

2010 Santa Barbara County Storm Water Public Opinion Survey

Summary of Findings

Commissioned by



Project Clean Water, Santa Barbara County



Funded by

*Coastal Impact Assistance 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

TABLE OF CONTENTS

METHODOLOGY	3
KEY FINDINGS	4
DETAILED FINDINGS	12
PART 1: CONTEXT AND AWARENESS.....	12
<i>1.1 Concern About Pollution Issues.....</i>	<i>12</i>
<i>1.2 Awareness of Storm Water and Storm Drain Education Efforts</i>	<i>17</i>
<i>1.3 Awareness of Organizations Involved in Storm Water Education Efforts.....</i>	<i>22</i>
<i>1.4 Knowledge of Storm Drain Facts</i>	<i>24</i>
<i>1.5 Behaviors to Avoid Storm Drain Pollution.....</i>	<i>28</i>
PART 2: THE BALLOT MEASURES	31
<i>2.1 The TOT Ballot Measure</i>	<i>32</i>
<i>2.2 The Parcel Tax Measure.....</i>	<i>34</i>
<i>2.3 Accountability Provisions</i>	<i>37</i>
<i>2.4 Components of the Measure.....</i>	<i>40</i>
<i>2.5 Impact of Supportive Message.....</i>	<i>42</i>
PART 3: POTENTIAL FOR PROP. 218 MEASURE.....	45
PART 4: AWARENESS OF RESIDENCE IN UNINCORPORATED AREA OR NOT	45

TABLE OF FIGURES AND TABLES

FIGURES

FIGURE 1: SERIOUS PROBLEMS IN THE UNINCORPORATED AREAS	12
FIGURE 2: SERIOUS PROBLEMS COUNTYWIDE	16
FIGURE 3: AWARENESS OF STORM WATER/DRAIN-RELATED ISSUES IN UNINCORPORATED AREAS	18
FIGURE 4: FAVORABILITY OF ORGANIZATIONS AND PROJECTS	22
FIGURE 5: UNDERSTANDING OF THE STORM DRAIN SYSTEM	26
FIGURE 6: UNDERSTANDING OF THE STORM DRAIN SYSTEM	27
FIGURE 7: FREQUENCY OF PARTAKING IN ACTIVITIES TO KEEP POLLUTION OUT OF STORM DRAINS TO PROTECT LOCAL CREEKS AND OCEAN	29
FIGURE 8: INITIAL VOTE ON THE TWO PERCENT TRANSIENT OCCUPANCY TAX	33
FIGURE 9: INITIAL VOTE ON THE \$25 PARCEL TAX	35
FIGURE 10: SUPPORT FOR PARCEL TAX AT \$15 AND \$10 ASSESSMENTS	36
FIGURE 11: IMPACT OF ACCOUNTABILITY PROVISIONS.....	38
FIGURE 12: CHANGE IN THE TOT VOTE AFTER SUPPORTIVE STATEMENT	42
FIGURE 13: CHANGE IN THE \$25 PARCEL TAX VOTE AFTER SUPPORTIVE STATEMENT	44
FIGURE 14: PROPORTION BELIEVING THEY LIVE IN AN UNINCORPORATED AREA	46

TABLES

TABLE 1: MAIN EDUCATIONAL OUTREACH MESSAGES VOTERS RECALL ABOUT STORM WATER/DRAIN-RELATED ISSUES IN UNINCORPORATED AREAS	19
TABLE 2: PERCEIVED SPONSOR OF THE STORM WATER/DRAIN-RELATED ISSUES MESSAGES IN UNINCORPORATED AREAS	20
TABLE 3: WHERE RECALL SEEING INFORMATION ON STORM WATER OR STORM DRAIN-RELATED ISSUES IN UNINCORPORATED AREAS	21
TABLE 4: WILLINGNESS TO PAY FOR PROPOSED ITEMS	41

METHODOLOGY

From November 14 through 17, 2010, Fairbank, Maslin, Maullin, Metz & Associates (FM3) conducted a telephone-based survey of 600 Santa Barbara County likely 2012 general election voters on behalf of Santa Barbara County's Project Clean Water.

