

# 2010 Santa Barbara County Storm Water Public Opinion Survey

*Commissioned by*



*Project Clean Water, Santa Barbara County*



*Funded by*

*Coastal Assistance Impact Program, Bureau of  
Ocean Energy, Management, Regulation, and  
Enforcement, U.S. Department of the Interior*

*November 2010*

*Fairbank, Maslin, Maullin, Metz & Associates - FM3*

*Public Opinion Research & Strategy*

# Methodology

- Survey conducted November 14-17, 2010
- Interviews conducted by telephone with 600 Santa Barbara County registered Voters likely to vote in the November 2012 general election
- Margin of error for the full sample is +/- 4.0%; for half the sample it is +/- 5.7%
- Margin of error for the full sample of Unincorporated Area voters and City voters, 300 respectively, is +/-5.7%; for half each sample it is +/- 8.0%
- Tracked questions from a survey conducted among 600 Santa Barbara County Residents in 2002, with a margin of error of +/- 4.0% for the full sample.

# **Awareness, Perception, Knowledge and Reported Behavior around Storm Water-related Issues**

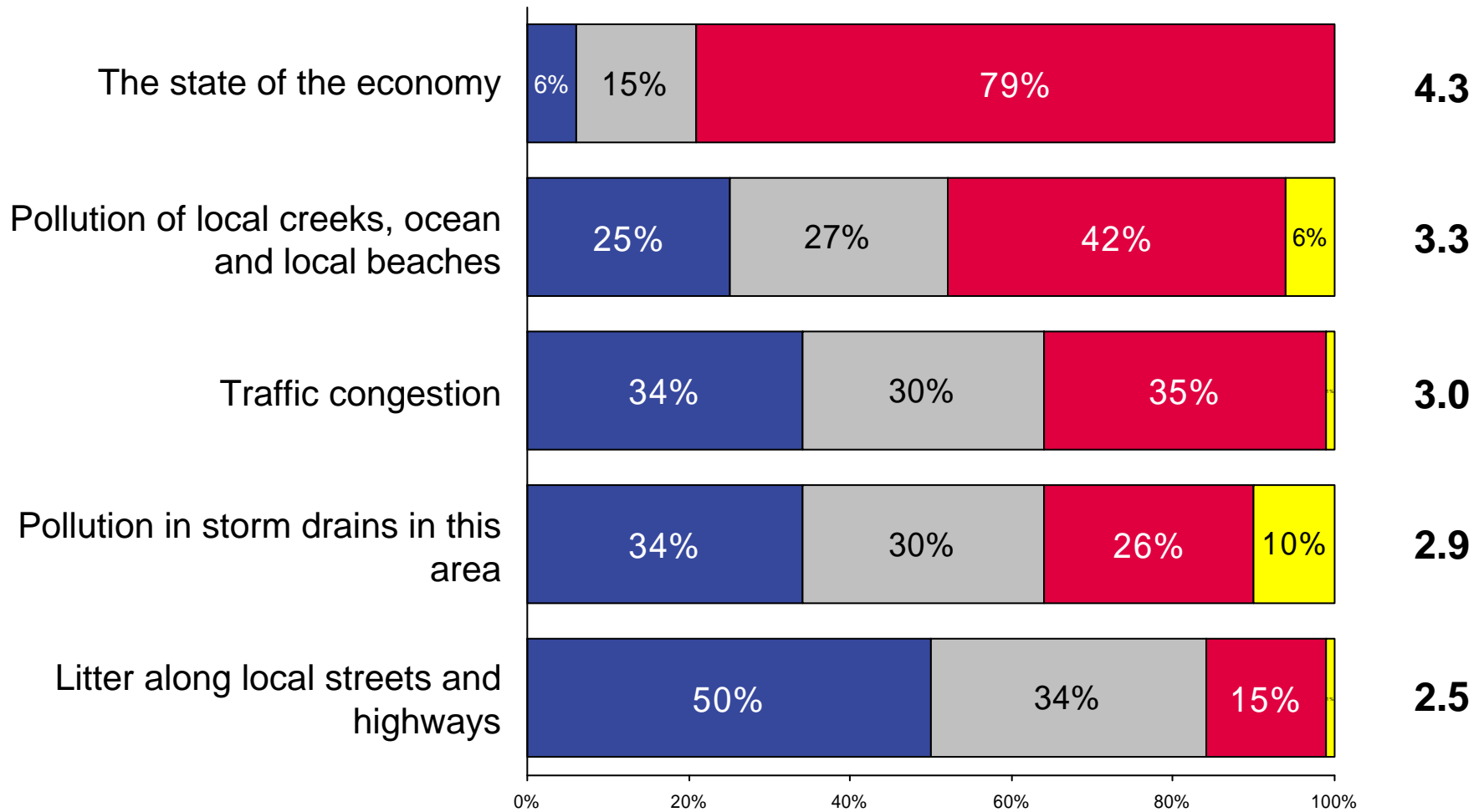
# Serious Problems in the Unincorporated Area



(Ranked by Mean Score)

Mean Score

■ (1-2) Not/Not too Ser. a Prob. ■ (3) Neutral ■ (4-5) Very/S.W. Ser. Prob. ■ (6) DK/NA



1. I want to start by reading 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 **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.

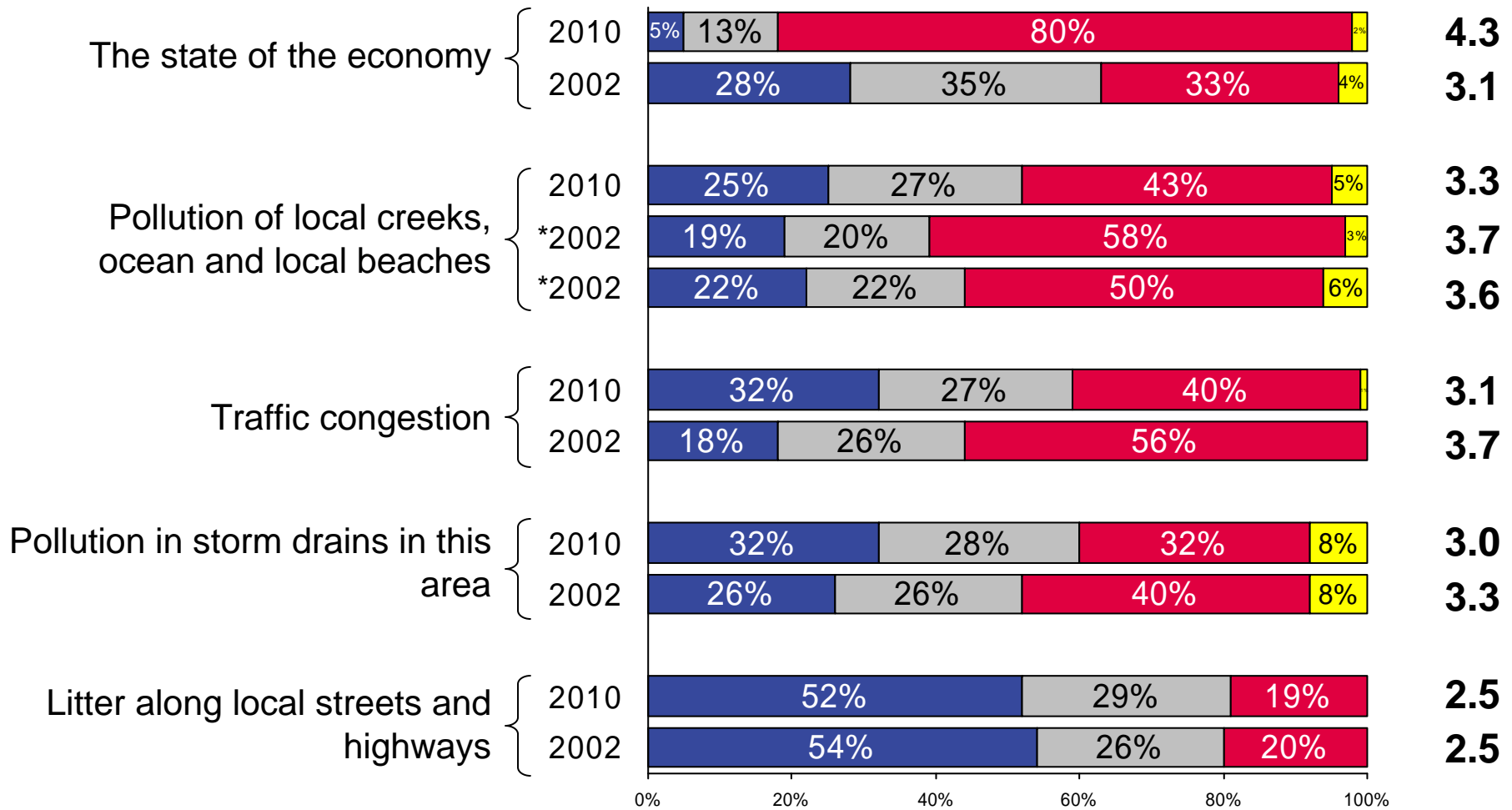
# Serious Problems in Santa Barbara County Area



(Ranked by Mean Score)

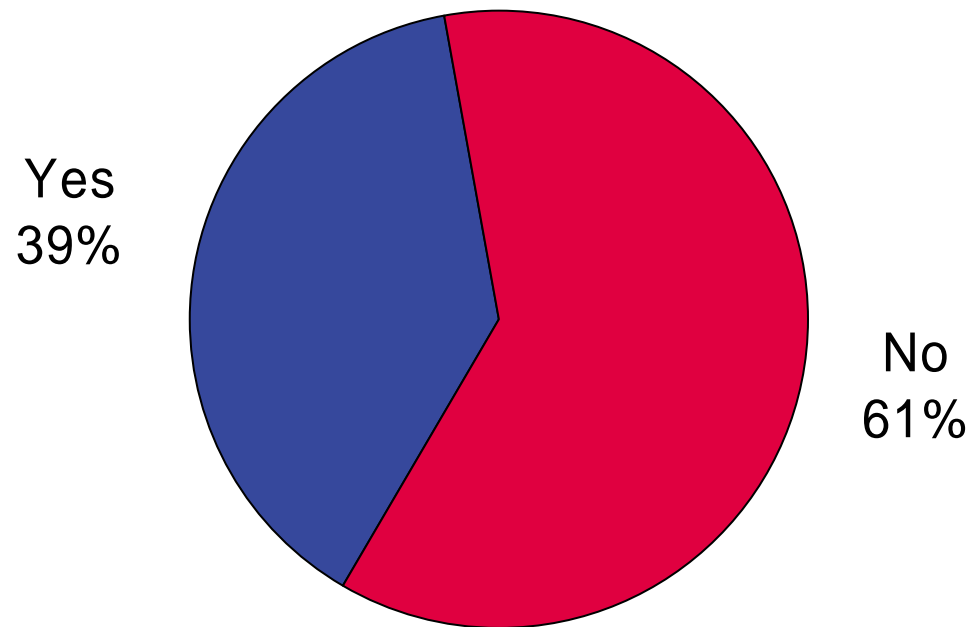
■ (1-2) Not/Not too Ser. a Prob. ■ (3) Neutral ■ (4-5) Very/S.W. Ser. Prob. ■ (6) DK/NA

Mean Score



1. I want to start by reading 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 **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. \*Both questions were combined in 2010

# Awareness of Storm Water or Storm Drain-related Issues in the Unincorporated Area



# Main Educational Outreach Messages Voters Recall about Storm Water or Storm Drain-Related Issues – Unincorporated Area



*(Open-ended Grouped Responses; Top Responses shown)*

*(39% of Sample)*

In your own words what was the main message?	%
Don't dump down storm drains--oil/trash--goes into ocean/beaches	48%
Keep pollution out of storm drains	21%
Keep your drains clean/be careful what you put down drain	14%
Personal water use/contents of water runoff/chemicals from yard/grass	9%
About washing vehicles/water from driveways	5%
Need to fix our storm drain problems/need to clean up	5%
Acknowledgement/awareness/solutions for reducing pollution	4%
Keep the streets clean/it is for our neighborhood	3%
Don't know/Refused	7%

# Perceived Sponsor of the Storm Water or Storm Drain-Related Issues Messages they Recall – Unincorporated Area



(39% of Sample)

Messages they Recall	%
Santa Barbara County/The County (mentioned in general)	16%
Santa Barbara County Project Clean Water	11%
Environmental group mentioned	8%
City of Santa Barbara	5%
State of California	0%
City of Goleta	0%
City of Santa Maria	0%
Other	4%
DK/NA	57%

Q4. Who sponsored the "message" or "messages" that you mentioned? Do you have a guess as to who may have sponsored the advertisement, publicity or program? "The City," "Which city?" "Is that the County or City of Santa Barbara?"



