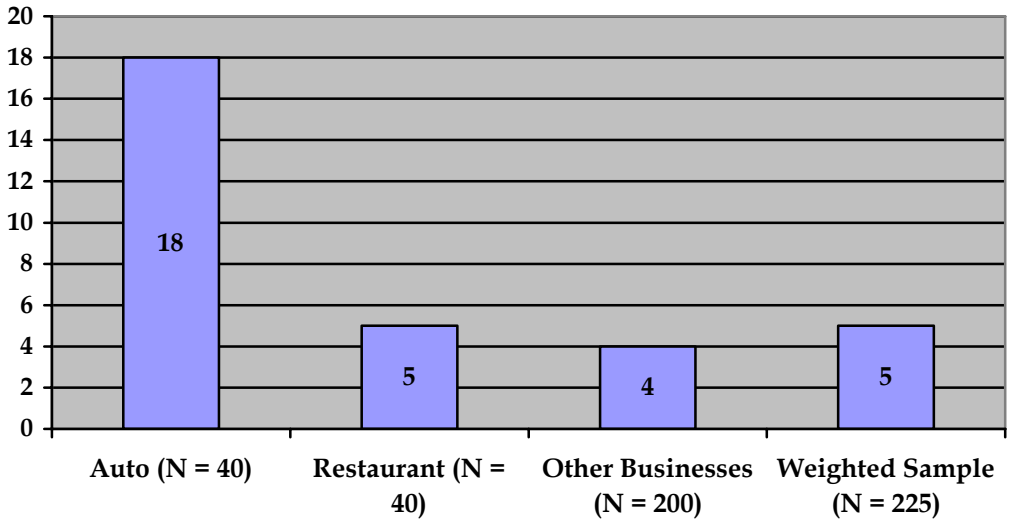
- Those most familiar with how storm drains work (71%, compared to 56% of those least familiar with storm drains).

BUSINESS STUDY: POLLUTION CREATING BUSINESS ACTIVITIES

Businesses Releasing Materials into Storm Drains

Businesses were asked if any of the procedures or activities associated with their businesses result in "*dirt, litter, food waste, water, chemicals, oil, grease, or other liquid or solid materials going into the street or storm drains.*" Just five percent of the weighted overall business sample said they did so. However, 18 percent of automotive businesses said that their business activities produce this type of run-off, significantly higher than the five percent of restaurant businesses and four percent of other businesses. (See Figure 18). A weighted sample representing all area businesses suggests that five percent overall admit producing some kind of runoff affecting storm drains.

Figure 18: Do Any Business Procedures Or Activities Result In Storm Drain Pollution? (Business Study Only)



BUSINESS STUDY: ACTIONS TAKEN TO PREVENT POLLUTION?

Businesses Taking Action to Prevent Pollution

Sixty-two percent of respondents with auto businesses said they take actions specifically to prevent pollution of storm drains. This is a significantly higher number than among restaurant businesses. Just 30

percent of restaurant business respondents take specific steps to avoid polluting storm drains. There are too few "other" businesses that admit allowing materials into storm drains for analysis. (See Figure 19).

Figure 19: Does Your Business Take Any Actions To Prevent Pollution Of Storm Drains? (Business Study Only)

Respondents who said their business had received informational materials from the city or county about management practices to reduce pollution of creeks and oceans (65%) are more likely than those who had not (46%) to take efforts to avoid polluting storm drains.

Some of the actions that respondents take, in their own words, include:

"We have a 55 gallon drum for saving the motor oil."

"We don't wash up engines on the property so materials don't go into storm drains."

"We spent an awful lot of money on these special drains that filter the water we wash cars with."

"We soak up all the stains instead of washing them off."

"We sweep and wipe and mop before we hose outdoor areas."

"I sweep gutters and pick up trash on property and gutters. I use no chemicals."

"We have grease traps that catch everything that goes into our drains and nothing but waters goes into the storm drains."

BUSINESS STUDY: DO POLLUTION-CAUSING ACTIVITIES TAKE PLACE AT YOUR BUSINESS?

There were some notable differences among auto and restaurant businesses when respondents were asked if various pollution-creating practices ever occur as part of their business activities. The results are shown in Table 6.

Table 6: Do Each of the Following Take Place As Part of Your Business Activities?

	Restaurants Only (N = 40)	Auto Businesses Only (N = 40)
Water is used in an outdoor area on your property for cleaning or washing	33	43
Food, grease, or oil is washed off of mats outdoors on your property	13	3
Dirt or soil is moved on your property	8	13
Chemicals or pesticides are used outdoors on your property	3	18
Soaps or cleaning materials are used outdoors	5	30
Fuel or oil leaks from vehicles parked on your property	15	32
Litter overflows from trash bins on your property	3	5

Restaurant businesses appear more likely than auto businesses to wash off food, grease, or oil from outdoor mats (13% among restaurant businesses, compared with 3% of auto businesses).

Just 3 percent of restaurant businesses report using chemicals or pesticides outdoors on their properties. A significantly higher 18 percent of auto businesses do so.

While 30 percent of auto businesses specifically use soaps and cleaning materials outdoors, a lower 5 percent of restaurant businesses do so.

Fifteen percent (15%) of restaurant business respondents said that fuel or oil leaks from vehicles that park on their property occur, while a higher 32 percent of respondents with auto businesses gave this response.

There were no significant differences among the general business sample and the auto and restaurant samples when asked if litter overflows from trash bins on their properties.

BUSINESS STUDY: TAKING ACTIONS TO REDUCE POLLUTION

After being told that the above practices all contribute to storm drain pollution, just two percent of auto and eight percent of restaurant businesses said they would make additional efforts to reduce pollution.

Some of the actions that respondents suggested they could take included:

"Sweep instead of washing down cement."

"Be more careful when cleaning the mats."

"We are looking into capturing runoff water from the parking lot…"

"We could use less pesticides."

"Make sure litter is picked up and use no chemicals outside."

When asked to identify the main obstacle preventing businesses from doing more, almost none of the business study respondents mentioned anything about not wanting to clean up pollution or finding it too time-consuming or too expensive. Rather, nearly all the responses we received to this question were related to not knowing what to do, or not causing any pollution.

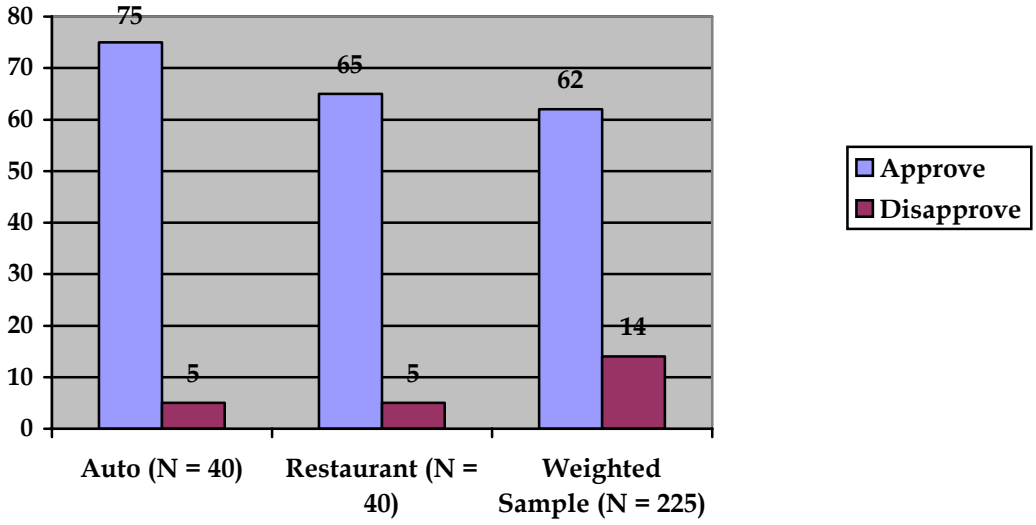
REACTION TO EXISTING STORM WATER REGULATIONS

Nearly two-thirds (62%) of business respondents in the weighted sample approve of regulations to control businesses and industry practices that affect what goes into storm drains, while just 14 percent disapprove (24% are uncertain). There are only a few differences in response by business type:

- Businesses with two or fewer employees (70%) approve of the regulations in higher numbers than those with six or more employees (57%).

- Businesses with less than $150,000 in revenue approve in higher proportions than those earning $1 million dollars or more in revenue (69% to 53%). In fact, 21 percent of the most affluent businesses disapprove of these regulations, compared to just six percent of the least affluent (15% of those businesses earning between $150,000 and $1 million in revenue disapprove).

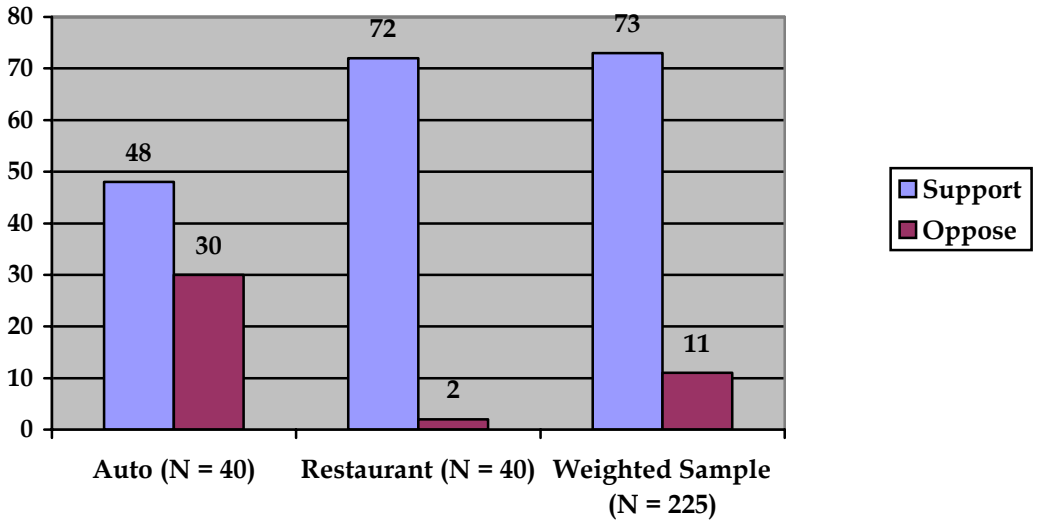
Figure 20: Do You Approve Or Disapprove Of The Current Regulations For Businesses Affecting What Goes Into Storm Drains? (Business Study Only)



Support for Stronger Enforcement of Regulations

Not only do many business respondents approve of the current regulations, but 73 percent of the weighted sample overall supports even stronger enforcement of these regulations. However, while 72 percent of restaurant business respondents and 76 percent of other non-auto businesses support stronger enforcement, just 48 percent of auto businesses do so. In fact, 30 percent of auto businesses oppose stronger enforcement (18% strongly oppose). Not surprisingly, businesses that do not take part in practices that pollute storm drains are significantly more supportive of stronger enforcement than those who do (78% versus 47%).