The survey was designed to primarily help answer two key questions: 1) the awareness, attitudes, and reported behavior of voters in the unincorporated areas with respect to storm water-related issues and 2) the viability of a countywide Clean Water, Clean Beaches revenue measure.

The sample was split to look at voters in 1) the unincorporated areas and 2) the cities (referred to as "the cities sample") within Santa Barbara County, with 300 interviews in each. When looking at the countywide results, the two area samples were weighted back to their true proportions of the County overall, approximately 39 percent in the unincorporated areas and 61 percent in the cities. The margin of error for the full 600 sample is +/- 4.0 percentage points. The margin of error for the two split-sampled areas (n=300) is +/- 5.7 percentage points. The margin of error for questions asked of only half the sample within those two areas (n=150) is +/- 8.0 percentage points.

Part 1, Context and Awareness, is written with a focus on the unincorporated areas since these areas were the focus of Project Clean Water's education efforts. Subgroup analysis in this section is among unincorporated area voters only. Overall comparisons are made with the cities sample. Part 2, the ballot measures, focuses on the countywide results given that a ballot measure would be voted on countywide. Subgroup results presented come from the countywide sample as well. Overall results among the unincorporated and cities samples are also discussed.

The current survey compares results to the 2002 study where possible. However, Project Clean Water's 2002 study was conducted for all City and County of Santa Barbara south county residents—not exclusively voters. Therefore, it is not directly comparable to the current study that was conducted among likely November 2012 voters. Voters (and even more so "likely" voters) tend to have different characteristics than residents overall, including being generally older on average, of higher income, more educated, and often times more likely to be white. Throughout this survey, FM3 will make comparisons to the 2002 study, but noting that this analysis should be viewed with caution given the different samples.

Additionally, the 2002 study looks at the County overall and does not break out the results by unincorporated areas and cities. As a result, although much of this report focuses on the unincorporated areas where Project Clean Water has focused, comparisons can only be made with the overall County sample. However, because of the different sample design, these comparisons should be viewed with caution.

A number of wording changes were also made on questions asked initially in 2002. These wording changes limit direct comparisons between the two studies.

KEY FINDINGS

Concern About Problems Facing the Area

There is generally a low level of concern about pollution, including pollution of local creeks, ocean, and local beaches and storm drains.

- Just over four in ten (42 percent) unincorporated area voters and 45 percent of those in the cities consider *pollution of local creeks, ocean, and local beaches* to be a serious concern. While this is the strongest level of concern of the pollution issues tested, it demonstrates that more education efforts are needed to communicate the extent of the problem.
- *Pollution of storm drains in this area* is a serious concern to just 26 percent of unincorporated area voters and 35 percent of those in the cities.
- Just 15 percent of voters in the unincorporated areas and 22 percent in the cities consider *litter along local streets and highways* to be a concern.
- A lack of concern about pollution-related issues may reflect the current dominance of economic concerns. Eight in ten unincorporated area voters consider *the state of the economy* to be a serious concern (countywide the number is also 80 percent—up from 33 percent in 2002). This finding suggests that the lack of growth in familiarity or concern about storm water and storm drain-related issues may have more to do with voters' focus on the economy than a lack of concern about storm water.

Awareness of Storm Water/Storm Drain-Related Issues and Education Efforts

In reading the following, it is important to note that FM3 focused its analysis of awareness of storm water and storm drain-related issues in the unincorporated areas since these areas were the focus of Project Clean Water's education effort since the 2002 study was conducted. However, voters in the cities sample generally had the same level of awareness as those in the unincorporated areas. This almost certainly reflects the education partnerships the County established with the cities. Therefore, despite residents of cities within Santa Barbara County not being the focus of the outreach effort, they too received Project Clean Water's educational communications.

