



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: Public Works
Department No.: 054
For Agenda Of: April 5, 2011
Placement: Administrative
Estimated Tme: N/A
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: Board of Supervisors

FROM: Department Scott D. McGolpin, Public Works Director, 568-3010
Director
Contact Info: Jonathan S. Frye, Interim Deputy Public Works, 568-3444
Joy Hufschmid, Project Clean Water Manager, 568-3373

SUBJECT: Storm Water Public Opinion Survey

County Counsel Concurrence

As to form: No

Auditor-Controller Concurrence

As to form: No

Other Concurrence:

As to form: No

Recommended Actions:

That the Board of Supervisors receive and file the attached "Storm Water Public Opinion Survey".

Summary Text:

The County is required to conduct a public opinion survey related to water pollution and storm water education during the fifth year of its approved Storm Water Management Program (SWMP), which coincides with fiscal year 2010-2011. Project Clean Water contracted with a consulting firm specializing in public opinion research to conduct a telephone-based survey of 600 Santa Barbara County residents over a four day period in November, 2010. The purpose of the survey was to determine the awareness, attitudes, and reported behavior with respect to water pollution and storm water-related issues. The survey was also used to determine the viability of a countywide Clean Water, Clean Beaches revenue measure to fund the SWMP through parcel taxes or transient occupancy taxes (hotel bed taxes) in order to reduce or eliminate County general fund contributions necessary to fund the program.

Should the Board of Supervisors choose to hear a presentation from the consultant, this item can be calendared for a future departmental hearing.

Background: The County is mandated under federal Clean Water Act regulations to have and enforce a SWMP. The County is enrolled under the State of California's National Pollutant Discharge Elimination System (NPDES) Municipal General Permit through the approval of its SWMP in July 2006 by the Regional Water Quality Control Board, the regional arm of the State Water Board. The State Water Board is delegated with the enforcement of the Clean Water Act by the federal Environmental Protection Agency.

In 2002, the County and City of Santa Barbara conducted a baseline public opinion survey to provide the foundation to develop the public education and outreach section of the County's SWMP in order to raise awareness of water quality issues and promote behavioral change among individuals and businesses. The survey identified the public's knowledge of storm water issues, level of concern and willingness to make changes that affect pollution. With approval of the SWMP in 2006, the County was required to implement a similar survey in the fifth year of the permit (fiscal year 2010-2011) in order to track the public education and outreach program's success and identify the most appropriate and effective outreach efforts.

Following a competitive bid process, Project Clean Water hired the firm of Fairbank, Maslin, Maullin, Metz & Associates to conduct a telephone survey of 600 Santa Barbara County residents within both incorporated and unincorporated areas designed to answer questions in two key areas: 1) the awareness, attitudes, and reported behavior with respect to storm water-related issues and 2) the viability of a countywide Clean Water, Clean Beaches revenue measure.

Major findings of the November 2010 public opinion survey are listed below:

- There is generally a low level of concern about pollution, including pollution of local creeks, ocean, and local beaches and storm drains. According to the consultant, the fact that eight in ten voters consider the state of the economy to be a serious concern may reflect the current focus on the economy rather than a lack of concern about pollution.
- Survey results suggest that Project Clean Water's communication efforts are getting through to its audience.
- Residents have little familiarity with Project Clean Water, but ratings among those familiar are overwhelmingly favorable.
- Television is overwhelmingly cited as the source of information about storm water or storm drain-related issues.
- Only a minority of residents have a clear understanding of the storm drain system and their direct contribution to the problem and countywide this finding is changed little from 2002.
- Despite apparently little change in knowledge about the storm drain system, residents show a general awareness of what they can do to prevent pollution and are putting action behind their words.
- 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.
- Residents are more likely to support a measure if strict accountability provisions are included.
- Messaging related to keeping chemicals, bacteria and trash out of local creeks, rivers and coastal waters resonates most with residents.

Further discussion of the findings can be found in the attached "Storm Water Public Opinion Survey".

Performance Measure:

Completion of the public opinion survey is a reported Measurable Goal in the County’s SWMP and is a Public Works departmental performance measure in the 2010-2011 budget.

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
General Fund			
State			
Federal - CIAP grant	\$ 31,000.00		
Fees			
Other:			
Total	\$ 31,000.00	\$ -	\$ -

Narrative:

Consultant costs to complete the public opinion survey were funded through a Coastal Impact Assistance Program (CIAP) grant which were included in the proposed 2010-2011 budget under the Water Agency cost center of the Water Resources Division of the Public Works Department on page D-366 in the budget book.

Staffing Impacts: N/A

Legal Positions:

FTEs:

Special Instructions:

Direct the Clerk of the Board to send a copy of the minute order of this action to the Public Works Department, Water Resources Division office, Attn: Christina Lopez.

Attachments:

“Storm Water Public Opinion Survey”

Authored by: Joy Hufschmid, Manager, Project Clean Water 568-3373