Figure 21: Do You Support Or Oppose Stronger Enforcement Of These Regulations? (Business Study Only)



BUSINESS STUDY: EDUCATIONAL MATERIALS

Businesses Receiving Educational Materials on Storm Water Pollution

Nearly one-third (32%) of restaurant business respondents said they have received information from the city or county related to management practices that would reduce pollution of creeks and the ocean. This is significantly higher than the 17 percent of other non-auto businesses who gave this response, but not significantly different from auto businesses (25%). Businesses that take efforts to avoid polluting storm drains (29%) were more likely to have received materials on how to avoid polluting creeks and ocean than those who do not make such efforts (16%).

Figure 22: Has Your Business Ever Received Informational Materials About Reducing Pollution?

Nearly three out of ten respondents (29%) in the weighted business sample (who had received materials) said they made changes to their business as a result of reading those materials. Moreover, one-third (34%) of these respondents in the weighted business sample said they still have the materials sent to them.

When respondents were asked what specific changes they made, some comments included:

"I met with trash collectors to discuss left behind waste after they've collected [garbage]."

"We posted a poster with pictures of storm drain pollution prevention for non-English speaking employees."

"We made sure mop water didn't get into storm drains and wrote workers up for throwing waste oil into sinks rather than the trash."

"We were hosing down too much so we learned what not to hose."

"We went to the UCSB hazardous materials disposal site and got rid of some hazardous waste. We also distributed some flyers regarding pollution."

Male respondents (26%) were more likely to have received this information than female respondents (13%). Men (67%) were more likely than women (33%) to say they made changes after reading the materials. Businesses with two or fewer employees (79%) were more likely than those with more employees (52%) to do so as well.

BUSINESS STUDY: AWARENESS OF REGULATIONS IN AUTO AND RESTAURANT INDUSTRIES

Auto business respondents were asked if they were aware that you cannot wash or steam clean pavement, gas stations, or auto repair stations if the contaminated water would leave their property and go into a storm drain. Eight out of ten auto business respondents (80%) are aware of this regulation. Three-fourths of auto business respondents (75%) are 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.

Restaurant business respondents may be less familiar with regulations affecting their industries. Just 55 percent know that restaurants are not permitted to wash kitchen mats outside if the water runs in to the storm drains. Sixty percent (60%) are aware that restaurants can't wash down tables or floors of outdoor eating areas if the water would run into the storm drains. A higher 72 percent are familiar with the rule that prevents restaurants from washing sidewalks with soap or solvents if the runoff would go into the storm drains.

BUSINESS STUDY: MOTIVATION TO PREVENT STORM DRAIN POLLUTION

All respondents were asked to rate the importance of a number of reasons to do more to prevent storm drain pollution.

As shown in Figure 23, more than eight out of ten (82%) respondents in the weighted overall business sample said a very important reason to do more to prevent pollution would be if pollution of creeks and oceans is creating a major health hazard (there were few differences among subgroups).

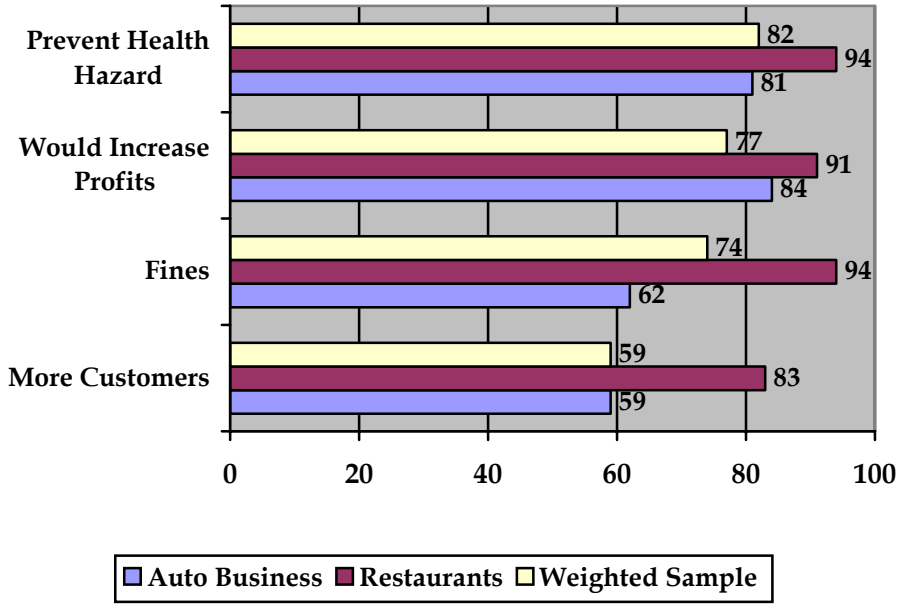
Seventy-seven percent (77%) of respondents in the weighted overall business sample said a very important reason to prevent pollution of

creeks and oceans would be if their actions ended up saving them money and increasing profits.

A slightly lower 74 percent said a very important reason to do more to prevent pollution would be if there were substantial fines for violating regulations against storm water pollution. Auto business respondents consider this reason very important in lower numbers, with 62 percent giving this response.

A lower 59 percent said a very important reason to do more is if their actions attracted more customers to their business. While this was one of the least persuasive reasons among the weighted overall sample, it was particularly strong with restaurant business respondents (83%).

Figure 23: Percent Saying Each Would Be "Very" Important Reason in Encouraging Your Business to do More to Prevent Storm Drain Pollution?

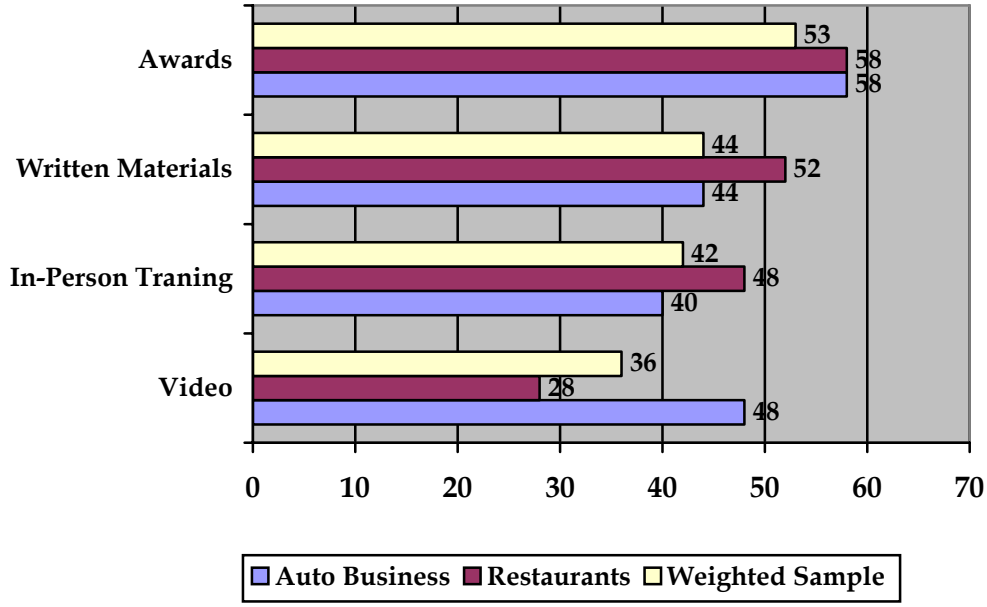


BUSINESS STUDY: ACTIONS GOVERNMENT CAN TAKE TO HELP BUSINESSES PREVENT POLLUTION

Respondents were asked to consider four actions that local government could take to help their businesses reduce storm water pollution. Respondents rated each on a scale of 1 to 5, where a "5" indicated that

they considered the action to be very helpful and a "1" indicated that the action would not be helpful at all.

Figure 24: How Helpful Would Each Of The Following Possible Government Actions Be To Reduce Storm Water Pollution (Ratings Of "4" Or "5")?



The action considered most helpful by the highest proportion of business respondents in the weighted sample is providing public recognition or awards for businesses that reduce storm water population. Forty-seven percent (47%) gave this a "5" rating and another six percent gave it a "4" rating, for a total of 53 percent. There were no significant differences between restaurant and auto businesses or by other subgroups analyzed.

Indeed, as noted on Page 41, 73 percent of restaurants and 63 percent of auto-related businesses believe that customers would be more likely to visit them if they are certified as "environmentally friendly."

Forty-four percent (44%) gave a "5" (32%) or "4" (12%) rating to providing good written materials on how to reduce storm water pollution. There were no significant differences between restaurant and auto businesses or by other subgroups analyzed.

Just over four out of ten (42%) respondents in the weighted overall sample gave a "4" (15%) or "5" (27%) rating to providing in-person training on

how to reduce storm water pollution. However, a high 33 percent gave this option a "1" (21%) or "2" (12%) rating, indicating that they do not believe it would be helpful.

While there were no differences between auto and restaurant respondents, respondents who have not engaged in polluting activities are more likely to give in-person training a "4" or "5" rating than those who have (58% to 31%). One-third of those who have engaged in activities that cause storm drain pollution gave this action a low "1" rating, compared with six percent of other respondents.

The action considered helpful by the lowest proportion of respondents in the weighted sample is providing a video on how to reduce storm water pollution. Just 27 percent gave this a "5" rating and another nine percent a "4" rating, for a total of 36 percent. Auto business respondents were slightly more likely to give a "4" or "5" rating than restaurant business respondents (48% to 28%). Respondents in service industries (50%) gave a "4" or "5" rating in higher numbers than those in retail trade (26%). There were no other significant differences.

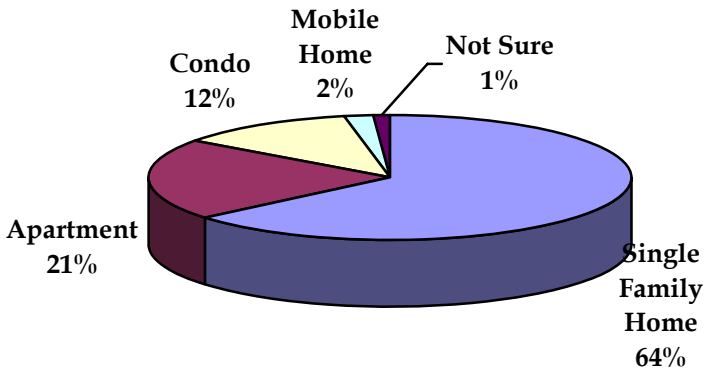
RESIDENTIAL STUDY DEMOGRAPHIC INFORMATION

The residential survey asks several demographic questions at the end of the survey. These begin with housing status.

Single-Family Home or Apartment?

Nearly two of three (64%) say they live in a single family home, as shown in Figure 25.

Figure 25: Housing Status



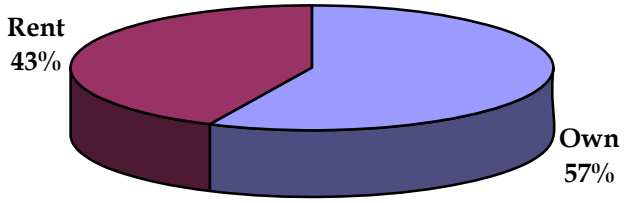
The likelihood of living in a single family home is slightly higher in the county (69%) compared to the city (61%). Those most informed about how storm drains work are a bit more likely to live in single family homes, although there is no variation in response to this question when it comes to interest in learning more about pollution or in changing one's lifestyle.