The results suggest that Project Clean Water’s communication efforts are getting through to its audience.

- Santa Barbara County voters have a solid awareness of storm water and storm-drain related issues, with four in ten in both the unincorporated areas and the cities saying they have seen or heard about advertising, publicity, or programs on this topic. While awareness may actually be general in nature, voters are familiar with the topic—a finding that will make them more receptive to future communications that build on that awareness.
- More voters from the unincorporated areas than the cities recall the County as the sponsor of the advertising, publicity, or programs for storm water or storm drain-related issues that they heard. Twenty-seven percent of unincorporated area voters volunteered Santa Barbara County (16 percent) or Santa Barbara County Project Clean Water (11 percent) as the source of these communications about storm water or storm drain related issues. While this proportion is low, it is notably higher than the 16 percent in the cities sample who gave these responses. While the low proportion who can name the County as the sponsor of such communications clearly shows that strong education outreach continues to be needed, the different results between the cities and the unincorporated areas suggest that Project Clean Water’s message is getting across.
- Voters in the unincorporated areas who recalled advertising, publicity, or programs for storm water or storm drain-related issues are slightly more likely than those from the cities to recall *specific* information. Most respondents in both the unincorporated areas and the cities recalled general messages such as not dumping things down storm drains because it goes into the ocean or on beaches, not polluting storm drains, and keeping drains clean (with over 80 percent in each area naming general information). However, 20 percent from the unincorporated areas were also able to mention specific messages they had heard, including that personal water use pollutes the storm drains; washing your car can pollute the storm drains; and the importance of keeping streets clean, recycling used oil, and picking up pet waste. In the cities sample, just 8 percent gave these types of specific responses.

Television is overwhelmingly named as the source of information about storm water or storm drain-related issues.

- Most unincorporated area voters who recall communications said they have seen advertising, publicity, or programs for storm water or storm drain-related issues on television (72 percent)—but English-language television was not a medium used by Project Clean Water. This finding suggests that voters may not be recalling messages from Project Clean Water directly, but may be recalling news stories generated out of Project Clean Water’s earned media efforts or advertizing that is sponsored by the City of Santa Barbara. However, there is no way to know whether awareness of

storm water related issues comes from the program's efforts, news stories generated from other sources or events, or City advertizing efforts.

Voters have little familiarity with Project Clean Water, but ratings among those familiar are overwhelmingly favorable.

- Six in ten (59 percent) unincorporated area and city voters are unfamiliar with Santa Barbara County Project Clean Water. This high level of unfamiliarity is further evidence that specific messages from Project Clean Water have reached a modest proportion of the electorate. However, among those familiar, positive ratings outweigh negative reviews by 4-to-1 in the unincorporated areas (33 percent to eight percent) and by an even higher 6-to-1 margin in the cities (35 percent to six percent). In the unincorporated areas, the Santa Barbara County Association of Governments is even more unknown (68 percent unfamiliar), while the County of Santa Barbara Public Works Department is the most familiar (69 percent are familiar) and receives positive rather than negative ratings by a ratio of 4-to-1 (55 percent to 14 percent). Ratings are similar in the cities.

Only a minority of voters have a clear understanding of the storm drain system and their direct contribution to the problem—and countywide this finding is little changed from 2002.

- Just 30 percent of voters in the unincorporated areas believe it is “definitely” not true that *in your area, water that is flushed down toilets and water that goes down the curbside storm drains all flow into the same underground pipes*. Another 21 percent think this is “probably” not true. Approximately one-third (32 percent) consider this statement to be true and 17 percent are uncertain—for a total of 49 percent not knowing what happens to toilet water and storm drain water. Along with the 21 percent that only “probably” thinks this statement is not true, seven in ten voters either do not know, are uncertain, or could be making a best guess. Responses were similar in the cities.
- High numbers of unincorporated area voters do not know what happens to litter and trash that go down the storm drains. One-third (33 percent) erroneously believe they get filtered out before they are released and 16 percent are not certain—for a total of 49 percent not knowing this statement is false. Just 18 percent “definitely” know this is untrue, while another 33 percent loosely hold this view by saying it is “probably” not true. Results were similar in the cities, albeit a slightly higher 24 percent know this statement is “definitely” not true.
- The proportion of countywide voters who understand what happens to water flushed down the toilet or curbside drains as well as litter and trash that go down those drains has declined slightly in comparison to the countywide sample of 2002. While the different sampling methodology and demographics makes the comparison imperfect,