**Of those recalling educational outreach on storm water or storm drain-related issues a majority saw or heard the information on T.V., with radio and newspapers as a distant second and third most frequently used information source – Unincorporated Area**



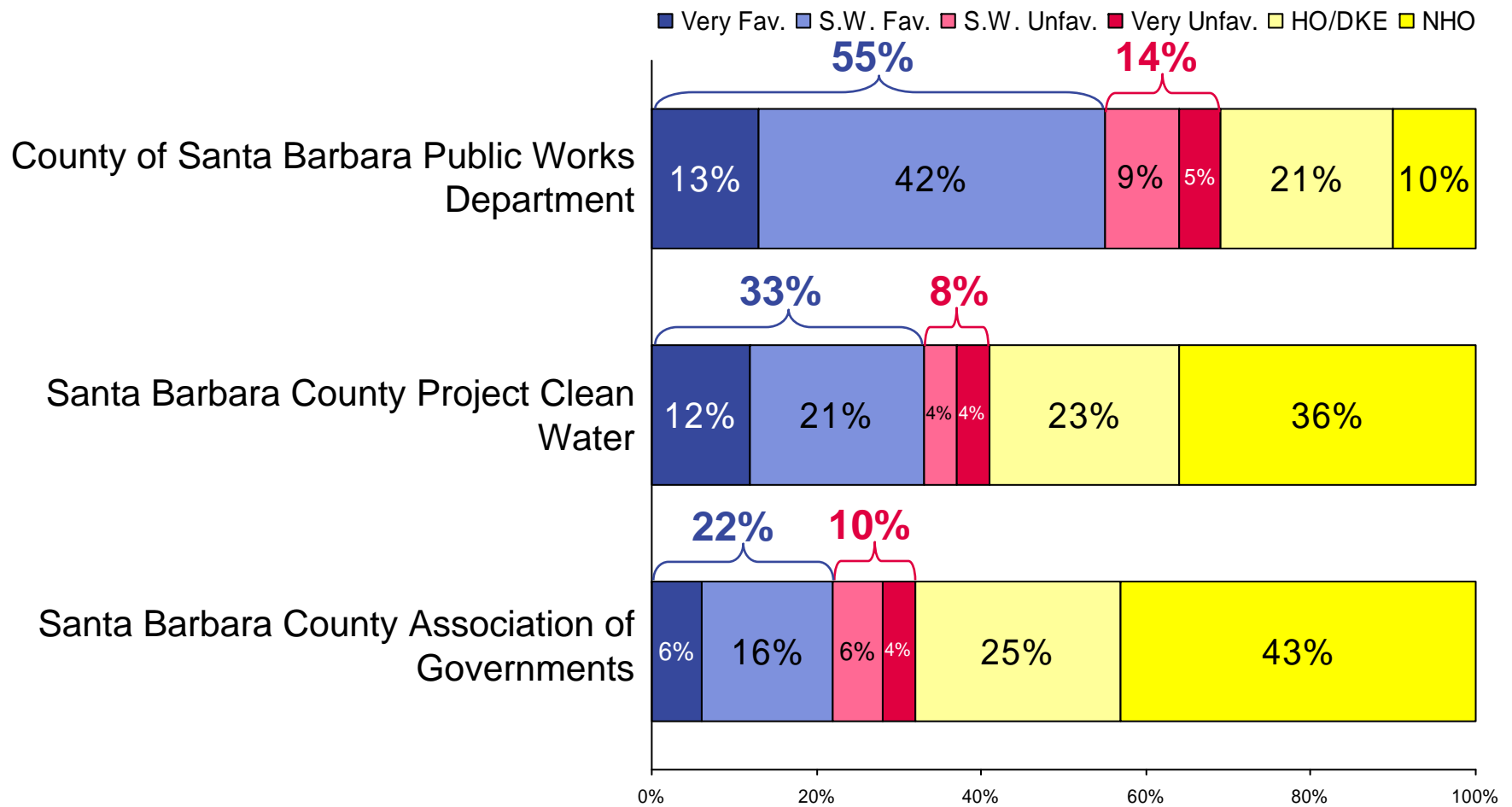
*(39% of Sample)*

Where did you see or hear the advertisement, publicity or program?	%
TV	72%
Radio	15%
Newspaper	10%
Brochure	3%
Bus ads	3%
Information delivered to your home	2%
On a City's webpage	2%
On the Internet (General)	2%
Website banner ad	2%
Community event	1%
Magazine	1%
On the Santa Barbara County webpage	1%
Utility bill insert	1%
Others mentioned/DK/NA	7%

# Favorability of Organizations and Projects in Santa Barbara County – Unincorporated Area



(Ranked by Total Favorable)

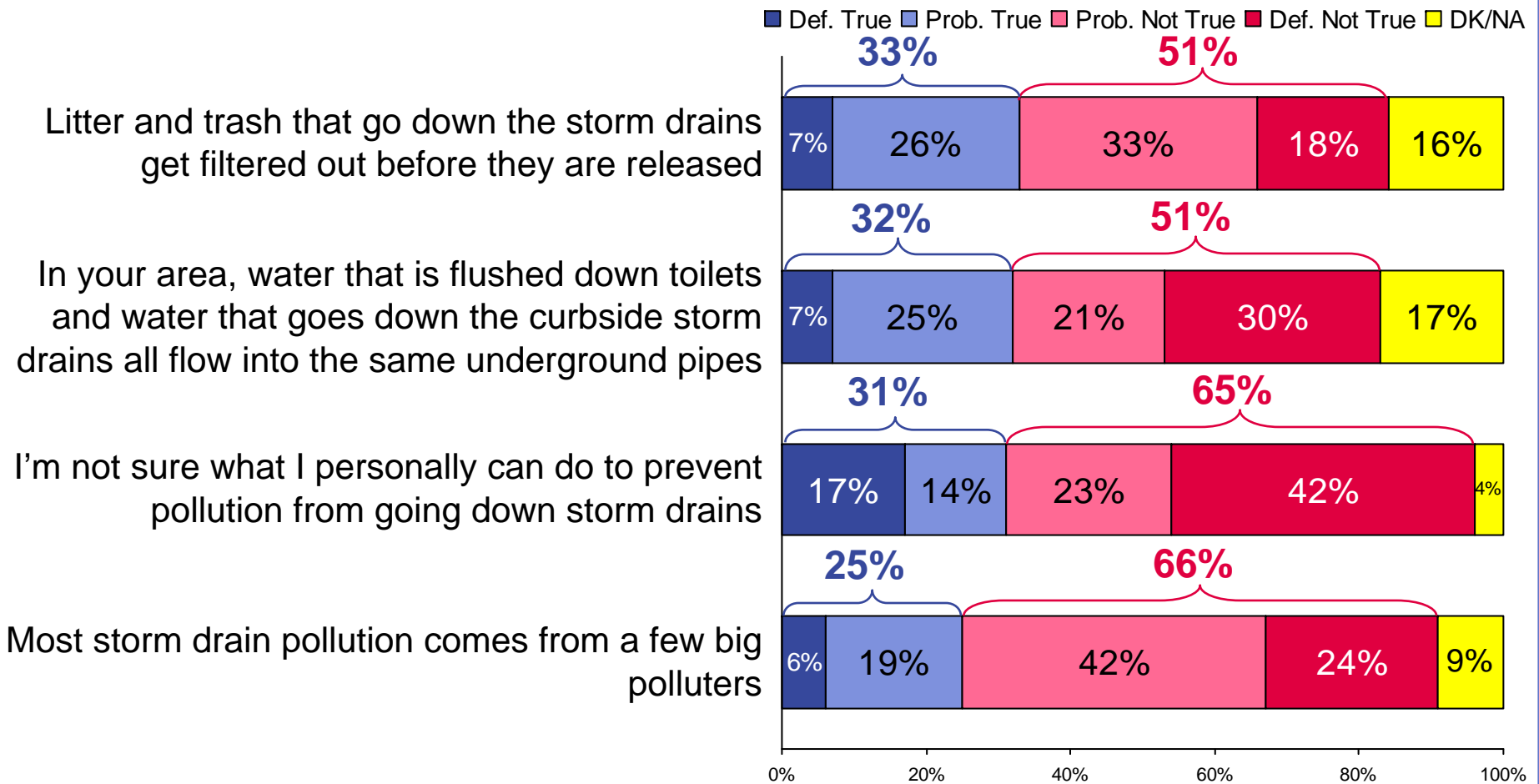


6. I would now like to mention names of some organizations and projects in Santa Barbara County. For each please indicate whether you have a very favorable or unfavorable opinion of that organization or project. If you have never heard of that organization, or don't know enough to rate them, please indicate that. HO/DKE=Heard of, can't rate. NHO=Never Heard of