Men, whites, older residents, more affluent residents, and those with higher education levels are all more likely to live in single family homes.

Own or Rent?

Similar proportions (57%) own their own home, with 43 percent who are renters. (See Figure 26). The proportion of renters is much higher in the city (46%) compared to the county (31%); among those poorly informed about how storm drains work on our knowledge index (52%) compared to those who are best informed (28%); and among Latinos (65%) compared to whites (32%). We also see much higher proportions of renters among residents under age 35 (78%), earning under $20,000 per year (81%), and with no college education (57%).

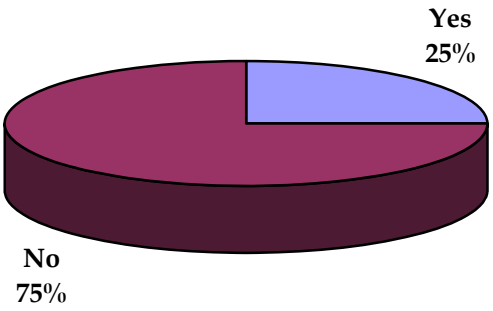
Figure 26: Home Ownership Status



Children Under 18?

Only 25 percent say they have children under the age of 18 at home. (See Figure 27). This figure is roughly comparable to 2000 U.S. Census figures for the County as a whole. Latinos are more than twice as likely as whites to have children at home (41% of Latinos compared to 18% of whites). Single-family home dwellers are more likely (26%) to have kids at home compared to apartment dwellers (14%). Among those under 35, 28 percent have kids at home, and among those between ages 35 and 50, 37 percent have kids at home. A third of those with incomes above $90,000 have kids at home, compared to about 18 percent of all other income groups.

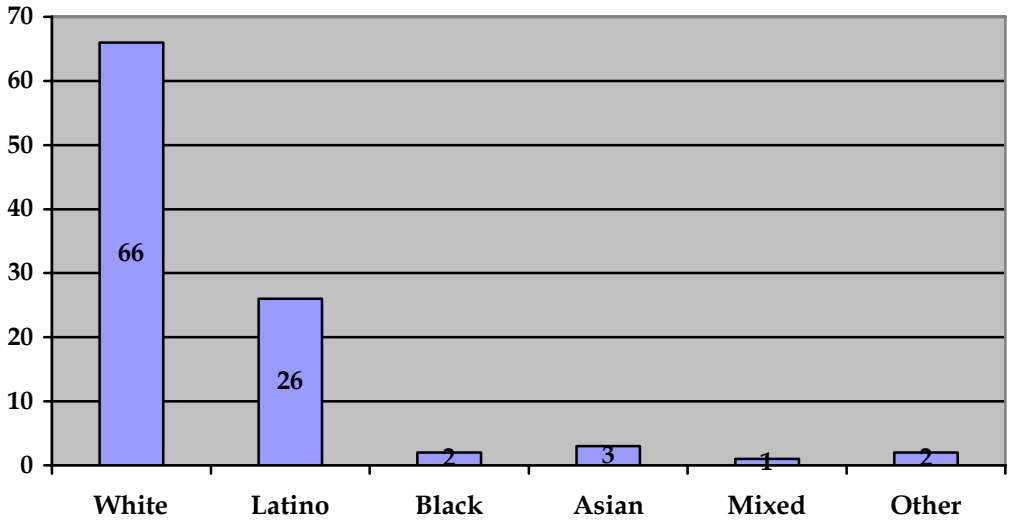
Figure 27: Children Under 18?



Race/Ethnicity

After weighting the results, we report 66 percent white respondents, which is similar to the figures seen in 2000 U.S. Census data for the County. About 26 percent described themselves as Latino, with small proportions describing themselves in other ways. (See Figure 28).

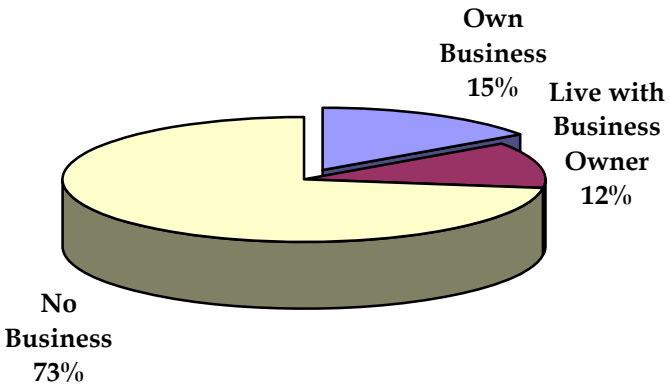
Figure 28: Race



Own a Business?

One of the most striking results found in the residential survey is that fully 15 percent of those interviewed said they owned a business, and another 12 percent said they live in a household with a business owner. (See Figure 29). Those most interested in learning more about how to prevent pollution, as well as those most informed about storm drains and those most willing to change their lifestyles to prevent pollution are all more likely to be business owners. The likelihood of owning a business is greatest among those earning more than $90,000, and among men compared to women.

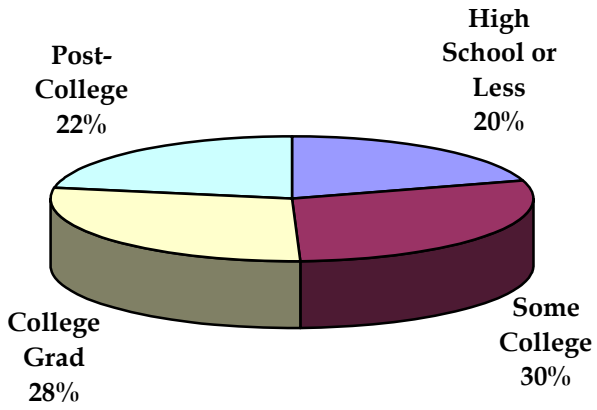
Figure 29: Own Business?



Education Levels

Education levels are quite high, with half (50%) having earned a college degree. (See Figure 30). Education levels are much lower among Latinos (only 28% with a college degree) compared to whites (59%).

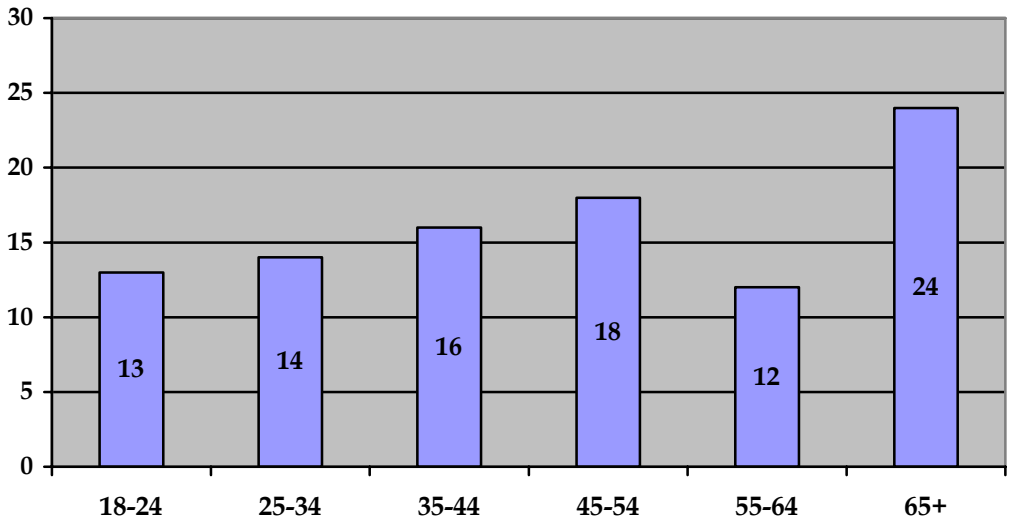
Figure 30: Education Levels



Age

The mean age of respondents is 50. Residents who are best informed about how storm drains work are a bit older (mean of 53) than those who are least informed (47).

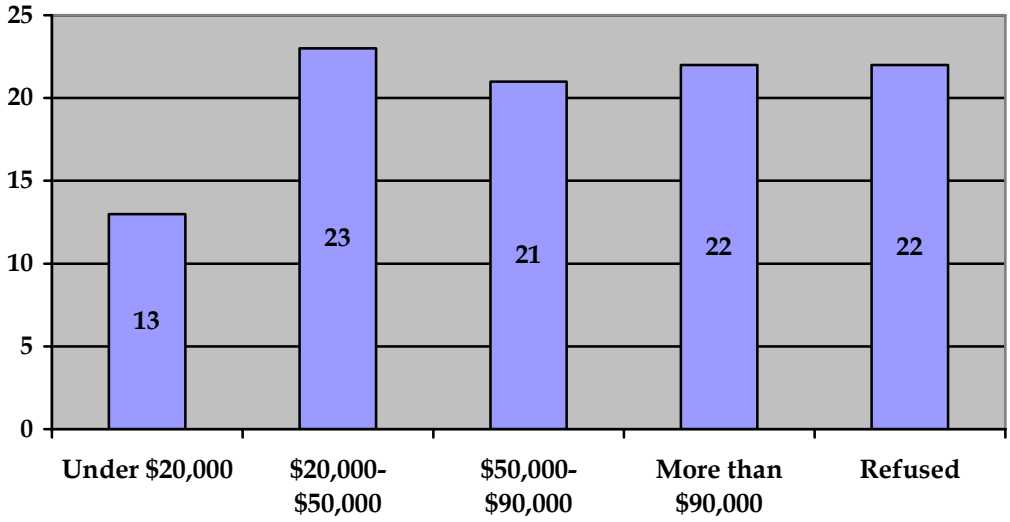
Figure 31: Age



Income

Finally, we found high levels of affluence among many Santa Barbara residents, as shown in Figure 32.

Figure 32: Income



Those best informed about storm drains tend to be more affluent than the less informed. More significantly, those willing to make major changes to their lifestyle to help prevent pollution are somewhat more affluent than those unwilling to change their lifestyle. However, there appears to be no difference between wealthy and poor residents when it comes to interest in learning more about how to prevent pollution.