this finding suggests the need for continued education efforts.¹ One would expect voters—who are considered more civically-oriented than non-voters—to have a better understanding of the storm drain system. However, the similar result from the 2002 study of all residents to the 2010 study of likely voters, suggests otherwise.

- Only 24 percent of unincorporated area voters “definitely” know it is not true that *most storm drain pollution comes from a few big polluters*. One in four (25 percent) erroneously believe this statement is true and 10 percent are uncertain. Another 42 percent “probably” think this statement is untrue—suggesting a soft knowledge that can be solidified with more education. There is no change in knowledge in this area looking at the current countywide results in comparison to the 2002 countywide study, again showing the need for more education (there is also no difference between the cities sample and the unincorporated areas). The obvious implication of this finding is that those who do not know it is a false statement can defer responsibility to big business and industry and away for themselves.

Despite apparently little change in knowledge about the storm drain system and only modest awareness of Project Clean Water’s efforts, voters show a general awareness of what they can do to prevent pollution and are putting action behind their words.

- The proportion who said it is false that they are *not sure what I personally can do to prevent pollution from going down storm drains* has increased slightly, from 33 percent saying this is “definitely” not true in the 2002 countywide study to 38 percent in the current countywide results (42 percent in the unincorporated areas and a more modest gain to 36 percent in the cities). Overall, 65 percent of those in the unincorporated areas and 57 percent of those in the cities (60 percent countywide) believe this statement is at least “probably” not true, up from 52 percent in the 2002 countywide study. It is important to note that this question reflects self-reported knowledge and does not necessarily reflect actual knowledge that would be gleaned from observed behavior.
- The current results show that unincorporated area voters generally report practicing pollution-preventing behavior in areas that apply to their lives. In fact, between 66 percent and 87 percent said they “usually” practice each. The following list shows the proportion who “usually” or “just sometimes” practice each behavior—among those who reported it applies to them. Although “just sometimes” may suggest a modest adherence to the practice, it shows that the voter knows the appropriate behavior. Where comparable, there is little difference between the countywide results in the current study and those from 2002.

¹ The slightly lower awareness could also reflect that the question came later in the 2002 survey than the current survey, giving respondents more information to inform their answer in the prior survey.

- *Pick up and dispose of your dog's waste* (93 percent in the unincorporated areas and 94 percent in the cities).
- *Fix your sprinklers so the water only lands on your lawn and not on the streets or sidewalks* (93 percent in the unincorporated areas and 95 percent in the cities).
- *Pick up litter and trash that is in the gutter in front of your home or business* (92 percent in the unincorporated areas and 91 percent in the cities).
- *Fix your car if you notice any oil strains on your driveway or under your car* (88 percent in the unincorporated areas and 91 percent in the cities).
- *Wash your car at a commercial car wash or on the lawn rather than on the driveway or street where the dirty water will run into the storm drain* (79 percent in the unincorporated areas and 80 percent in the cities).
- *Sweep up your driveway or sidewalk with a broom and dustpan instead of washing them down into the street and storm drains* (79 percent in the unincorporated areas and 79 percent in the cities).
- Voters in the cities were more likely to say that they “usually” *use non-toxic substances rather than pesticides and herbicides in your garden* than were those in the unincorporated areas (60 percent to 48 percent), but the proportion who do so at least “sometimes” was similar (79 percent in the cities to 72 percent in unincorporated the areas).
- Just over six in ten voters in both areas (for whom the question applies) say they “usually” *dispose of cigarettes in ash trays rather than throwing them on the ground or out your car window*, those in the cities, when you include the proportion who said they also do so “sometimes” are more likely to say they do so at least “sometimes” than those in the unincorporated areas (72 percent to 63 percent).