# Understanding of the Storm Drain System – Unincorporated Area



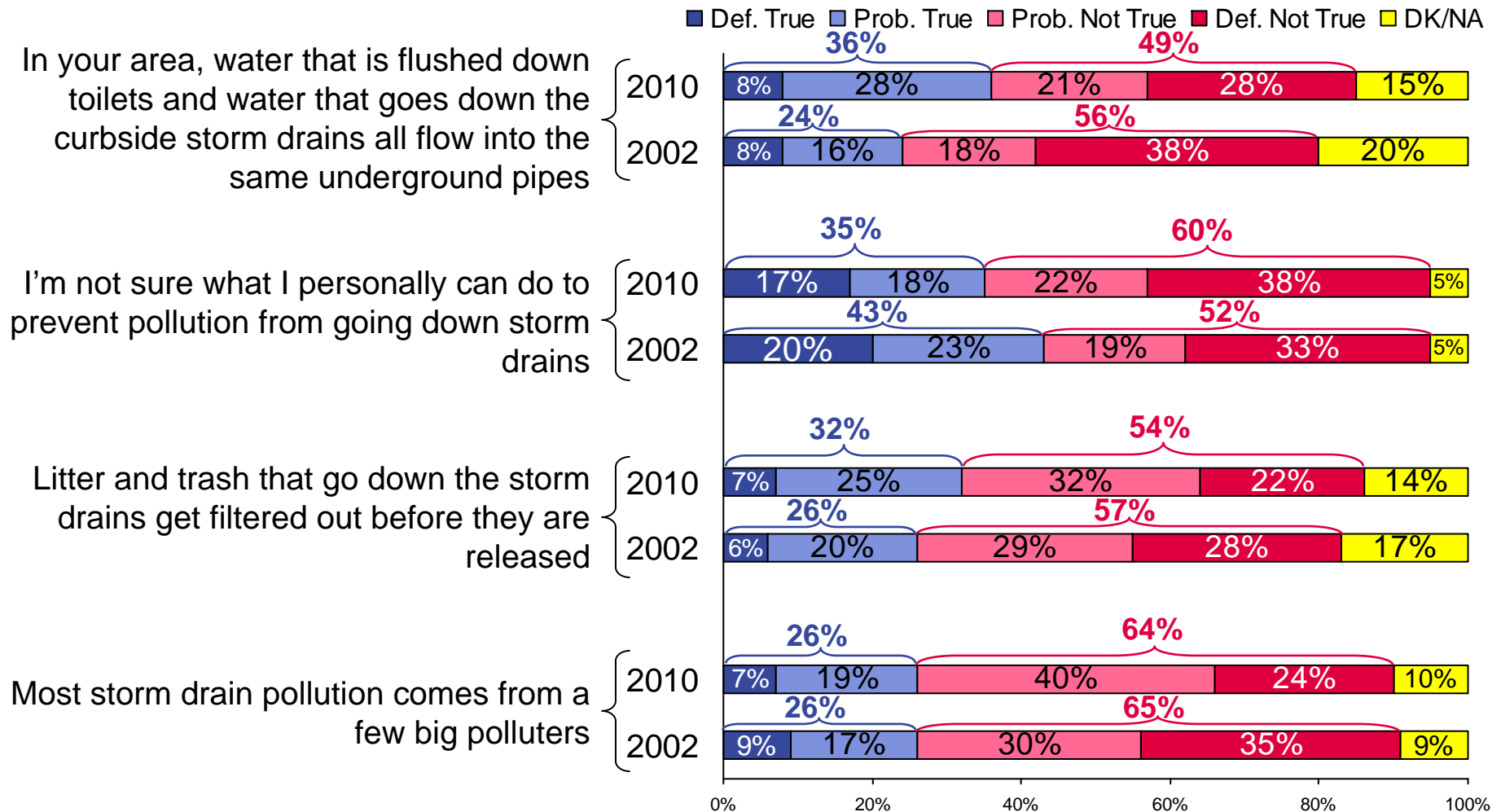
(Ranked by Total True)



# Understanding of the Storm Drain System – Santa Barbara County Area



(Ranked by Total True)



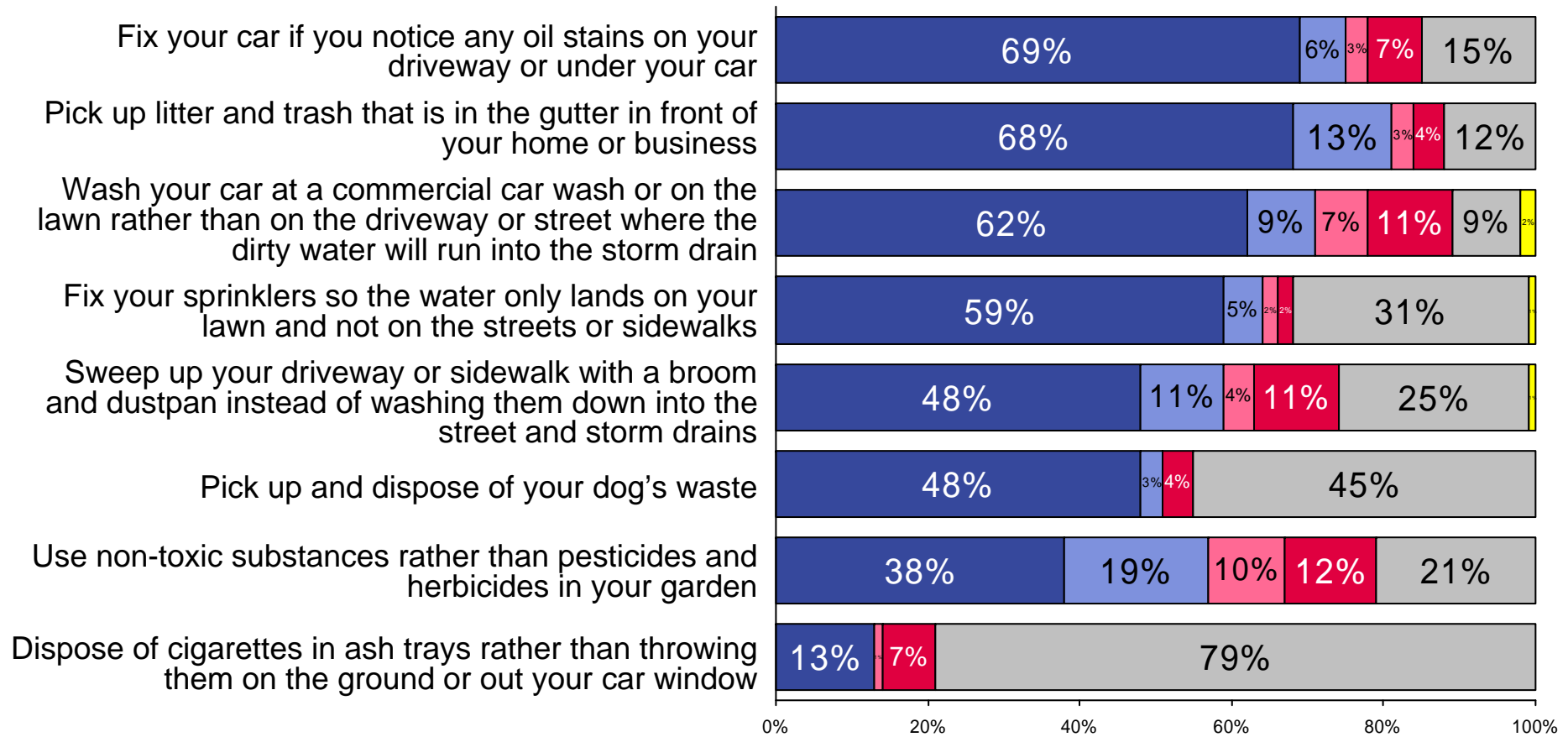
7. Please tell me whether you feel each of the following statements is definitely true, probably true, probably not true, or definitely not true?

# Frequency Partaking in Activities to Keep Pollution Out of Storm Drains to Protect Local Creeks and the Ocean – Unincorporated Area



(Ranked by Usually)

■ Usually ■ Just Sometimes ■ Hardly Ever ■ Never ■ Not Apply ■ DK/NA



8. I am going to read you a brief list of different activities that some people do to keep pollution out of storm drains to protect local creeks and the ocean. Please tell me if you usually, just sometimes, hardly ever or never do that activity. If it is something that does not apply to you, just say so.

# Clean Water Clean Beaches Revenue Measure Options

PROJECT  
  
CLEAN WATER



# Parcel Tax Ballot and Transient Occupancy Tax Title and Summary



## Title of Ballot Measure: Clean Water Clean Beaches Measure

### **\$25 Parcel Tax**

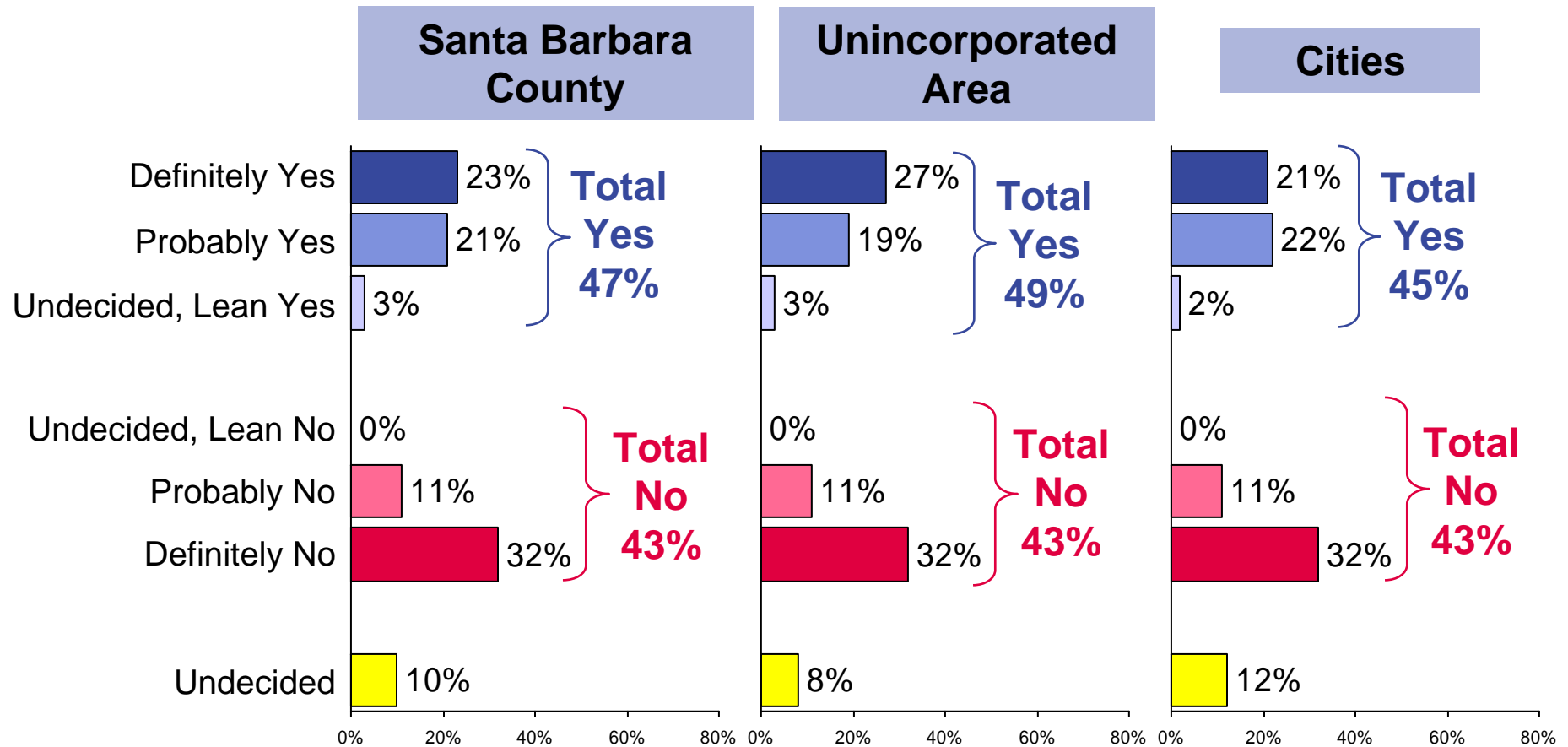
Shall a parcel tax in an annual amount of \$25, to be imposed on residential, commercial and industrial property owners in the unincorporated area of Santa Barbara County, for the purpose of pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers, coastal waters and beaches, and related public education and information programs, be approved?