APPENDIX A:
RESIDENTIAL STUDY QUESTIONNAIRE WITH AGGREGATE RESULTS

SANTA BARBARA
STORM WATER STUDY

Date _____

Time Started _____

Time Ended _____

Interview Length ___ ___

GENDER

MALE ---------45%
FEMALE------55

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

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]

FOR CITY SAMPLE ASK Q.1 AND 2, THEN SKIP TO Q.5 (N = 300)

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

93101----------32%
93103 ----------19
93105 ----------27
93106 ---------- 0
93108 ---------- 5
93109 ----------12
93110 ---------- 6
OTHER **(TERMINATE)** ---------- 0
REFUSED **(TERMINATE)** ---------- 0

2. Do you live in the City of Santa Barbara, or do you live in another city, or do you live in unincorporated county land? **(N = 300)**

Santa Barbara city (CONTINUE)---------- 100%
Another city **(TERMINATE)**---------- 0
Unincorporated **(TERMINATE)** ---------- 0
(DON'T READ) DK/NA **(TERMINATE)**-- 0

FOR COUNTY SAMPLE ASK Q.3 AND 4 (N = 300)

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

93013----------15%
93105---------- 8
93106---------- 0
93108---------- 7
93110----------12
93111----------19
93117----------38
OTHER **(TERMINATE)** ---------- 0
REFUSED **(TERMINATE)** ---------- 0

4. Do you live in the City of Santa Barbara, or do you live in another city, or do you live in unincorporated county land? **(N = 300**)

Santa Barbara city **(TERMINATE)** ---------- 0%
Another city **(CONTINUE)** ---------- 59
Unincorporated **(CONTINUE)** ---------- 40
(DON'T READ) DK/NA **(CONTINUE)** --- 1

ASK EVERYONE

5. First I want to read you a list of possible problems facing this area that other people have mentioned. Please rate each problem on a scale of 1 to 5, using a 1 if you feel it is a NOT a serious problem AT ALL, and a 5 if you feel it is a VERY serious problem. Feel free to use any number from 1 to 5. **(ROTATE)**

			NOT SER 1	2	3	4	VERY SER 5	DK/NA 9	MEAN
[ ]	a.	Litter along local streets and highways	21%	33%	26%	13%	7%	1%	2.5
[ ]	b.	Pollution of the ocean and local beaches	7	12	20	26	32	3	3.7
[ ]	c.	Traffic congestion	6	12	26	25	31	0	3.7
[ ]	d.	Pollution of local creeks	9	13	22	23	27	7	3.6
[ ]	e.	The state of the economy	10	18	35	19	14	4	3.1
[ ]	f.	Pollution in storm drains in this area	11	15	26	20	20	6	3.3

6. 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 at all in?

VERY INTERESTED ---------- 31%
SOMEWHAT INTERESTED ---------- 43
NOT THAT INTERESTED ---------- 15
NOT INTERESTED IN AT ALL ---------- 11
(DON'T READ) DK/NA ---------- 1

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

MUCH MORE ---------- 19%
SOMEWHAT MORE ---------- 22
SOMEWHAT LESS ---------- 5
MUCH LESS ---------- 1
SAME LEVEL ---------- 38
(DON'T READ) DK/NA ---------- 15

8. And what about the creeks that flow through your area? Would you say they are more polluted than they were a few years ago, less polluted, or are they about as polluted as they were a few years ago? (IF MORE/LESS ASK): "Is that MUCH (more/less) or SOMEWHAT?"

MUCH MORE ---------- 15%
SOMEWHAT MORE ---------- 24
SOMEWHAT LESS ---------- 5
MUCH LESS ---------- 1
SAME LEVEL ---------- 36
(DON'T READ) DK/NA ---------- 19

9. Speaking of local creeks, in the last year or two, have you visited one of the creeks in your area for any reason?

Yes	66%
No	34
(DON'T READ) DK/NA	1

10. And speaking of local beaches, in the last year or two, have you visited one of the beaches in your area for any reason?

Yes	86%
No	14
(DON'T READ) DK/NA	0

11. From what you know or may have heard, when water goes into the streets, and then down into the storm drains, where does that water end up? (**RECORD FIRST RESPONSE VERBATIM RESPONSES BELOW, THEN SUPERVISORS CODE)**

_____

_____

(DON'T READ)	
Creeks	3%
Ocean	90
Sewage treatment plant	1
Is recycled	0
Is used for drinking	1
Goes underground – seeps into the earth	0
Is stored or kept for later use	0
Other	1
Not Sure/Refused	5

12. 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	16%
Is not treated	54
(DON'T READ) DK/NA	31

13. Have you seen or heard anything in the last year about ways to prevent pollution of water that flows into storm drains or creeks?

Yes **(ASK Q.14)**	59%
No **(SKIP TO Q.15)**	38
(DON'T READ) DK/NA **(SKIP TO Q.15)**	2

IF YES ON Q.13, ASK Q.14

14. What is it you recall seeing? Something on TV, on the radio, in the newspaper, a utility bill insert, a brochure, or something else? **(TAKE FIRST RESPONSE ONLY) (N = 356)**

TV	32%
Radio	4
Newspaper	31
Utility Bill	3
Brochure	7
Other:	19
Not Sure	4

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

		DEF TRUE	PROB TRUE	PROB NOT	DEF NOT TRUE	DK/ NA
[ ]	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	8%	16%	18%	38%	21%
[ ]	b. Litter and trash that go down the storm drains get filtered out before they are released	6	20	29	28	17
[ ]	c. Most storm drain pollution comes from a few big polluters	9	17	30	35	8
[ ]	d. I'm not sure what I personally can do to prevent pollution from going down storm drains	20	23	19	33	5

16. Next, let me read you some possible sources of pollution of local beaches and creeks. Please rate each item on a scale of 1 to 5, using a 1 if you feel it is not a serious source of pollution at all, and a 5 if you feel it is a very serious source of pollution of local beaches and creeks. Again, feel free to use any number from 1 to 5. **(ROTATE)**

		NOT SER 1	2	3	4	VERY SER 5	DK/ NA 9	MEAN
[ ]	a. Wastes from industry and businesses	8%	16%	23%	25%	24%	5%	3.4
[ ]	b. Wastes from private individuals	6	12	31	26	22	3	3.5
[ ]	c. What comes out of storm drains	3	8	29	27	28	5	3.7
[ ]	d. Leaks from offshore oil wells	14	16	19	17	29	5	3.2
[ ]	e. What comes out of sewage treatment plants	19	18	22	16	15	9	2.8
[ ]	f. What is washed from local residences into the streets	10	15	31	25	16	3	3.2
[ ]	g. Wastes from dogs, cats, or horses	15	20	27	19	17	2	3.1
[ ]	h. Leaks from septic or sanitary sewer systems	8	14	25	20	24	9	3.4

17. In fact, storm drains are separate from the sewage system here in Santa Barbara County. Anything that goes into storm drains ends up in local creeks, or goes directly into the ocean, without any screening or treatment. What concerns you the most about knowing that anything in storm drains goes untreated into local creeks or the ocean? **(RECORD FIRST RESPONSE VERBATIM RESPONSES BELOW, THEN SUPERVISORS CODE)**

_____

_____

(DON'T READ)

Effect on health of swimmers or beach/creek/lake users/people could get sick	31%
Concern about eating fish caught from local waters	3
Concern about environmental impacts/effect on fish, plants, dolphins, whales, etc.	29
Concern about tourism/economy	1
Ugly/don't like litter/trash on beach	6
Government not taking action to solve problem	4
Industry/business polluting	1
That people don't know about this pollution	9
Concern about kids/children	3
Other:	2
No answer/Not Sure/Nothing	11

18. Let me read you a brief list of some different things that often end up in storm drains. Again, please rate each item on a scale of 1 to 5, using a 1 if you feel it is not a very serious problem at all if it ends up in the storm drains, and a 5 if you feel it is a very serious problem if it ends up in the storm drains. **(ROTATE)**

			NOT SER				VERY SER	DK/ NA	MEAN
			1	**2**	**3**	**4**	**5**	**9**	
[ ]	a.	Motor oil	5%	7%	10%	16%	60%	2%	4.2
[ ]	b.	Paint	10	7	10	14	56	4	4.0
[ ]	c.	Lawn or garden chemicals and pesticides	4	6	13	19	56	2	4.2
[ ]	d.	Runoff from when people wash their cars	15	20	32	20	12	2	2.9
[ ]	e.	Antifreeze from car radiators	9	9	13	18	47	4	3.9
[ ]	f.	Trash and litter, such as fast food wrappers	7	11	24	29	29	1	3.6
[ ]	g.	Horse waste	16	16	24	20	20	4	3.1
[ ]	h.	Runoff from when people water their lawns	22	28	26	11	12	2	2.6
[ ]	i.	Leaves and grass clippings	31	31	24	9	5	1	2.2
[ ]	j.	Dirt from driveways and sidewalks	28	32	22	11	7	1	2.4
[ ]	k.	Dog waste	14	16	25	22	22	2	3.2
[ ]	l.	Runoff from commercial or retail businesses	7	12	24	29	24	4	3.5
[ ]	m.	Runoff from restaurant activities	8	13	28	30	17	5	3.4

19. Now I want to read you a brief list of different things that some people do to keep pollution out of storm drains to protect local creeks and the ocean. 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
[ ]	a.	Recycle used motor oil by taking it to a collection center	31%	5%	4%	38%	22%	0%
[ ]	b.	Sweep up your driveway or sidewalk with a broom and dustpan instead of washing it down with water	22	14	11	37	16	0
[ ]	c.	Use non-toxic substances rather than pesticides and herbicides in your garden	21	16	12	30	19	2
[ ]	d.	Dispose of cigarettes in ash trays rather then throwing them on the ground or out your car window	16	2	3	12	67	1
[ ]	e.	Wash your car on the lawn rather than on the driveway or street where the dirty water will run into the gutter	9	12	23	11	43	2
[ ]	f.	Pick up litter and trash that is in the gutter in front of your home or businesses	32	9	5	46	6	1
[ ]	g.	Purchase new products that are less polluting, even if they cost a little more money	29	23	9	35	3	1
[ ]	h.	Pick up your dog's waste	19	3	2	21	55	0
[ ]	i.	Fix your car immediately if you notice any oil stains on your driveway or under your car	31	15	6	37	9	1
[ ]	j.	Fix your sprinklers so the water only lands on your lawn and not on the streets or sidewalks	22	11	5	31	30	1

20. Let me share with you some different reasons why people like yourself might take actions like the ones I just described to help prevent storm water pollution. After you hear each reason, please tell me if this information makes you MUCH more likely to take personal action to prevent storm water pollution, SOMEWHAT more likely to take action, or if it has NO REAL EFFECT on you one way or the other. **(ROTATE)**:

			MUCH MORE LIK	S.W. MORE LIK	NO EFF	LESS LIKELY	DK/ NA
[ ]	a.	Keeping pollution out of storm drains will help protect the health of children and adults who play in creeks or swim in the ocean, and prevent disease	76%	16%	5%	0%	2%
[ ]	b.	Keeping pollution out of storm drains will help preserve the ocean environment and protect fish, dolphins, and other marine life	78	14	6	0	2
[ ]	c.	By keeping our beaches clean, we will protect tourism jobs and boost the economy for the entire County	58	24	13	2	2
[ ]	d.	Storm drains are one of the biggest sources of pollution of local creeks and beaches, and if we can clean up the storm drains it will really make a difference in restoring beaches that are clean and safe	68	22	6	1	3
[ ]	e.	By restoring creeks and wetlands, we can help improve the water quality in our creeks and ocean	67	22	9	1	2
[ ]	f.	At present, beach warnings and even closures take place several times a year due to high bacteria levels. Keeping storm drains clean is the best way to keep our beaches safe	66	22	8	1	3

21. Which of the following statements comes closer to your point of view on this subject: **(DON'T ROTATE)**

A. I would make <u>significant</u> changes to my lifestyle if I knew it would keep our creeks and beaches free of pollution ---- 54%

OR

B. I would make <u>small</u> changes to my lifestyle if I knew it would keep our creeks and beaches free of pollution ---- 35