Potential Funding Measures

A Clean Water, Clean Beaches revenue measure does not appear to be viable at this time. With additional education, a two percent Transient Occupancy Tax (TOT) increase in the unincorporated areas is possible.

Voters were asked to consider a ballot measure, called the Clean Water Clean Beaches Measure, *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.* This specific purpose measure requires a two-thirds (super majority) vote for passage.

Analysis focuses on the countywide results—even though the measure applies to the unincorporated areas—because it would require a countywide vote.

Half of the sample was asked about the TOT (hotel bed tax) first and then the parcel tax, while the other half was asked about the parcel tax first. This was done to account for “tax fatigue,” a phenomenon that is sometimes seen in survey research when two funding mechanisms or two funding measures are tested in one survey. The survey results clearly

showed that support for each funding mechanism was notably lower among voters asked to consider it second. Therefore, this report's analysis focuses on those hearing each first since FM3 believes it is a more accurate assessment of where opinion lies.

- The survey results show that voters would not pass a Clean Water, Clean Beaches Measure at this time—whether a TOT or a \$25 parcel tax. The potential is greater to pass at TOT, almost certainly reflecting that most voters do not think they will personally pay this tax. A parcel tax falls well short of the two-thirds supermajority needed for passage—and even when the assessment is dropped to \$10 a year. More education and strong support from outside organizations would be needed to launch a viable measure.
- Among those asked first about a \$25 parcel tax, opinion was divided: 47 percent in favor and 43 percent opposed (10 percent were uncertain). Even when the parcel tax assessment was dropped to \$15 or \$10, support falls well below the two-thirds threshold needed for passage (52 percent and 54 percent yes, respectively). The gains in support at the lower assessments show voters' price sensitivity, and a funding measure should seek the lowest possible amount that does not sacrifice the program's goals. There was little difference in the results in the cities or unincorporated areas.
- Support for TOT starts out stronger than the parcel tax, with 60 percent of those asked about it first saying they would support it and 30 percent opposed (eight percent are uncertain). Voters are often more willing to support funding measures which they believe will not impact them directly—such as a TOT. While the measure with this funding mechanism also falls below the super majority needed for passage, the higher initial support than for the parcel tax suggests an easier effort to bolster support and pass a TOT than a parcel tax. Support is slightly higher in the cities for the TOT than in the unincorporated areas (63 percent to 56 percent).
- Support does not increase notably for either funding mechanism after voters heard a paragraph in support of the measure. Support of the parcel tax grows from 47 percent to 50 percent, while opposition remains essentially the same (44 percent, from 43 percent). Support for the TOT grows to 65 percent from 60 percent, with no change in opposition (please note, however, this puts it within the margin of error for passage).

Voters are more likely to support a measure if strict accountability provisions are included.

- Six in ten countywide voters (with little difference between the unincorporated areas and the cities) are more likely to support a funding measure if it *requires local control of all funds* (59 percent more likely) or *requires a citizen oversight committee* (62 percent)—showing that accountability components will increase support. A majority of voters also react favorably to hearing that the measure would *require independent financial audits*, with 52 percent more likely to support it after hearing this (47

percent in the unincorporated areas and 55 percent in the cities). However, the proportion “much more likely” to support the measure if it includes these provisions does not rise above three in ten. Therefore, while voters react positively to these accountability provisions, their reluctance to support a funding measure tempers the intensity of their support for each provision.

Messaging related to keeping chemicals, bacteria and trash out of local creeks, rivers and coastal waters resonates most with voters.