### **2% Transient Occupancy Tax**

Shall the ordinance that imposes an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated area of Santa Barbara County, in the amount of 2 percent of the amount charged to hotel guests, and provides that the proceeds must be used to fund pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers and coastal waters, and beaches and related public education and information programs, be adopted?

# Initial Vote on \$25 Parcel Tax by County, Unincorporated Area and Cities

(Parcel Tax Heard First, Overall Sample=300)



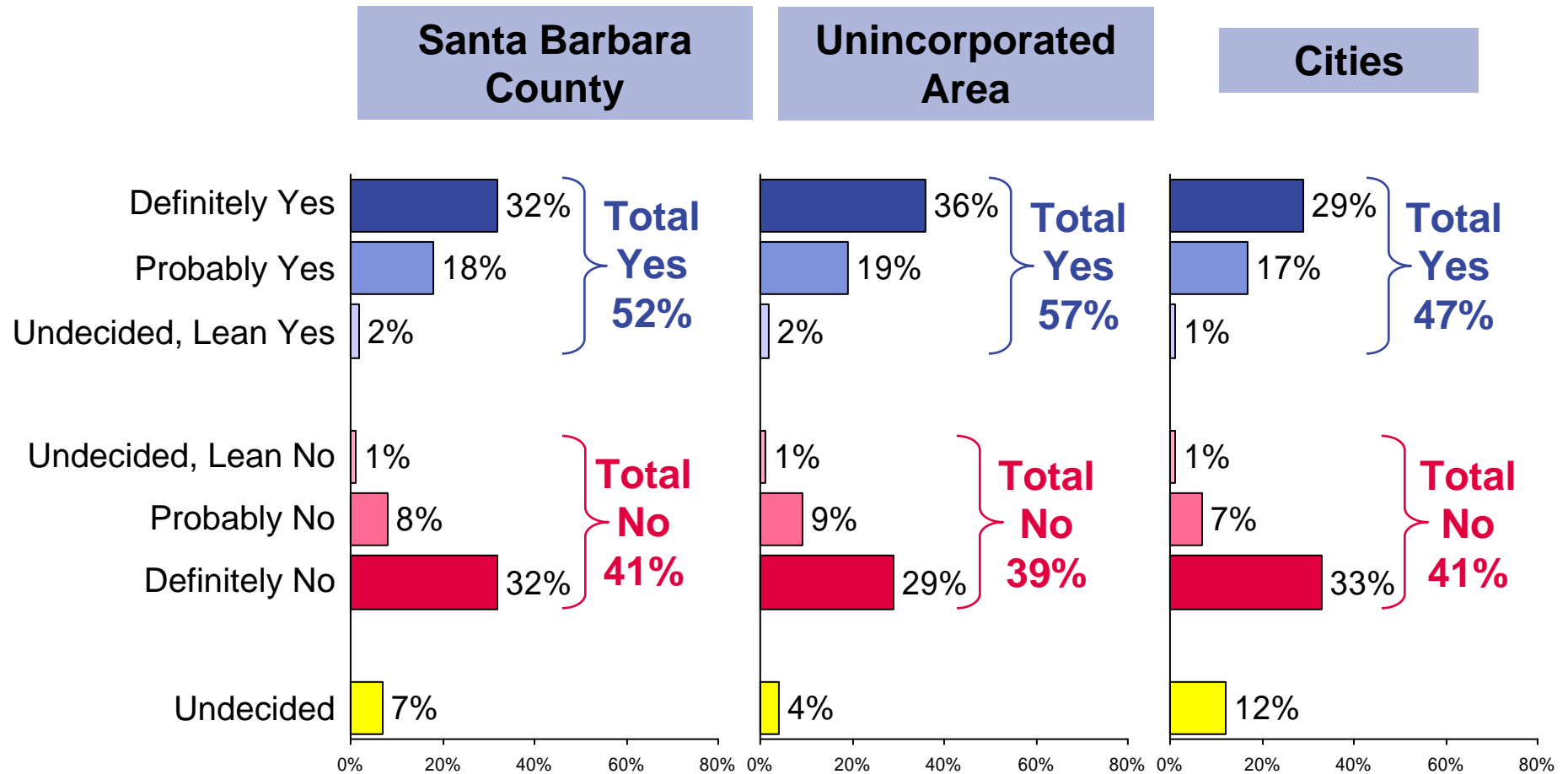
9. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall a parcel tax in an annual amount of 25 dollars, to be imposed on residential, commercial and industrial property owners in the unincorporated area of Santa Barbara County, for the purpose of pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers, coastal waters and beaches, and related public education and information programs, be approved? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?



# Initial Vote on \$15 Parcel Tax by County, Unincorporated Area and Cities



(Parcel Tax Heard First, Overall Sample=300)

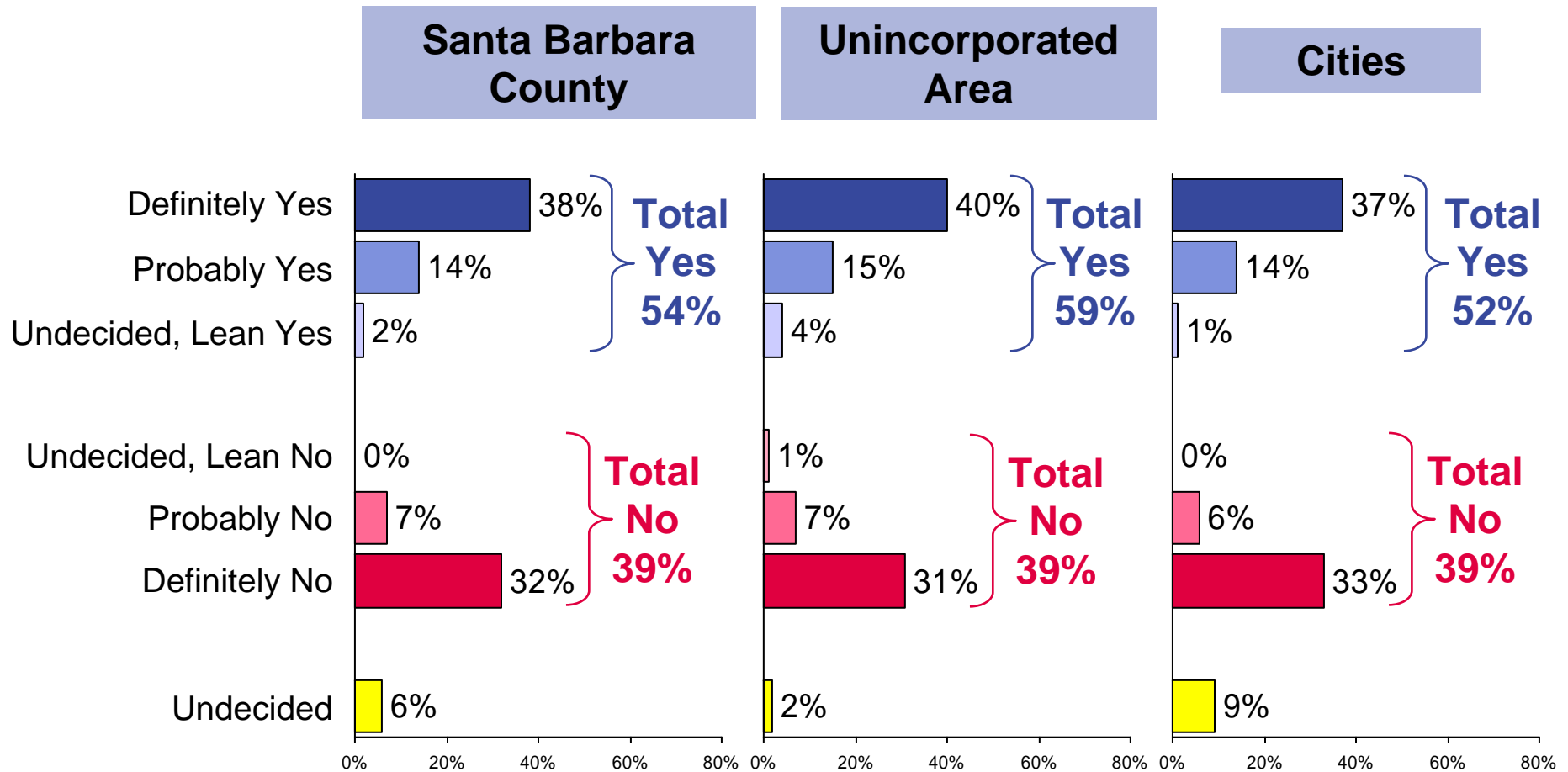


10a. What if the cost to property owners in the unincorporated area of the County for the parcel tax measure that I just described was \_\_\_\_\_ instead of the 25 dollars per year. If that were the case, would you vote yes in favor of it, or no to oppose it?

# Initial Vote on \$10 Parcel Tax by County, Unincorporated Area and Cities



(Parcel Tax Heard First, Overall Sample=300)

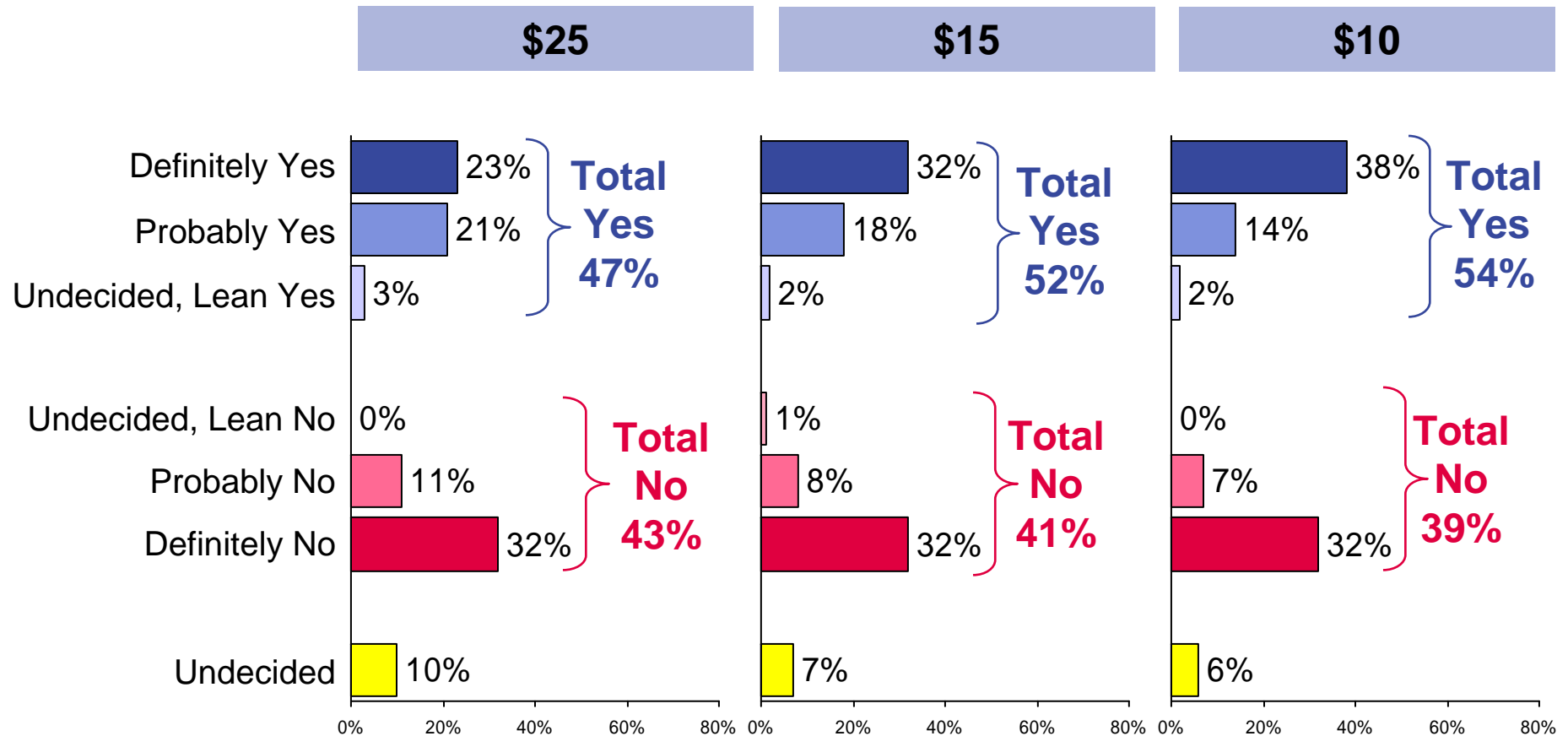


10b. What if the cost to property owners in the unincorporated area of the County for the parcel tax measure that I just described was \_\_\_\_\_ instead of the 25 dollars per year. If that were the case, would you vote yes in favor of it, or no to oppose it?