OR

C. With all the other things I have to worry about, I probably would <u>not</u> change my lifestyle just to keep our creeks and beaches free of pollution ---- 7

(DON'T READ) OTHER ---- 3

(DON'T READ) DK/NA ---- 1

22. There are several different ways to get people information about what they can do to keep our creeks and beaches free of pollution. Let me read you a brief list of these information sources, and after you hear each item please tell me if it would be a VERY useful way for you to get information, a SOMEWHAT useful way, or NOT THAT USEFUL a way for you to get information: **(ROTATE)**

			VERY USEFUL	S.W. USEFUL	NOT USEFUL	DK/ NA
[ ]	a.	An advertisement on television	56%	29%	14%	1%
[ ]	b.	A brochure that you get in the mail	29	42	27	1
[ ]	c.	Putting information in the front of the telephone book	21	29	48	2
[ ]	d.	Articles in the local newspaper	55	35	9	1
[ ]	e.	An insert that comes with your water or electric bill	34	33	31	2
[ ]	f.	An advertisement on radio	39	38	22	1

			VERY USEFUL	S.W. USEFUL	NOT USEFUL	DK/ NA
[ ]	g.	A website	22%	32%	42%	5%
[ ]	h.	An advertisement shown with the previews at the movies	41	30	27	2
[ ]	i.	Signs on the sides of trash trucks or buses	42	38	18	1
[ ]	j.	Neighborhood meetings or community events	28	40	31	2

23. Let's say that a local restaurant had been officially certified by the city or county as environmentally friendly, because it is following practices that best reduce storm water pollution. Would knowing that a restaurant was officially certified as environmentally friendly make you more likely to dine at that restaurant, 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	43%
Somewhat more likely	28
No effect	27
(DON'T READ) Less likely	1
(DON'T READ) DK/NA	2

24. What about an auto repair shop? If you knew that an auto repair shop had been officially certified as environmentally friendly because it followed practices that best reduce storm water pollution, would that make you more likely to use that shop, 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	59%
Somewhat more likely	21
No effect	17
(DON'T READ) Less likely	0
(DON'T READ) DK/NA	3

NOW FOR A FEW BACKGROUND QUESTIONS.

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

			YES	NO	DK/NA
[ ]	a.	Ocean activities, such as surfing, swimming, or fishing	49%	51%	0%
[ ]	b.	Gardening in the yard outside your home	62	37	0
[ ]	c.	Walking a dog	28	71	2
[ ]	d.	Washing your car at home	32	67	0
[ ]	e.	Painting your home yourself, rather than hiring a painter	29	70	1
[ ]	f.	Repairing or changing the oil of a car at home	19	80	1
[ ]	g.	Home repair	55	44	1

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

SINGLE FAMILY	64%
APARTMENT	21
CONDO	12
MOBILE HOME	2
(DON'T READ) DK/NA	1

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

OWN	57%
RENT	43
(DON'T READ) DK/NA	0

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

YES	25%
NO	74
(DON'T READ) REFUSED)	1

29. What ethnic or racial group are you a member of? (**ASK ONLY IF NECESSARY**) Are you white, Black or African-American, Asian or Asian-American, Hispanic or Latino, of mixed race -- or are you of some other ethnic or racial background?

White **(ASK Q.30)**	66%
Black/African-American **(ASK Q.30)**	2
Asian **(ASK Q.30)**	3
Hispanic/Latino **(SKIP TO Q.31)**	24
Native American **(ASK Q.30)**	1
Mixed Race **(ASK Q.30)**	1
Other **(ASK Q.30)**	1
(DON'T READ) REFUSED/DK **(SKIP TO Q.31)**	3

IF PUNCH 1,2,3,5,6,7 ON Q.29 ASK: (N = 456)

30. Do you also consider yourself to be Hispanic or Latino?

Yes	3%
No	94
(DON'T READ) DK/NA	2

ASK EVERYONE

31. Are you or is anyone in your household a business owner?

Yes, me	15%
Yes, other in household	12
No	72
(DON'T READ) DK/NA	1

32. What was the last level of school you completed?

LESS THAN GRADE 12	5%
GRADE 12	15
LESS THAN 4YRS OF COLLEGE	29
COLLEGE GRADUATE (4)	28
POST GRADUATE WORK/ PROFESSIONAL SCHOOL	22
REFUSED	1

33. What is your age, please? **(RECORD IT EXACTLY *AND CIRCLE APPROPRIATE CATEGORY BELOW*.)**

AGE: ____ ____ ____

(IF RESPONDENT DECLINES TO STATE AGE, WRITE "999" IN BLANKS ABOVE AND THEN ASK:)

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

18-24	13%
25-34	14
35-44	16
45-54	18
55-64	12
65-74	14
75 or older	10
(DON'T READ) REFUSED	2

34. 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 2001? Was it:

$20,000 and under	13%
$20,001 - $50,000	23
$50,001 - $90,000	21
$90,001 - $125,000	12
$125,000 or more	10
Refused	22

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

My supervisor may be calling you to confirm that this interview took place. May I have your first name and telephone number 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.

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 _____

English Language---------- 96%
Spanish Language---------- 4

Interviewer _____ Rep.# _____

Verified by _____ Page # _____

APPENDIX B:
BUSINESS STUDY QUESTIONNAIRE WITH AGGREGATE RESULTS

SANTA BARBARA

STORM WATER STUDY

Respondent ID# ___ ___ ___ ___ ___ Date _____

Time Started _____

Time Ended _____

Interview Length ___ ___

GENDER

MALE---------- 54%
FEMALE------- 46

SIC CODE:__ __ __ __ __ __

Code 1st two digits here

01-09 (Ag) ---------- 1%
10-14 (Mining) ---------- 0
15-17 (Construction) ---------- 3
20-39 (Manufacturing) ---------- 6
40-49 (Transportation/Utilities) ---------- 3
50-51 (Wholesale Trade) ---------- 4
52-59 (Retail Trade) ---------- 31
60-67 (Finance/Insurance/Real Estate) --- 11
70-89 (Services) ---------- 39
91-99 (Public Administration) ---------- 1

Main Sample ---------- 89%
Restaurant oversample ---------- 6
Auto oversample ---------- 5

Hello, I'm_____ calling on behalf of the City and County 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.

FOR SIC CODES 01-49 READ:
May I speak to the person in your business who would be responsible for dealing with rules or policies related to pollution prevention regulations?

FOR SIC CODES 52-89 READ:
May I speak to the manager or general manager of this location of your business?

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?

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

35. To begin, I want to read you a list of possible problems facing this area that other people have mentioned. Please rate each problem on a scale of 1 to 5, using a 1 if you feel it is a NOT a serious problem AT ALL, and a 5 if you feel it is a VERY serious problem. Feel free to use any number from 1 to 5. **(N = 225 – WEIGHTED RESULTS ONLY) (ROTATE)**

			NOT SER				VERY SER	DK/NA
			1	**2**	**3**	**4**	**5**	**9**
[ ]	a.	Pollution of the ocean and local beaches	6%	7%	20%	33%	32%	2%
[ ]	b.	Traffic congestion	2	14	22	28	33	0
[ ]	c.	Pollution of local creeks	6	4	28	27	28	8
[ ]	d.	The state of the economy	9	24	31	17	16	3
[ ]	e.	Pollution in storm drains in this area	6	10	33	20	22	8

36. In this survey, we are going to be asking a few questions about storm drains. 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 = 225 – WEIGHTED RESULTS ONLY)**

	(N = 225) WEIGHTED ALL BUSINESSES	(N = 40) REST	(N = 40) AUTO
Is treated	9%	3%	0%
Is not treated	64	60	58
(DON'T READ) DK/NA	28	37	42

37. Next, let me read you some possible sources of pollution of local beaches and creeks. Please rate each item on a scale of 1 to 5, using a 1 if you feel it is not a serious source of pollution at all, and a 5 if you feel it is a very serious source of pollution of local beaches and creeks. Again, feel free to use any number from 1 to 5. **(ROTATE) (N = 225 – WEIGHTED RESULTS ONLY)**

		NOT SER 1	2	3	4	VERY SER 5	DK/NA 9
[ ]	a. Wastes from industry and businesses	7%	16%	32%	17%	15%	12%
[ ]	b. Wastes from private individuals	10	19	25	26	14	7
[ ]	c. What comes out of storm drains	10	19	28	22	15	6
[ ]	d. What is washed from local residences into the streets	9	28	32	16	11	4

38. To the best of your knowledge, do any procedures or activities associated with your business result in dirt, litter, food waste, water, chemicals, oil, grease, or other liquid or solid materials going into the streets, alleys, gutters, or storm drains?

	(N = 200) OTHER BUSINESSES	(N = 40) REST	(N = 40) AUTO
Yes	4%	5%	18%
No	94	93	82
(DON'T READ) DK/NA	1	2	0

CONTINUE WITH Q. 5 IF YES ON Q.4, AND FOR ALL RESTAURANTS (SIC CODE 5800 to 5899) AND AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599). OTHERWISE, SKIP TO Q.11

39. Does your business take any actions specifically to prevent pollution of storm drains that might result from a business procedure or activity?

	(N = 9) OTHER QUALIFIED BUSINESSES	(N = 40) REST	(N = 40) AUTO
Yes **(ASK Q.6)**	67%	30%	62%
No **(SKIP TO Q.7)**	33	65	32
(DON'T READ) DK/NA (**SKIP TO Q.7)**	----	5	5

40. In a few words, can you explain what actions you currently take to prevent pollution of storm drains? (CODED OPEN-ENDED RESPONSES SHOWN BELOW)

	(N = 6) OTHER QUALIFIED BUSINESSES	(N = 12) REST	(N = 25) AUTO
WASTE IS PICKED UP AND DISPOSED OF PROFESSIONALLY	0%	0%	20
WASTES ARE STORED IN CONTAINERS ON PREMISES/ USE DEVICES TO DECONTAMINATE WASTES	17	50	12
VEHICLES AND PARTS ARE WASHED/SERVICED AWAY FROM PROPERTY	0	8	8
SPILLS ARE CLEANED UP IMMEDIATELY	0	0	8
CLEAN UP PREMISES/DISPOSE OF WASTES	33	8	32
FOLLOW RULES AND REGULATIONS/	17	8	16
USE OUTSIDE COMPANIES (FOR RECYCLING/CLEANING)	33	25	4

41. 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 = 9) OTHER QUALIFIED BUSINESSES	(N = 40) REST	(N = 40) AUTO
[ ] a.	Water is used in an outdoor area on your property for cleaning or washing	22%	33%	43%
[ ] b.	Food, grease, or oil is washed off of mats outdoors on your property	22	13	3
[ ] c.	Dirt or soil is moved on your property	56	8	13
[ ] d.	Chemicals or pesticides are used outdoors on your property	67	3	18
[ ] e.	Soaps or cleaning materials are used outdoors	56	5	30
[ ] f.	Fuel or oil leaks from vehicles parked on your property	44	15	32
[ ] g.	Litter overflows from trash bins on your property	22	3	5

42. The kind of outdoor business activities I just mentioned often cause storm drain pollution. Materials that go into storm drains are one of the major sources of pollution of our creeks and ocean. Knowing this, are there any additional actions you might be able to take to reduce pollution of storm drains caused by your business?