➤ Reflecting the lukewarm support for a funding measure generally, countywide voters show only a modest willingness to pay for proposed items through a clean water fee. Voters were asked to consider a number of items using a scale of “1” to “7,” where a “1” indicated they were not at all willing and a “7” indicated they were “very” willing. Most items received average scores between 4.6 and 5.3, showing a neutral (“4” rating) to weak willingness (“5” rating) to pay for each. Just four of the 12 items tested received a “6” or “7” rating from more than half of voters. The top items focus on toxic chemicals and bacteria, as well as keeping creeks, rivers, coastal waters, and beaches clean. However, the combination of concern about toxic chemicals and bacteria with these waterways is almost certainly what drives up concern. None of the top items mention storm water or storm drains.

- Keeping toxic chemicals, bacteria, and trash out of local creeks, rivers, and coastal waters (67 percent 6 or 7 rating, mean score of 5.7)
- Keeping beaches free of toxic chemicals and infection-causing bacteria (64 percent 6 or 7 rating, 5.3 mean score)
- Cleaning up local creeks, rivers, coastal water, and beaches (56 percent 6 or 7 rating, 5.1 mean score)
- Keeping beaches free of trash (54 percent 6 or 7 rating, 5.2 mean score)

Second tier items included more general items related to keeping local creeks clean, preventing pollution and keeping water and storm drains clean—without mention of toxic chemicals and bacteria or the beaches and coastal waters to which more voters are attuned.

- Preventing pollution (49 percent 6 or 7 rating, 5.0 mean score)
- Cleaning up local creeks (47 percent 6 or 7 rating, 4.9 mean score)
- Enforcing clean water regulations (47 percent 6 or 7 rating, 4.8 mean score)
- Educating residents and businesses about keeping pollutants out of the storm drains (44 percent 6 or 7 rating, 4.8 mean score)
- Cleaning up polluted storm water runoff (40 percent 6 or 7 rating, 4.7 mean score)
- Monitoring water quality (39 percent 6 or 7 rating, 4.6 mean score)

The weakest components are *implementing creek restoration projects* (34 percent 6 or 7 rating and 4.4 mean score) and *increasing street sweeping* (21 percent 6 or 7 rating and 3.6 mean score)—both of which fail to mention pollution.

There was little notable difference in reaction to each component by mean score or “6” and “7” score by the cities and unincorporated areas. The mean score was slightly higher for *keeping beaches free of trash* in the unincorporated areas at 5.4 than the cities at 5.1.

It is also important to note that this survey was focused primarily on assessing awareness of storm drain-related issues, with testing of the potential ballot measures placed toward the end of the survey. Had the County been focused on testing a ballot measure, a “vote” question on the ballot measure would have been placed at the beginning of the survey so that the vote was not impacted by any questions that came before it. Therefore, opinion on the vote in this survey may be higher or lower based on the impact of prior questions. Independent research should be done to assess opinions toward a ballot measure should the County choose to move forward with a Clean Water Clean Beaches measure.