# Vote on \$25, \$15 and \$10 Parcel Tax for Santa Barbara County



(Parcel Tax Heard First, Overall Sample=300)



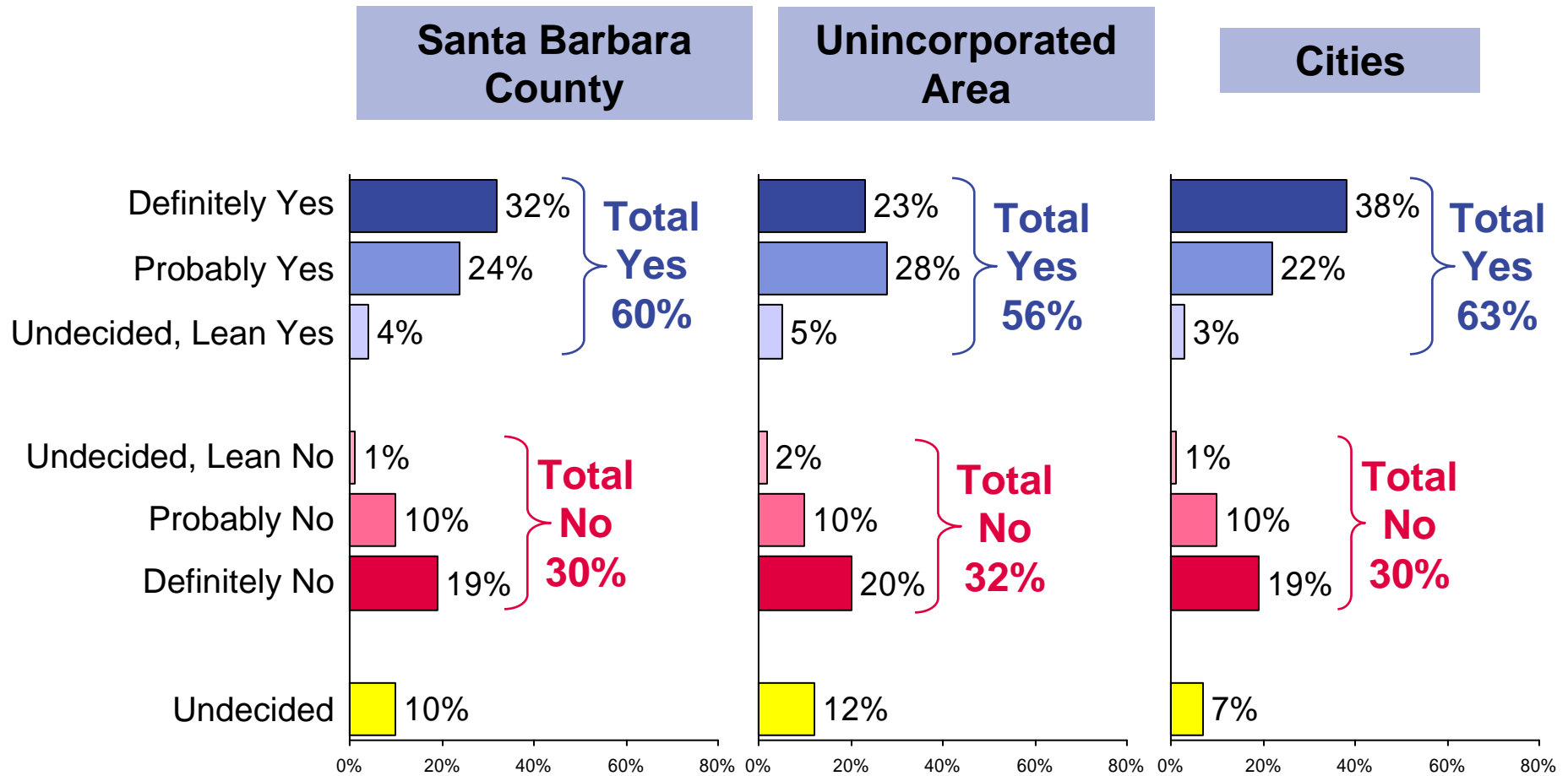
9. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall a parcel tax in an annual amount of \$25, to be imposed on residential, commercial and industrial property owners in the unincorporated area of Santa Barbara County, for the purpose of pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers, coastal waters and beaches, and related public education and information programs, be approved? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?

10a/b. What if the cost to property owners in the unincorporated area of the County for the parcel tax measure that I just described was \_\_\_\_\_ instead of the \$25 per year. If that were the case, would you vote yes in favor of it, or no to oppose it?

# Initial Vote on 2% Transient Occupancy Tax by County, Unincorporated Area and Cities



(TOT Heard First, Overall Sample=300)



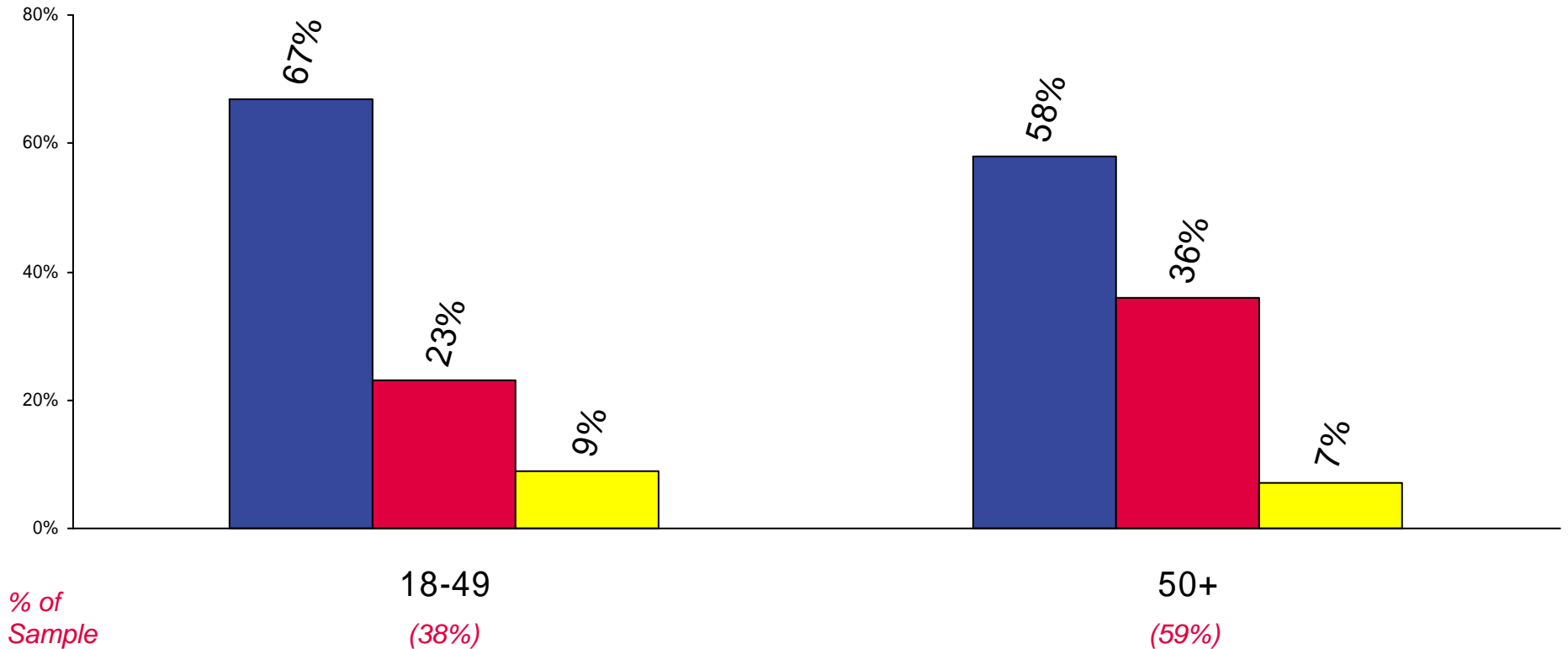
11. Rather than imposing an annual parcel tax in the County's unincorporated area to fund the **Clean Water Clean Beaches Measure**, some people have suggested that the County impose an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated area of the County in the amount of 2 percent of the amount charged to hotel guests. Again, the funds would go to pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers, coastal waters and beaches, and related public education and information programs. If there were an election today on the 2 percent transient occupancy tax, rather than the parcel tax, do you think you would vote "yes" in favor of this measure or "no" to oppose it?