	(N = 9) OTHER QUALIFIED BUSINESSES	(N = 40) REST	(N = 40) AUTO
Yes **(ASK Q.9)**	56%	8%	2%
No **(SKIP TO Q.10)**	44	85	90
(DON'T READ) DK/NA **(SKIP TO Q.10)**	0	7	8

43. In a few words, what additional actions could you take? (CODED OPEN-ENDED RESPONSES SHOWN BELOW)

	(N = 5) OTHER QUALIFIED BUSINESSES	(N = 3) REST	(N = 1) AUTO
CLEAN UP RATHER THAN WASH EVERYTHING AWAY	20%	33%	100%
DON'T USE ANY CHEMICALS	40	33	0
BE MORE CAREFUL WHEN CLEANING	40	33	0

44. What is the main obstacle or problem that keeps your business from doing more to reduce pollution of storm drains? (CODED OPEN-ENDED RESPONSES SHOWN BELOW)

	(N = 9) OTHER QUALIFIED BUSINESSES	(N = 40) REST	(N = 40) AUTO
Not sure what to do/don't know how	11%	3%	5%
Not sure what is polluting/don't know what business does to cause pollution	0	0	5
Too expensive	11	0	3
Not practical	11	0	3
Business is too small	22	0	3
Business does not cause any pollution	22	38	20
Already cleaning up all the pollution	0	15	42
No technology/actions available to clean up pollution	0	0	0
Too much trouble/too much hassle	0	0	0
Not a big deal/not worth it	0	0	0
Don't want to	0	0	0
Too busy/no one has time	0	0	0
Other	0	10	3
No reason	11	25	2
Not sure/refused	0	10	15

ASK EVERYONE

45. 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 = 225 – WEIGHTED RESULTS ONLY)**

Strongly approve	44%
Somewhat approve	18
Somewhat disapprove	10
Strongly disapprove	4
(DON'T READ) DK/NA	24

46. And, do you support or oppose stronger enforcement of these regulations controlling what a business or industry can allow to go into nearby storm drains? (IF SUPPORT/OPPOSE ASK): "Is that strongly (support/oppose) or somewhat?" **(N = 225 – WEIGHTED RESULTS ONLY)**

	STR. SUP	S.W. SUP	S.W. OPP	STR. OPP	DK NA
Enforce	61%	12%	8%	3%	15%

47. Has your business ever received any informational materials from the city or county related to management practices that would reduce pollution of the creeks and ocean?

	(N = 200) OTHER BUSINESSES	(N = 40) REST	(N = 40) AUTO
Yes	17%	33%	25%
No	77	55	75
(DON'T READ) DK/NA	6	12	0

IF YES ON Q.13 ASK Q.14-16. OTHERWISE:
AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599): SKIP TO Q.17
RESTAURANTS (SIC CODE 5800 to 5899): SKIP TO Q.18
ALL OTHERS WHO RESPONDED YES TO Q.4: SKIP TO Q.19
ALL NON-RESTAURANTS, NON AUTOMOTIVE WHO RESPONDED NO OR DK/NA TO Q.4: SKIP TO Q.23

48. Does your business still have the materials, or not?

	(N = 34) OTHER BUSINESSES	(N = 13) REST	(N = 10) AUTO
Yes	29%	31%	80%
No	53	46	20
(DON'T READ) DK/NA	18	23	0

49. Did you or someone else at your company make any changes to your business as a result of reading those materials?

	(N = 34) WEIGHTED ALL BUSINESSES	(N = 13) REST	(N = 10) AUTO
Yes **(ASK Q.16)**	26%	39%	30%
No **(SKIP TO Q.17)**	56	54	70
(DON'T READ) DK/NA **(SKIP TO Q.17)**	18	8	0

50. What change did you make to your business as a result of reading those materials?

	(N = 9) WEIGHTED ALL BUSINESSES	(N = 5) REST	(N = 3) AUTO
LEARNED AND ABIDED BY THE REGULATIONS	22%	0%	67%
IMPROVED FACILITIES/INSTALLED CLEANING DEVICES	11	0	33
DEVELOPED CLEANER PROCEDURES/CREATED RECYCLING PROCEDURE	22	60	0
ARRAIGNED BETTER CLEANUP SERVICES	11	20	0
POSTED RULES TO BE FOLLOWED BY ALL EMPLOYEES	22	20	0
DIDN'T MAKE ANY CHANGE	11	0	0

ASK Q.17 ONLY OF AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599)
RESTAURANTS (SIC CODE 5800 to 5899): SKIP TO Q.18
ALL OTHERS WHO RESPONDED YES TO Q.4: SKIP TO Q.19
ALL NON-RESTAURANTS, NON AUTOMOTIVE WHO RESPONDED NO OR DK/NA TO Q.4: SKIP TO Q.23

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

	AWARE	NOT AWARE	DK/ NA
[ ] 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	80%	17%	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	75	25	0

ASK Q.18 ONLY OF RESTAURANTS (SIC CODE 5800 to 5899)

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

		AWARE	NOT AWARE	DK/ NA
[ ]	a. Restaurants are not permitted to wash kitchen mats outside if the water runs into the storm drains	55%	45%	0%
[ ]	b. Restaurants can not wash down tables or floors of outdoor eating areas if the water would run into the storm drains	60	40	0
[ ]	c. Restaurants cannot wash sidewalks with soap or solvents if the runoff would go into the storm drains	73	27	0

53. 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 = 34) (WEIGHTED RESULTS ONLY)**

		VERY IMP	S.W. IMP	NOT IMP	NOT AT ALL	DK NA
[ ]	a. If your actions helped attract more customers to your business	59%	27%	0%	9%	6%
[ ]	b. If your actions ended up saving you money and increasing your profits	77	18	0	0	6
[ ]	c. If you knew that pollution of our creeks and oceans is creating a major health hazard	82	12	0	0	6
[ ]	d. If there were substantial fines for violating regulations against storm water pollution	74	15	3	6	3

54. I want to read you a brief list of possible actions that local government could take to help your business reduce storm water pollution. After you hear each action, please rate it on a scale of 1 to 5. Use a 1 if that action would NOT be helpful AT ALL to you in learning how to reduce storm water pollution, and a 5 if that action would be VERY helpful to you. **(ROTATE) (N = 34) (WEIGHTED RESULTS ONLY)**

		NOT AT ALL 1	2	3	4	VERY HELPFUL 5	DK/NA 9
[ ]	a. Providing in-person training on how to reduce storm water pollution	21%	12%	24%	15%	27%	3%
[ ]	b. Providing you with good written materials on how to reduce storm water pollution	18	9	27	12	32	3
[ ]	c. Providing public recognition or awards for businesses that reduce storm water pollution	18	6	21	6	47	3
[ ]	d. Providing a video on how to reduce storm water pollution	21%	15%	27%	9%	27%	3%

ASK Q.21 OF RESTAURANTS ONLY (SIC CODE 5800 to 5899)

55. Let's say that the city or county gives awards to local restaurants that are following practices that best reduce storm water pollution, and certifies them as environmentally friendly. Do you think customers would be more likely to visit your restaurant if you could post an award from the city certifying it as environmentally friendly? **(N = 40)**

Yes	73%
No	17
(DON'T READ) DK/NA	10

ASK Q.22 OF AUTO BUSINESSES ONLY (SIC CODE 5500 to 5599 and 7500 to 7599)

56. Let's say that the city or county gives awards to automobile-related businesses that are following practices that best reduce storm water pollution, and certifies them as environmentally friendly. Do you think customers would be more likely to visit your business if you could post an award from the city certifying it as environmentally friendly? **(N = 40)**

Yes	63%
No	35
(DON'T READ) DK/NA	2

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

57. How many employees do you have at your business at locations in Santa Barbara County? **(N = 225 – WEIGHTED RESULTS ONLY)**

0	1%
1	14
2	13
3	13
4	9
5	10
6	5
7	5
8	2
9	1
10	6
11	1
12	1
13	1
14	1
15	2
16	1
17	1
20	1
22	1
24	1
25	1
26	1
30	1
35	1
45	1
50	1
54	1
65	1
66	1
75	2
91	1
100	1
115	1
160	1
220	1
300	1
5000	1

MEAN # OF EMPLOYEES ---------- 37
MEDIAN # OF EMPLOYEES ---------- 5

58. Stop me when I get to the figure that comes closest to your business' annual gross revenue: **(READ)** **(N = 225 – WEIGHTED RESULTS ONLY))**

Less than 50 thousand dollars a year	9%
Between 50 thousand and 150 thousand dollars a year	14
Between 150 thousand and 500 thousand dollars a year	17
Between 500 thousand and a million dollars a year	12
Between a million and ten million dollars a year	10
Between ten and 100 million dollars a year	2
More than 100 million dollars a year	3
Refused	32

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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:_____

APPENDIX C:
AGGREGATE RESULTS FOR RESTAURANTS ONLY

SANTA BARBARA

STORM WATER STUDY

AGGREGATE RESULTS: RESTAURANT OVERSAMPLE **PROJECT #2209**
GOODWIN SIMON RESEARCH **Santa Barbara Storm Water Study** **March, 2002**
(N = 40 Restaurants)

Respondent ID# ___ ___ ___ ___ ___
Time Started _____

Time Ended _____

Interview Length ___ ___

Date _____

GENDER

MALE ---------- 68%
FEMALE--------- 32

SIC CODE:__ __ __ __ __ __

Code 1st two digits here (N/A – Restaurant Oversample)
01-09 (Ag)----------0%
10-14 (Mining)----------0
15-17 (Construction)----------0
20-39 (Manufacturing)----------0
40-49 (Transportation/Utilities)----------0
50-51 (Wholesale Trade)----------0
52-59 (Retail Trade) ---------- 100
60-67 (Finance/Insurance/Real Estate)----------0
70-89 (Services) ----------0
91-99 (Public Administration)----------0

Main Sample---------- 0%
Restaurant oversample ---------- 100
Auto oversample---------- 0

Hello, I'm_____ calling on behalf of the City and County 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.

FOR SIC CODES 01-49 READ:
May I speak to the person in your business who would be responsible for dealing with rules or policies related to pollution prevention regulations?

FOR SIC CODES 52-89 READ:
May I speak to the manager or general manager of this location of your business?

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?

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

59. To begin, I want to read you a list of possible problems facing this area that other people have mentioned. Please rate each problem on a scale of 1 to 5, using a 1 if you feel it is a NOT a serious problem AT ALL, and a 5 if you feel it is a VERY serious problem. Feel free to use any number from 1 to 5. **(ROTATE)**

			NOT SER 1	2	3	4	VERY SER 5	DK/NA 9
[ ]	a.	Pollution of the ocean and local beaches	8%	5%	15%	25%	40%	7%
[ ]	b.	Traffic congestion	10	5	15	35	35	0
[ ]	c.	Pollution of local creeks	10	5	18	23	38	7
[ ]	d.	The state of the economy	2	18	38	13	30	0
[ ]	e.	Pollution in storm drains in this area	13	8	40	10	28	2

60. In this survey, we are going to be asking a few questions about storm drains. 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.