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

DETAILED FINDINGS

PART 1: CONTEXT AND AWARENESS

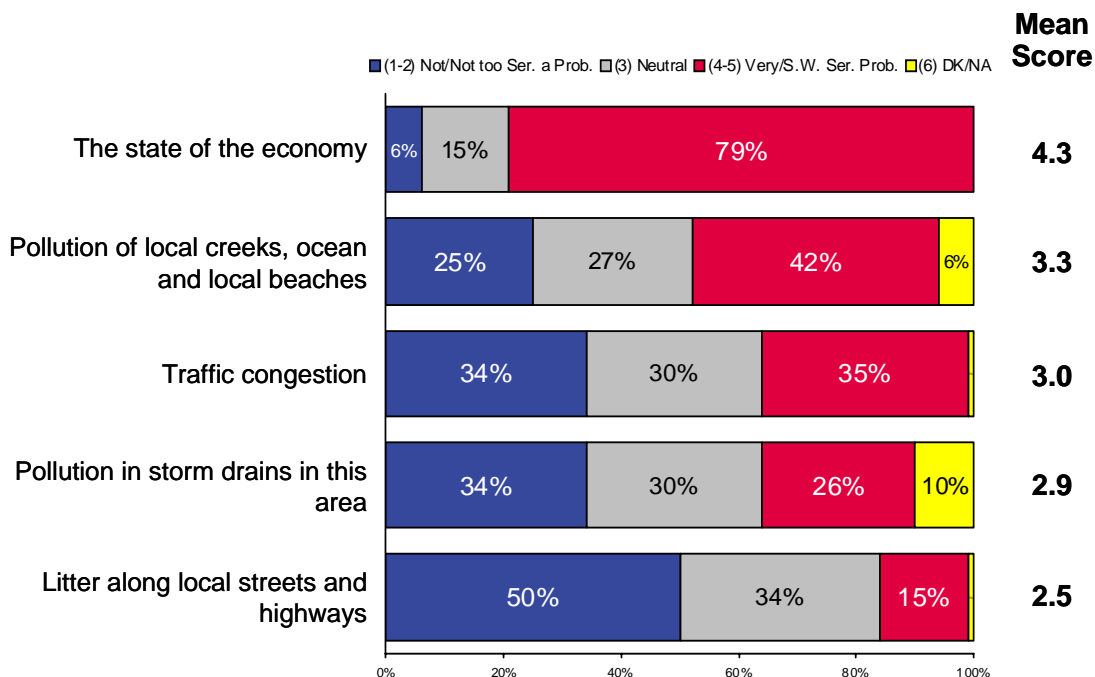
1.1 Concern About Pollution Issues

The survey results suggest that there is only modest concern in the unincorporated areas about storm drain pollution, litter, or even pollution of local creeks, oceans, and local beaches. This may reflect that, despite a fairly strong awareness of advertising, publicity, or programs about storm water and storm-drain related issues (to be discussed in Section 1.2), it will take significant repetition of these communications to compete with other pressing issues of the times to get the message across. While communications efforts should continue to educate residents about how to avoid polluting storm drains, they must also make the urgency of the situation clear. If voters are not strongly concerned about such pollution, they will be less willing to take action to change their own behavior.

1.1a Concern About Pollution Issues in the Unincorporated Areas and Cities

Voters were asked to assess their concern about five issues, using a 5-point, where a “1” indicated they feel it is not a serious problem at all and a “5” indicated they feel it is a very serious problem. **Figure 1** demonstrates the results.

**FIGURE 1: SERIOUS PROBLEMS IN THE UNINCORPORATED AREAS
 (Ranked by Mean Score)**



Storm drains: Just one in four unincorporated area voters (26 percent) gave a “4” (18 percent) or “5” (eight percent) rating, indicating concern, to *Pollution in storm drains in this area*. Three in ten (30 percent) gave a “3” rating, suggesting a neutral view, while 34 percent gave a “1” (12 percent) or “2” (22 percent) rating, indicating a low level of concern. Overall, the average rating was 2.9, indicating a generally neutral to low level of concern. There is little notable difference in concern when compared with the cities sample, with a mean rating of 3.1 in the cities.

- Democrats (37 percent serious) and independents (33 percent) in the unincorporated areas are more likely to consider this a serious concern than Republicans (14 percent, and more uncertain at 15 percent).
- Renters (who are more likely to be Democrats) are more likely to feel this way than homeowners (43 percent to 21 percent).
- Concern declines with age, from 34 percent among those under 40 to 19 percent among those 65 years of age or older.
- Those who say they will vote in favor of a parcel tax or TOT for clean water efforts are more likely to think pollution of storm drains is a serious problem than those opposed (42 percent to 11 percent for the parcel tax and 36 percent to five percent for the TOT).

Pollution of waterways: Concern is stronger in the unincorporated areas about *pollution of local creeks, ocean, and local beaches* than it is about storm drain pollution, with 42 percent giving a “4” (26 percent) or “5” (16 percent) rating in this area. However, the mean rating is 3.3, still indicating only a modest level of concern. Again, there is little difference in perceptions of this problem between the cities sample and the unincorporated area sample.