# Initial Vote on 2% Transient Occupancy Tax by Demographics:



## Age

■ Total Yes ■ Total No ■ Undecided



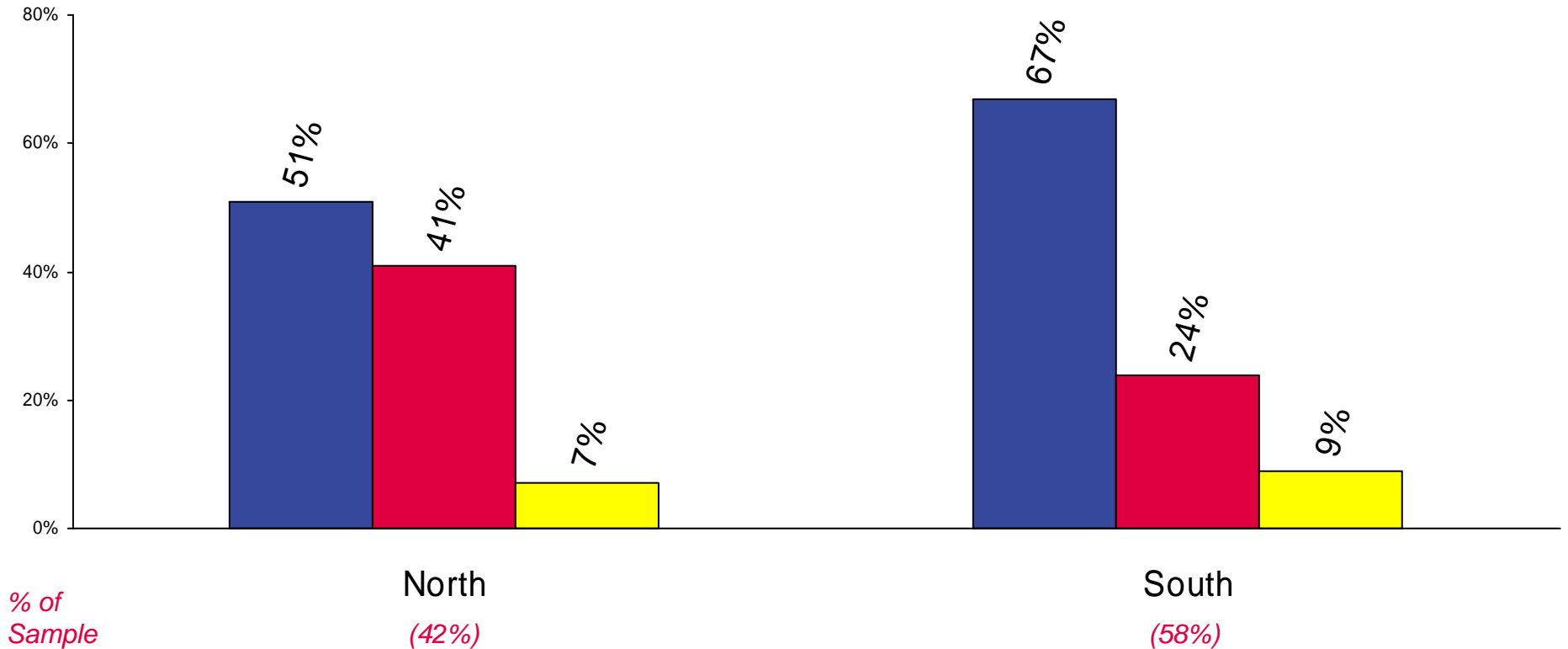
12. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall the ordinance that imposes an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated area of Santa Barbara County, in the amount of 2 percent of the amount charged to hotel guests, and provides that the proceeds must be used to fund pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers and coastal waters, and beaches and related public education and information programs, be adopted? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?

# Initial Vote on 2% Transient Occupancy Tax by Demographics:



## County

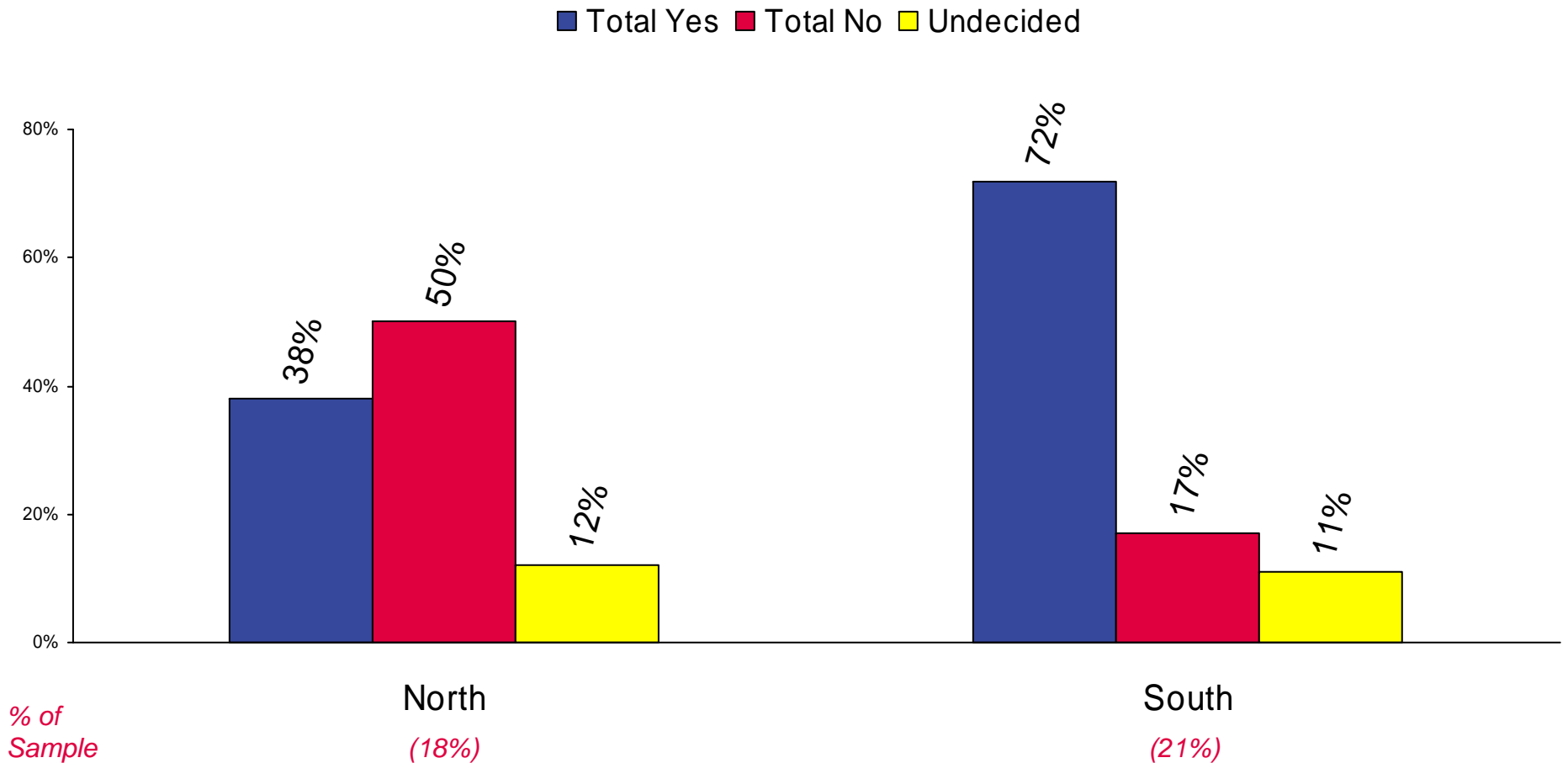
■ Total Yes ■ Total No ■ Undecided



12. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall the ordinance that imposes an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated area of Santa Barbara County, in the amount of 2 percent of the amount charged to hotel guests, and provides that the proceeds must be used to fund pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers and coastal waters, and beaches and related public education and information programs, be adopted? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?

# Initial Vote on 2% Transient Occupancy Tax by Demographics:

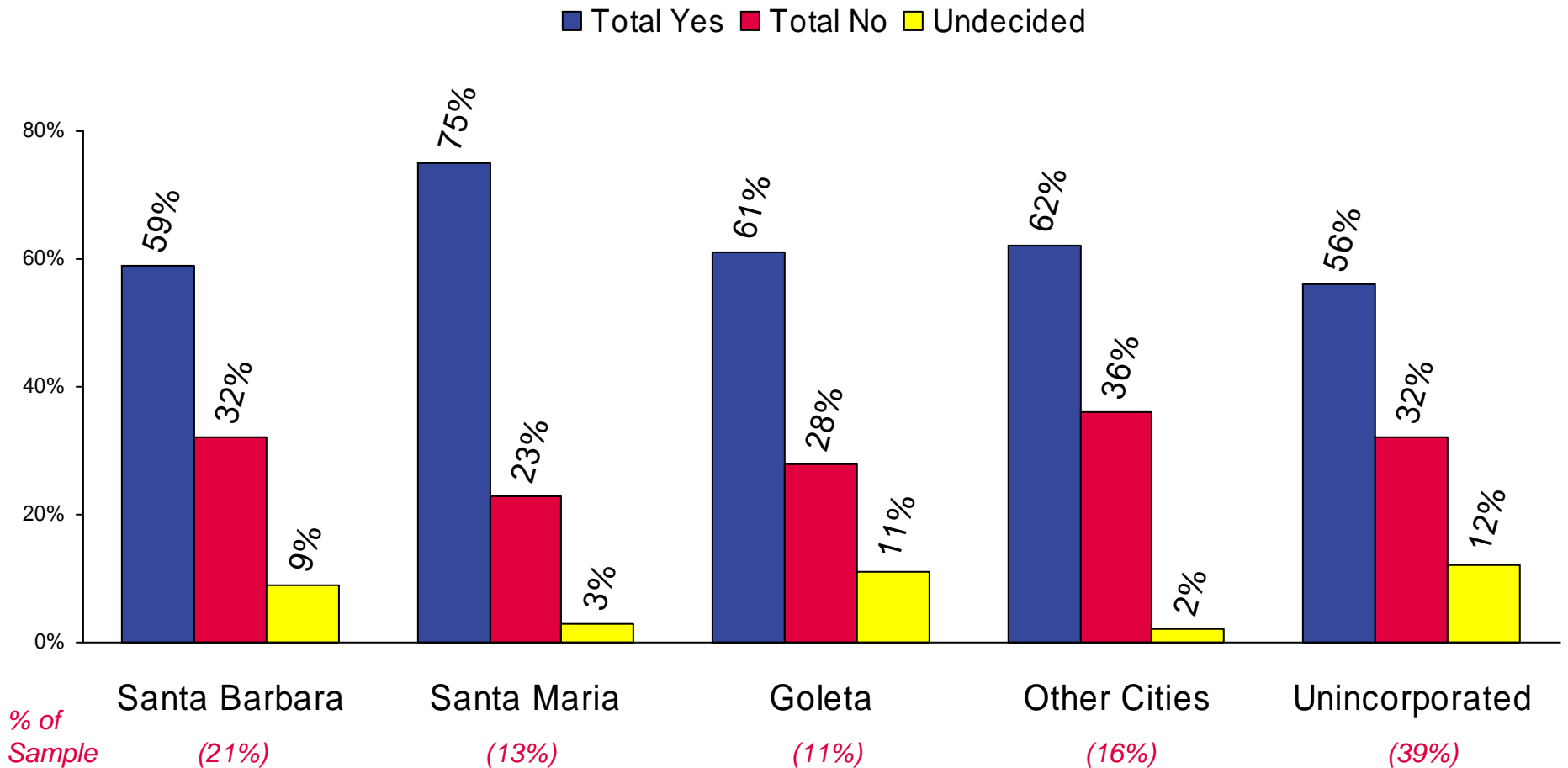
## *Unincorporated Area-North/South*



12. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall the ordinance that imposes an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated area of Santa Barbara County, in the amount of 2 percent of the amount charged to hotel guests, and provides that the proceeds must be used to fund pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers and coastal waters, and beaches and related public education and information programs, be adopted? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?

# Initial Vote on 2% Transient Occupancy Tax by Demographics:

## City



12. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall the ordinance that imposes an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated area of Santa Barbara County, in the amount of 2 percent of the amount charged to hotel guests, and provides that the proceeds must be used to fund pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers and coastal waters, and beaches and related public education and information programs, be adopted? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?