Is treated	3%
Is not treated	60
(DON'T READ) DK/NA	37

61. Next, let me read you some possible sources of pollution of local beaches and creeks. Please rate each item on a scale of 1 to 5, using a 1 if you feel it is not a serious source of pollution at all, and a 5 if you feel it is a very serious source of pollution of local beaches and creeks. Again, feel free to use any number from 1 to 5. **(ROTATE)**

		NOT SER 1	2	3	4	VERY SER 5	DK/NA 9
[ ]	a. Wastes from industry and businesses	10%	20%	38%	10%	20%	3%
[ ]	b. Wastes from private individuals	15	8	33	27	12	5
[ ]	c. What comes out of storm drains	8	2	38	25	23	5
[ ]	d. What is washed from local residences into the streets	10	25	38	8	20	0

62. To the best of your knowledge, do any procedures or activities associated with your business result in dirt, litter, food waste, water, chemicals, oil, grease, or other liquid or solid materials going into the streets, alleys, gutters, or storm drains?

Yes	5%
No	93
(DON'T READ) DK/NA	2

CONTINUE WITH Q. 5 IF YES ON Q.4, AND FOR ALL RESTAURANTS (SIC CODE 5800 to 5899) AND AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599). OTHERWISE, SKIP TO Q.11

63. Does your business take any actions specifically to prevent pollution of storm drains that might result from a business procedure or activity? **(N = 40)**

Yes **(ASK Q.6)**	30%
No **(SKIP TO Q.7)**	65
(DON'T READ) DK/NA (**SKIP TO Q.7**)	5

64. In a few words, can you explain what actions you currently take to prevent pollution of storm drains? **(N = 12)**

WASTES ARE STORED IN CONTAINERS ON PREMISES/ USE DEVICES TO DECONTAMINATE WASTES	50%
VEHICLES AND PARTS ARE WASHED/SERVICED AWAY FROM PROPERTY	8
CLEAN UP PREMISES/DISPOSE OF WASTES	8
FOLLOW RULES AND REGULATIONS/	8
USE OUTSIDE COMPANIES (FOR RECYCLING/CLEANING)	25

65. 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 = 40)**

			YES	NO	DK	REF
[ ]	a.	Water is used in an outdoor area on your property for cleaning or washing	33%	67%	0%	0%
[ ]	b.	Food, grease, or oil is washed off of mats outdoors on your property	13	87	0	0
[ ]	c.	Dirt or soil is moved on your property	8	92	0	0
[ ]	d.	Chemicals or pesticides are used outdoors on your property	3	97	0	0
[ ]	e.	Soaps or cleaning materials are used outdoors	5	95	0	0
[ ]	f.	Fuel or oil leaks from vehicles parked on your property	15	70	15	0
[ ]	g.	Litter overflows from trash bins on your property	3	97	0	0

66. The kind of outdoor business activities I just mentioned often cause storm drain pollution. Materials that go into storm drains are one of the major sources of pollution of our creeks and ocean. Knowing this, are there any additional actions you might be able to take to reduce pollution of storm drains caused by your business? **(N = 40)**

Yes **(ASK Q.9)**	8%
No **(SKIP TO Q.10)**	85
(DON'T READ) DK/NA **(SKIP TO Q.10)**	7

67. In a few words, what additional actions could you take? (**N = 3)**

CLEAN UP RATHER THAN WASH EVERYTHING AWAY	33%
DON'T USE ANY CHEMICALS	33
BE MORE CAREFUL WHEN CLEANING	33

68. What is the main obstacle or problem that keeps your business from doing more to reduce pollution of storm drains? (RECORD VERBATIM BELOW, SUPERVISOR CODE) **(N = 40)**

(DON'T READ)	
Not sure what to do/don't know how	3%
Not sure what is polluting/don't know what business does to cause pollution	0
Too expensive	0
Not practical	0
Business is too small	0
Business does not cause any pollution	38
Already cleaning up all the pollution	15
No technology/actions available to clean up pollution	0
Too much trouble/too much hassle	0
Not a big deal/not worth it	0
Don't want to	0
Too busy/no one has time	0
Other	10
No reason	25
Not sure/refused	10

ASK EVERYONE

69. 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 = 40)**

Strongly approve	40%
Somewhat approve	25
Somewhat disapprove	5
Strongly disapprove	0
(DON'T READ) DK/NA	30

70. And, do you support or oppose stronger enforcement of these regulations controlling what a business or industry can allow to go into nearby storm drains? (IF SUPPORT/OPPOSE ASK): "Is that strongly (support/oppose) or somewhat?" **(N = 40)**

	STR. SUP	S.W. SUP	S.W. OPP	STR. OPP	DK NA
Enforce	55%	18%	3%	0%	25%

71. Has your business ever received any informational materials from the city or county related to management practices that would reduce pollution of the creeks and ocean? **(N = 40)**

Yes	33%
No	55
(DON'T READ) DK/NA	12

IF YES ON Q.13 ASK Q.14-16. OTHERWISE:
AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599): SKIP TO Q.17
RESTAURANTS (SIC CODE 5800 to 5899): SKIP TO Q.18
ALL OTHERS WHO RESPONDED YES TO Q.4: SKIP TO Q.19
ALL NON-RESTAURANTS, NON AUTOMOTIVE WHO RESPONDED NO OR DK/NA TO Q.4: SKIP TO Q.23

72. Does your business still have the materials, or not? **(N = 13)**

Yes	31%
No	46
(DON'T READ) DK/NA	23

73. Did you or someone else at your company make any changes to your business as a result of reading those materials? **(N = 13)**

Yes **(ASK Q.16)**	39%
No **(SKIP TO Q.17)**	54
(DON'T READ) DK/NA **(SKIP TO Q.17)**	8

74. What change did you make to your business as a result of reading those materials? **(N = 5)**

DEVELOPED CLEANER PROCEDURES/CREATED RECYCLING PROCEDURE ----------60%
ARRAIGNED BETTER CLEANUP SERVICES ----------20
POSTED RULES TO BE FOLLOWED BY ALL EMPLOYEES----------20

ASK Q.17 ONLY OF AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599)
RESTAURANTS (SIC CODE 5800 to 5899): SKIP TO Q.18
ALL OTHERS WHO RESPONDED YES TO Q.4: SKIP TO Q.19
ALL NON-RESTAURANTS, NON AUTOMOTIVE WHO RESPONDED NO OR DK/NA TO Q.4: SKIP TO Q.23

75. Please tell me if you are, or are not aware, of each of the following rules related to pollution prevention and the automotive business. **(N = 0) N/A FOR RESTAURANTS**

		AWARE	NOT AWARE	DK/ NA
[ ]	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	0%	0%	0%
[ ]	b. You cannot allow any runoff water, soaps, or solvents used for cleaning vehicles to leave your property and run into a storm drain	0	0	0

ASK Q.18 ONLY OF RESTAURANTS (SIC CODE 5800 to 5899)

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

		AWARE	NOT AWARE	DK/ NA
[ ]	a. Restaurants are not permitted to wash kitchen mats outside if the water runs into the storm drains	55%	45%	0%
[ ]	b. Restaurants can not wash down tables or floors of outdoor eating areas if the water would run into the storm drains	60	40	0
[ ]	c. Restaurants cannot wash sidewalks with soap or solvents if the runoff would go into the storm drains	73	27	0

77. 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 = 40)**

		VERY IMP	S.W. IMP	NOT IMP	NOT AT ALL	DK NA
[ ]	a. If your actions helped attract more customers to your business	73%	15%	0%	0%	12%
[ ]	b. If your actions ended up saving you money and increasing your profits	80	8	0	0	12
[ ]	c. If you knew that pollution of our creeks and oceans is creating a major health hazard	83	8	0	0	10
[ ]	d. If there were substantial fines for violating regulations against storm water pollution	83	8	0	0	10

78. I want to read you a brief list of possible actions that local government could take to help your business y reduce storm water pollution. After you hear each action, please rate it on a scale of 1 to 5. Use a 1 if that action would NOT be helpful AT ALL to you in learning how to reduce storm water pollution, and a 5 if that action would be VERY helpful to you. **(ROTATE) (N = 40)**

		NOT AT ALL				VERY HELPFUL	DK/NA
		1	**2**	**3**	**4**	**5**	**9**
[ ]	a. Providing in-person training on how to reduce storm water pollution	20%	0%	25%	20%	28%	7%
[ ]	b. Providing you with good written materials on how to reduce storm water pollution	5	5	30	15	38	7
[ ]	c. Providing public recognition or awards for businesses that reduce storm water pollution	13	8	15	18	40	7
[ ]	d. Providing a video on how to reduce storm water pollution	10	20	35	10	18	7

ASK Q.21 OF RESTAURANTS ONLY (SIC CODE 5800 to 5899)

79. Let's say that the city or county gives awards to local restaurants that are following practices that best reduce storm water pollution, and certifies them as environmentally friendly. Do you think customers would be more likely to visit your restaurant if you could post an award from the city certifying it as environmentally friendly? **(N = 40)**

Yes	73%
No	17
(DON'T READ) DK/NA	10

ASK Q.22 OF AUTO BUSINESSES ONLY (SIC CODE 5500 to 5599 and 7500 to 7599)

80. Let's say that the city or county gives awards to automobile-related businesses that are following practices that best reduce storm water pollution, and certifies them as environmentally friendly. Do you think customers would be more likely to visit your business if you could post an award from the city certifying it as environmentally friendly? **(N = 0) N/A RESTAURANT OVERSAMPLE**

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

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

81. How many employees do you have at your business at locations in Santa Barbara County? **(N = 40)**

Mean # of Employees: 28
Median # of Employees: 15

1	7%
3	7
4	3
5	5
7	5
8	3
10	8
12	8
13	3
15	15
17	3
18	3
22	5
24	3
25	3
30	5

40---------- 3
66---------- 3
75---------- 5
100---------- 3
120---------- 3
220---------- 3

82. Stop me when I get to the figure that comes closest to your business' annual gross revenue: **(READ)** **(N = 40)**

Less than 50 thousand dollars a year ---------- 0%
Between 50 thousand and 150 thousand dollars a year--10
Between 150 thousand and 500 thousand dollars a year 15
Between 500 thousand and a million dollars a year -------18
Between a million and ten million dollars a year----------10
Between ten and 100 million dollars a year---------- 3
More than 100 million dollars a year----------10
Refused ----------35

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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:_____

APPENDIX D:

AGGREGATE RESULTS FOR AUTO-RELATED BUSINESSES ONLY

SANTA BARBARA

STORM WATER STUDY

Date _____

Respondent ID# ___ ___ ___ ___ ___
Time Started _____

GENDER

Time Ended _____

MALE ---------- 82%
FEMALE--------- 42

Interview Length ___ ___

SIC CODE:__ __ __ __ __ __

Code 1st two digits here

01-09 (Ag)----------0%
10-14 (Mining)----------0
15-17 (Construction)----------0
20-39 (Manufacturing)----------0
40-49 (Transportation/Utilities)----------0
50-51 (Wholesale Trade) ----------0
52-59 (Retail Trade) ---------- 25%
60-67 (Finance/Insurance/Real Estate)----------0
70-89 (Services) ---------- 75%
91-99 (Public Administration)----------0

Main Sample---------- 0%
Restaurant oversample ---------- 0
Auto oversample---------- 100

Hello, I'm_____ calling on behalf of the City and County 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.