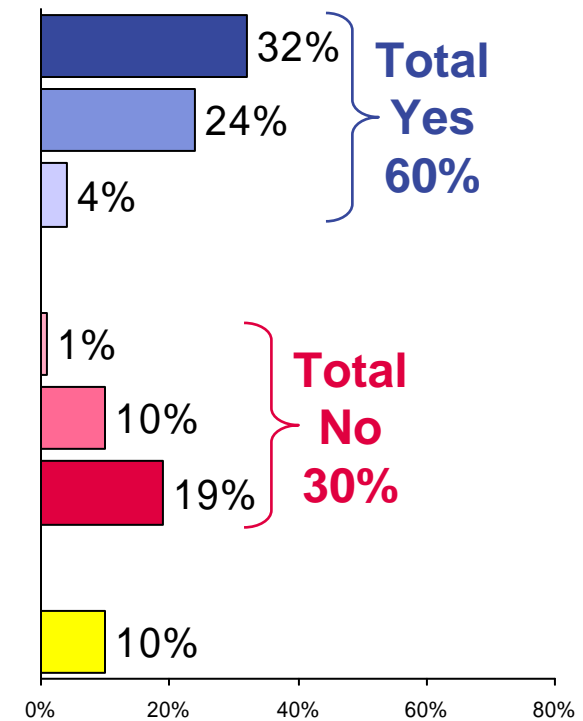
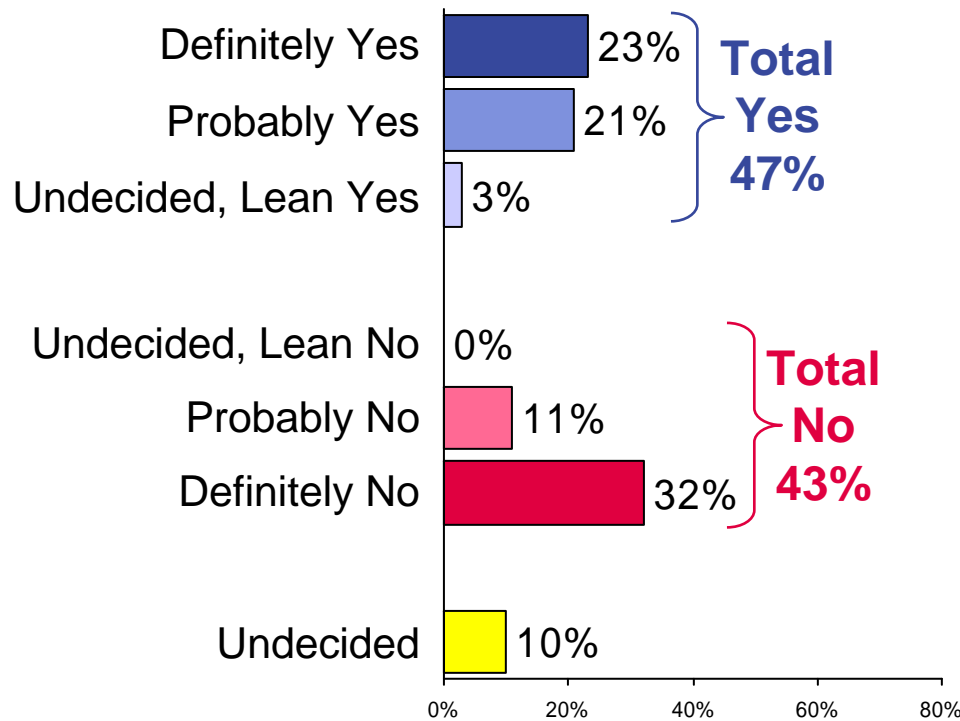


# Initial \$25 Parcel Tax Vote versus Initial 2% Transient Occupancy Tax Vote, Santa Barbara County



**\$25 Parcel Tax Vote (n=300)**

**2% TOT Vote (n=300)**



9. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall a parcel tax in an annual amount of \$25, to be imposed on residential, commercial and industrial property owners in the unincorporated area of Santa Barbara County, for the purpose of pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers, coastal waters and beaches, and related public education and information programs, be approved? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?

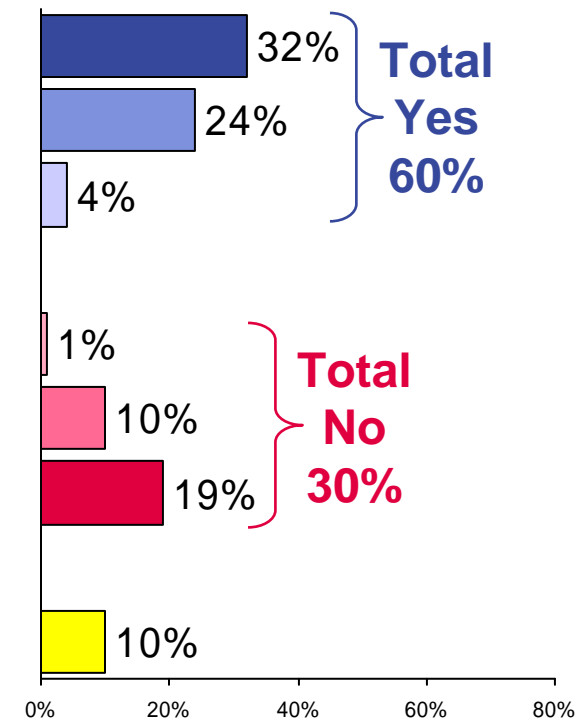
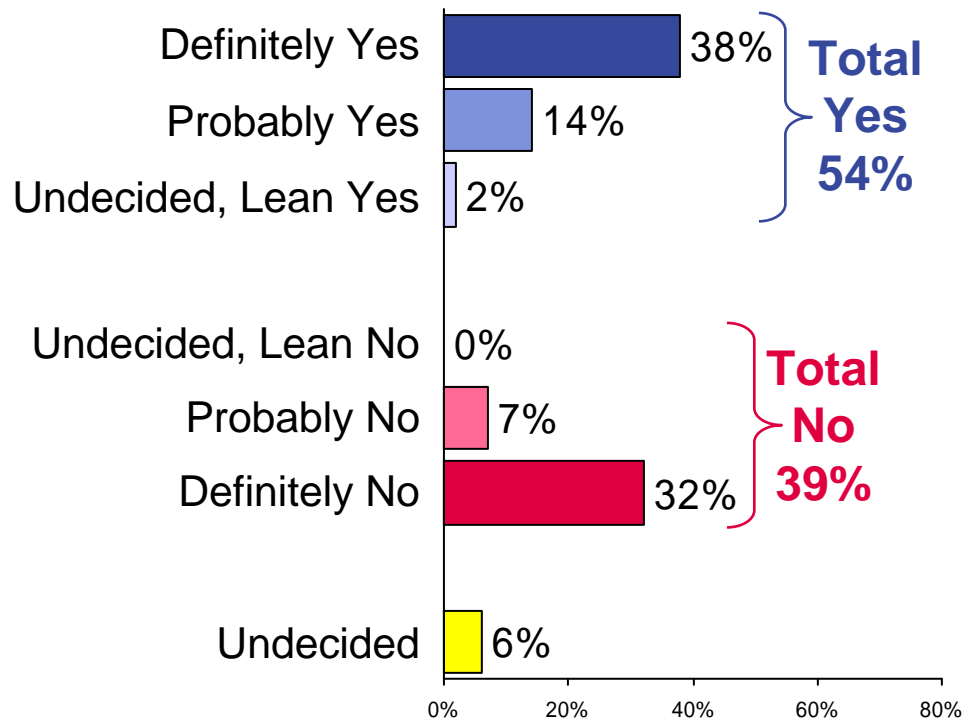
12. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall the ordinance that imposes an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated area of Santa Barbara County, in the amount of 2 percent of the amount charged to hotel guests, and provides that the proceeds must be used to fund pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers and coastal waters, and beaches and related public education and information programs, be adopted? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?

# Initial \$10 Parcel Tax Vote versus Initial 2% Transient Occupancy Tax Vote, Santa Barbara County



**\$10 Parcel Tax Vote (n=300)**

**2% TOT Vote (n=300)**

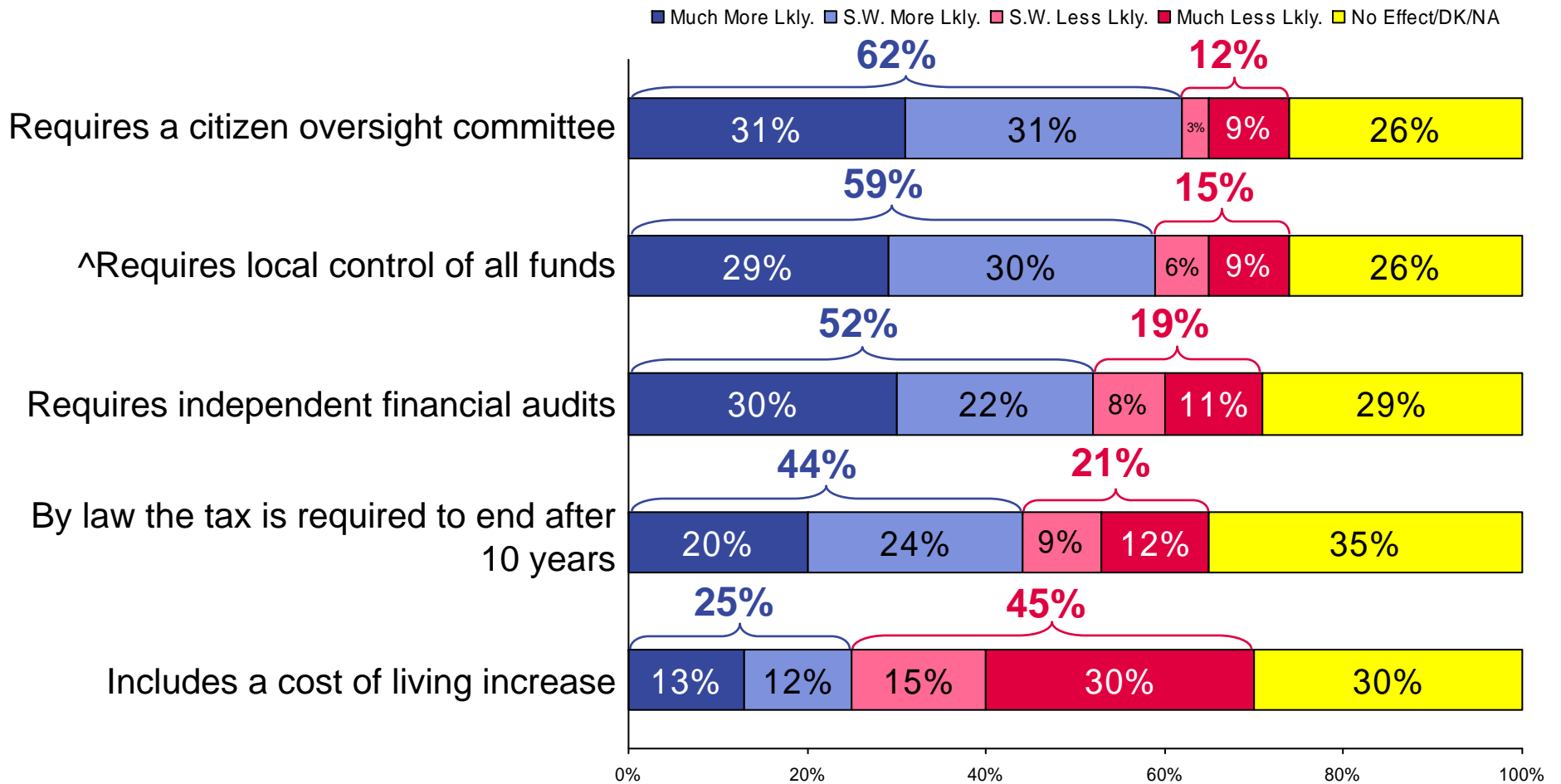


10b. What if the cost to property owners in the unincorporated area of the County for the parcel tax measure that I just described was \$10 instead of the \$25 per year. If that were the case, would you vote yes in favor of it, or no to oppose it?

12. In the near future, you may be asked to vote on a measure entitled **Clean Water Clean Beaches Measure**. This measure may read as follows: Shall the ordinance that imposes an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated area of Santa Barbara County, in the amount of 2 percent of the amount charged to hotel guests, and provides that the proceeds must be used to fund pollution prevention, enforcement of clean water regulations, and cleanup of local creeks, rivers and coastal waters, and beaches and related public education and information programs, be adopted? If the election were held today on this measure, do you think you would vote yes in favor of it or no to oppose it?

# Effect of Accountability Provisions on Willingness to Vote

(Ranked by Total More Likely)

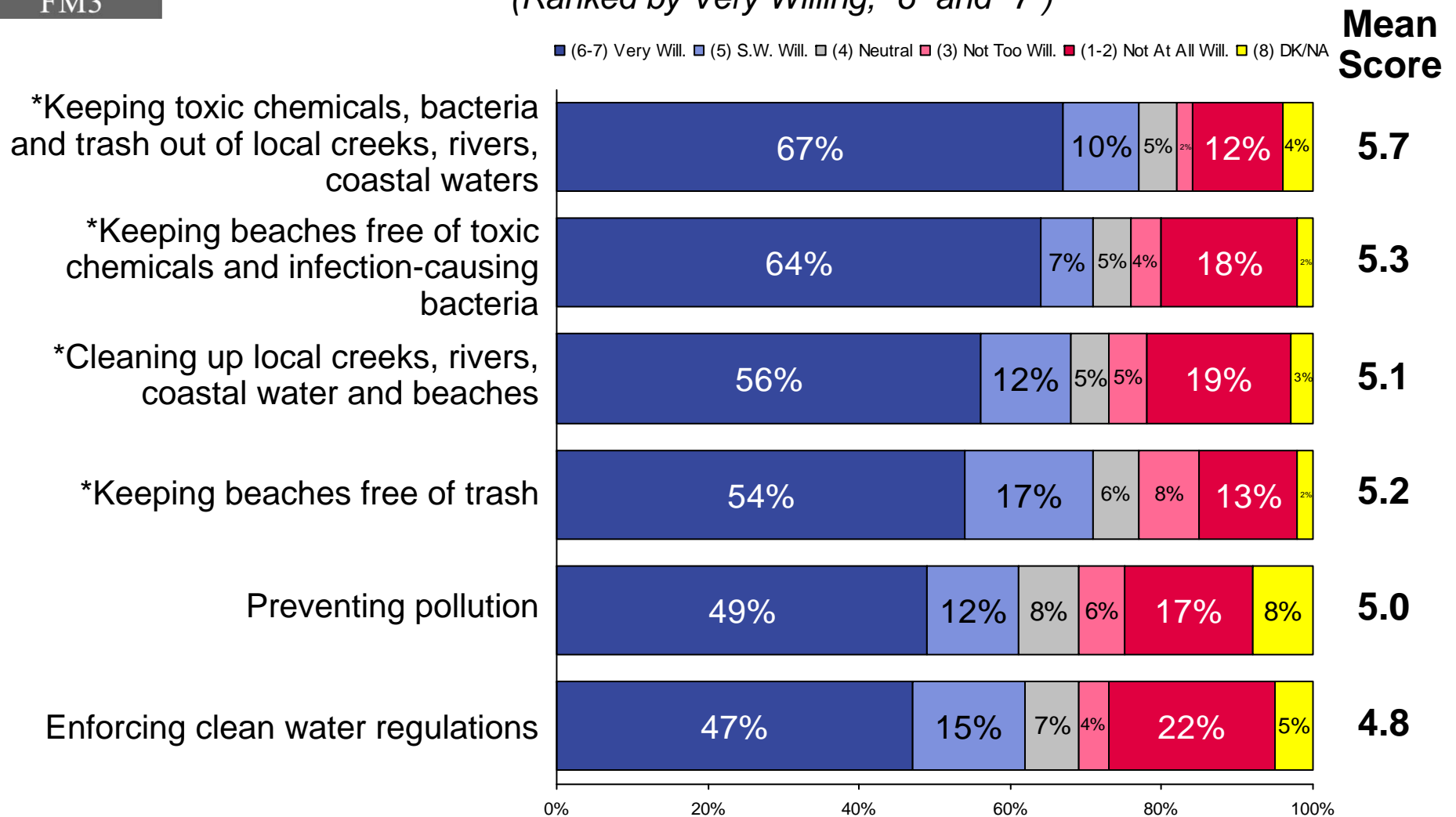


15. I am going to mention various provisions that may be included in the Clean Water Clean Beaches Measure. Regardless of your opinion of the measure overall, please tell me if knowing that provision was part of the measure would make you more or less likely to vote for the measure?

# Willingness to Pay for Particular Clean Water Activities



(Ranked by Very Willing, "6" and "7")



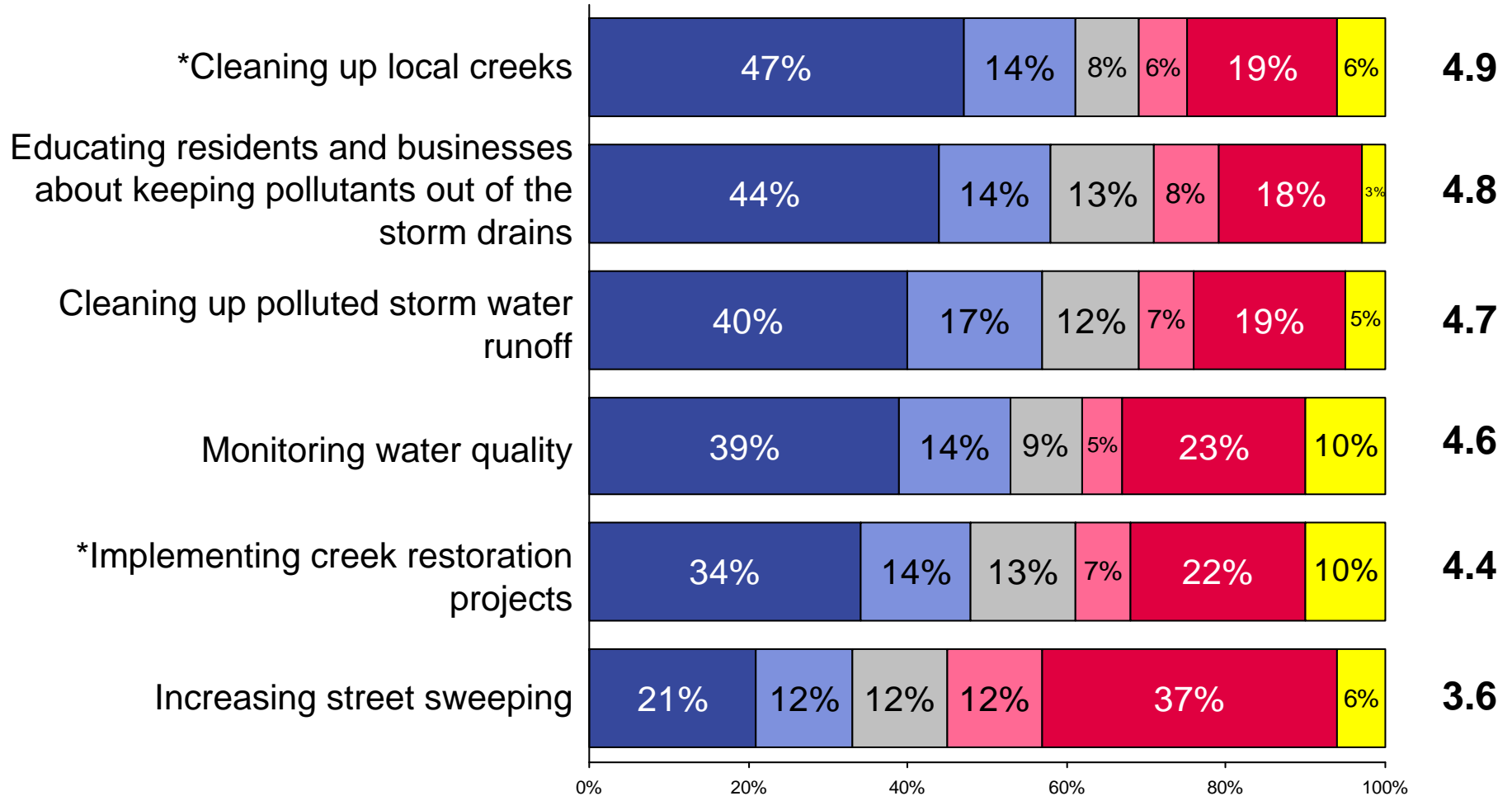
16. I am going to mention a list of ways money from this **Clean Water Clean Beaches** measure could be used. Regardless of your opinion of the measure, after I mention each one, please tell me how willing you would be personally to pay for that proposed item through a clean water fee. We will use a scale of one to seven, where one means **NOT AT ALL WILLING** to vote to pay for the use and seven means you are **VERY WILLING** to pay for the use. If you have no opinion or don't know enough about that item I mention, you can tell me that too. Here is the first one...

\*Split Sample

# Continued

■ (6-7) Very Will. ■ (5) S.W. Will. ■ (4) Neutral ■ (3) Not Too Will. ■ (1-2) Not At All Will. ■ (8) DK/NA

**Mean  
Score**



16. I am going to mention a list of ways money from this **Clean Water Clean Beaches** measure could be used. Regardless of your opinion of the measure, after I mention each one, please tell me how willing you would be personally to pay for that proposed item through a clean water fee. We will use a scale of one to seven, where one means **NOT AT ALL WILLING** to vote to pay for the use and seven means you are **VERY WILLING** to pay for the use. If you have no opinion or don't know enough about that item I mention, you can tell me that too. Here is the first one...  
\*Split Sample

# Conclusions

- Only a minority of voters consider pollution of local creeks, ocean and local beaches as a very or somewhat serious problem
- About a quarter of voters recall County/Project Clean Water as messenger
- T.V. is overwhelmingly cited as the source of information about storm water or storm drain-related issues
- There is modest understanding of the storm drain system, with no improvement across the County from 2002 to 2010

## Continued

- A Clean Water, Clean Beaches revenue measure does not appear to be viable at this time
- With additional education, a 2% Transient Occupancy Tax increase in the unincorporated areas is possible
- Voters are more likely to support a measure if strict accountability provisions are included
- Messaging “***Keeping toxic chemicals, bacteria and trash out of local creeks, rivers and coastal waters***” and “***Keeping beaches free of toxic chemicals and infection-causing bacteria***” resonates strongly with voters

# 2010 Santa Barbara County Storm Water Public Opinion Survey

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*November 2010*

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