FOR SIC CODES 01-49 READ:
May I speak to the person in your business who would be responsible for dealing with rules or policies related to pollution prevention regulations?

FOR SIC CODES 52-89 READ:
May I speak to the manager or general manager of this location of your business?

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?

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

83. To begin, I want to read you a list of possible problems facing this area that other people have mentioned. Please rate each problem on a scale of 1 to 5, using a 1 if you feel it is a NOT a serious problem AT ALL, and a 5 if you feel it is a VERY serious problem. Feel free to use any number from 1 to 5. **(ROTATE)**

			NOT SER				VERY SER	DK/NA
			1	**2**	**3**	**4**	**5**	**9**
[ ]	a.	Pollution of the ocean and local beaches	5%	13%	23%	33%	20%	8%
[ ]	b.	Traffic congestion	3	13	10	18	58	0
[ ]	c.	Pollution of local creeks	5	15	20	28	23	10
[ ]	d.	The state of the economy	13	10	30	25	18	5
[ ]	e.	Pollution in storm drains in this area	3	13	45	8	20	13

84. In this survey, we are going to be asking a few questions about storm drains. 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.

Is treated	0%
Is not treated	58
(DON'T READ) DK/NA	42

85. Next, let me read you some possible sources of pollution of local beaches and creeks. Please rate each item on a scale of 1 to 5, using a 1 if you feel it is not a serious source of pollution at all, and a 5 if you feel it is a very serious source of pollution of local beaches and creeks. Again, feel free to use any number from 1 to 5. **(ROTATE)**

			NOT SER **1**	**2**	**3**	**4**	VERY SER **5**	DK/NA **9**
[ ]	a.	Wastes from industry and businesses	13%	28%	20%	15%	15%	10%
[ ]	b.	Wastes from private individuals	3	15	25	33	15	10
[ ]	c.	What comes out of storm drains	3	13	30	30	18	8
[ ]	d.	What is washed from local residences into the streets	5	28	38	15	10	5

86. To the best of your knowledge, do any procedures or activities associated with your business result in dirt, litter, food waste, water, chemicals, oil, grease, or other liquid or solid materials going into the streets, alleys, gutters, or storm drains?

Yes	18%
No	82
(DON'T READ) DK/NA	0

CONTINUE WITH Q. 5 IF YES ON Q.4, AND FOR ALL RESTAURANTS (SIC CODE 5800 to 5899) AND AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599). OTHERWISE, SKIP TO Q.11

87. Does your business take any actions specifically to prevent pollution of storm drains that might result from a business procedure or activity? **(N = 40)**

Yes **(ASK Q.6)**	63%
No **(SKIP TO Q.7)**	32
(DON'T READ) DK/NA (**SKIP TO Q.7)**	5

88. In a few words, can you explain what actions you currently take to prevent pollution of storm drains? **(N = 25)**

WASTE IS PICKED UP AND DISPOSED OF PROFESSIONALLY	20%
WASTES ARE STORED IN CONTAINERS ON PREMISES/ USE DEVICES TO DECONTAMINATE WASTES	12
VEHICLES AND PARTS ARE WASHED/SERVICED AWAY FROM PROPERTY	8
SPILLS ARE CLEANED UP IMMEDIATELY	8
CLEAN UP PREMISES/DISPOSE OF WASTES	32
FOLLOW RULES AND REGULATIONS/	16
USE OUTSIDE COMPANIES (FOR RECYCLING/CLEANING)	4

89. 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 = 40)**

			YES	NO	DK	REF
[ ]	a.	Water is used in an outdoor area on your property for cleaning or washing	43%	57%	0%	0%
[ ]	b.	Food, grease, or oil is washed off of mats outdoors on your property	3	97	0	0
[ ]	c.	Dirt or soil is moved on your property	13	85	2	0
[ ]	d.	Chemicals or pesticides are used outdoors on your property	18	82	0	0
[ ]	e.	Soaps or cleaning materials are used outdoors	30	70	0	0
[ ]	f.	Fuel or oil leaks from vehicles parked on your property	32	65	2	0%
[ ]	g.	Litter overflows from trash bins on your property	5	95	0	0

90. The kind of outdoor business activities I just mentioned often cause storm drain pollution. Materials that go into storm drains are one of the major sources of pollution of our creeks and ocean. Knowing this, are there any additional actions you might be able to take to reduce pollution of storm drains caused by your business?

Yes **(ASK Q.9)**	3%
No **(SKIP TO Q.10)**	83
(DON'T READ) DK/NA **(SKIP TO Q.10)**	7

91. In a few words, what additional actions could you take? (**N = 1)**

CLEAN UP RATHER THAN WASH EVERYTHING AWAY	100%
DON'T USE ANY CHEMICALS	0
BE MORE CAREFUL WHEN CLEANING	0

92. What is the main obstacle or problem that keeps your business from doing more to reduce pollution of storm drains? (RECORD VERBATIM BELOW, SUPERVISOR CODE) **(N = 40)**

(DON'T READ)	
Not sure what to do/don't know how	5%
Not sure what is polluting/don't know what business does to cause pollution	5
Too expensive	3
Not practical	3
Business is too small	3
Business does not cause any pollution	20
Already cleaning up all the pollution	42
No technology/actions available to clean up pollution	0
Too much trouble/too much hassle	0
Not a big deal/not worth it	0
Don't want to	0
Too busy/no one has time	0
Other	3
No reason	2
Not sure/refused	15

ASK EVERYONE

93. 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 = 40)**

Strongly approve	43%
Somewhat approve	32
Somewhat disapprove	5
Strongly disapprove	0
(DON'T READ) DK/NA	20

94. And, do you support or oppose stronger enforcement of these regulations controlling what a business or industry can allow to go into nearby storm drains? (IF SUPPORT/OPPOSE ASK): "Is that strongly (support/oppose) or somewhat?" **(N = 40)**

	STR. SUP	S.W. SUP	S.W. OPP	STR. OPP	DK NA
Enforce	35%	13%	13%	18%	22%

95. Has your business ever received any informational materials from the city or county related to management practices that would reduce pollution of the creeks and ocean? **(N = 40)**

Yes	25%
No	75
(DON'T READ) DK/NA	0

IF YES ON Q.13 ASK Q.14-16. OTHERWISE:
AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599): SKIP TO Q.17
RESTAURANTS (SIC CODE 5800 to 5899): SKIP TO Q.18
ALL OTHERS WHO RESPONDED YES TO Q.4: SKIP TO Q.19
ALL NON-RESTAURANTS, NON AUTOMOTIVE WHO RESPONDED NO OR DK/NA TO Q.4: SKIP TO Q.23

96. Does your business still have the materials, or not? **(N = 10)**

Yes	80%
No	20
(DON'T READ) DK/NA	0

97. Did you or someone else at your company make any changes to your business as a result of reading those materials? **(N = 10)**

Yes **(ASK Q.16)**	30%
No **(SKIP TO Q.17)**	70
(DON'T READ) DK/NA **(SKIP TO Q.17)**	0

98. What change did you make to your business as a result of reading those materials? **(N = 3)**

LEARNED AND ABIDED BY THE REGULATIONS	67%
IMPROVED FACILITIES/INSTALLED CLEANING DEVICES	33

ASK Q.17 ONLY OF AUTOMOTIVE (SIC CODE 5500 to 5599 and 7500 to 7599)
RESTAURANTS (SIC CODE 5800 to 5899): SKIP TO Q.18
ALL OTHERS WHO RESPONDED YES TO Q.4: SKIP TO Q.19
ALL NON-RESTAURANTS, NON AUTOMOTIVE WHO RESPONDED NO OR DK/NA TO Q.4: SKIP TO Q.23

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

		AWARE	NOT AWARE	DK/ NA
[ ]	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	80%	17%	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	75	25	0

ASK Q.18 ONLY OF RESTAURANTS (SIC CODE 5800 to 5899) N/A FOR AUTO OVERSAMPLE

100. Please tell me if you are, or are not aware, of each of the following rules related to pollution prevention and the restaurant business. **(N = 0)**

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

101. 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 = 40)**

		VERY IMP	S.W. IMP	NOT IMP	NOT AT ALL	DK NA
[ ]	a. If your actions helped attract more customers to your business	55%	18%	5%	13%	10%
[ ]	b. If your actions ended up saving you money and increasing your profits	78	10	3	3	8
[ ]	c. If you knew that pollution of our creeks and oceans is creating a major health hazard	75	20	0	0	5
[ ]	d. If there were substantial fines for violating regulations against storm water pollution	58	25	8	3	7

102. I want to read you a brief list of possible actions that local government could take to help your business y reduce storm water pollution. After you hear each action, please rate it on a scale of 1 to 5. Use a 1 if that action would NOT be helpful AT ALL to you in learning how to reduce storm water pollution, and a 5 if that action would be VERY helpful to you. **(ROTATE) (N = 40)**

		NOT AT ALL 1	2	3	4	VERY HELPFUL 5	DK/NA 9
[ ]	a. Providing in-person training on how to reduce storm water pollution	25%	10%	20%	18%	23%	5%
[ ]	b. Providing you with good written materials on how to reduce storm water pollution	15	5	20	15	43	2
[ ]	c. Providing public recognition or awards for businesses that reduce storm water pollution	13	5	23	8	50	2
[ ]	d. Providing a video on how to reduce storm water pollution	23	10	15	15	33	5

ASK Q.21 OF RESTAURANTS ONLY (SIC CODE 5800 to 5899) N/A FOR AUTO OVERSAMPLE

103. Let's say that the city or county gives awards to local restaurants that are following practices that best reduce storm water pollution, and certifies them as environmentally friendly. Do you think customers would be more likely to visit your restaurant if you could post an award from the city certifying it as environmentally friendly? **(N = 0)**

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

ASK Q.22 OF AUTO BUSINESSES ONLY (SIC CODE 5500 to 5599 and 7500 to 7599)

104. Let's say that the city or county gives awards to automobile-related businesses that are following practices that best reduce storm water pollution, and certifies them as environmentally friendly. Do you think customers would be more likely to visit your business if you could post an award from the city certifying it as environmentally friendly? **(N = 40)**

Yes	63%
No	35
(DON'T READ) DK/NA	2

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

105. How many employees do you have at your business at locations in Santa Barbara County? **(N = 40)**

Mean # of Employees: 7
Median # of Employees: 3

1	20%
2	20
3	18
4	5
5	5
6	3
7	5
8	3
9	3
10	8
18	3
25	5
30	3
50	3

106. Stop me when I get to the figure that comes closest to your business' annual gross revenue: **(READ)** **(N = 40)**

Less than 50 thousand dollars a year	3%
Between 50 thousand and 150 thousand dollars a year	23
Between 150 thousand and 500 thousand dollars a year	35
Between 500 thousand and a million dollars a year	25
Between a million and ten million dollars a year	5
Between ten and 100 million dollars a year	0
More than 100 million dollars a year	3
Refused	8

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

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:_____