- Among unincorporated area voters, Democrats express far more concern about this issue (59 percent giving a “4” or “5” rating) than do Republicans (25 percent), with independents falling in between (45 percent). This issue is also a strong concern with more renters than homeowners (60 percent to 36 percent), non-white voters than white voters (53 percent to 40 percent), and those under 65 than those older (approximately 46 percent to 31 percent).
- Those who say they will vote in favor of a parcel tax or TOT for clean water efforts are more likely to think pollution of local creeks, ocean, and local beaches is a serious problem than those opposed (58 percent to 19 percent for the parcel tax and 56 percent to 21 percent for the TOT).

Educating voters that storm drain pollution produces pollution of local beaches, oceans, and creeks may increase concern about storm drain pollution. However, the modest results in both areas suggest more education is needed for voters to understand the impact of storm drain pollution.

Litter: While litter is a storm drain pollutant, just 15 percent of voters in the unincorporated areas are concerned about *litter along local streets and highways* (a “4” or “5” rating). In fact, half (50 percent) of unincorporated area voters express little to no

concern (“1” or “2” rating), while 34 percent give a neutral “3” rating. The mean rating is the same in the cities sample (2.5 mean rating in both samples), however, a slightly higher 22 percent of voters in the cities sample gave a “4” or “5” rating.

- There is little variation in the proportion who considers *litter along local streets and highways* a strong concern among subgroups in the unincorporated areas. Democrats are among the most likely to give a “4” or “5” rating at 21 percent, compared to 12 percent of Republicans and 11 percent of independents. White respondents are far more likely to say this is not a concern (“1” or “2” rating) than non-white respondents (55 percent to 28 percent).

Other issues: For context, concern about storm drain pollution, as well as pollution of local creeks, ocean, and local beaches, falls far behind concern about *the state of the local economy*. Eight in ten (79 percent) voters in the unincorporated areas (as well as the cities sample) consider the local economy to be a top problem—indicating that economic concerns far overshadow environmental ones at this time. Not only do economic concerns take priority over environmental issues, but economic uncertainties and challenges could undermine support for a funding measure that voters perceive will cost them more. High proportions of all subgroups show strong concern about the economy.

Voters in the unincorporated areas, as well as the cities, are not particularly concerned about *traffic congestion*. Just 35 percent in the unincorporated areas and 42 percent in the cities call this a serious problem (a “4” or “5” rating), with a mean score of 3.0 in the unincorporated areas and 3.2 in the cities.

- Those under the age of 40 are more likely to give a “1” or “2” rating in this area (46 percent) than those older (30 percent).

1.1b Comparison of Concern About Pollution Issues Countywide 2010 to 2002

Concern about pollution-related issues appears to have declined slightly since 2002 or at best remained the same in some areas—although direct comparisons are not advisable between the two studies given the different sample design. There are a number of factors that may influence the seemingly lower level of concern about pollution-related issues other than sample design. Top among them is the dominance of economic concerns. With economic issues at the forefront of voter attention, everything else may seem less important in comparison. Further, economic-related news stories may overwhelm stories about pollution, making pollution-related issues less salient. Additionally, there may have been more pollution-related events or news stories eight years ago when the 2002 study was done compared to today—in part related to more focus on the economy and because election news was at the forefront at the time this survey was conducted. Last, it may be possible that voters perceive that there is less pollution in storm drains, creeks and coastal waters today than in 2002 as a result of local clean-up and education efforts.

Countywide (the unincorporated and cities samples combined), there appears to be slightly less concern about pollution in storm drains in the current study when compared

to 2002 study. In 2002, 40 percent gave a “4” or “5” rating indicating they considered this issue a serious problem. Countywide, this proportion is a lower 33 percent today—and the proportion giving a “5” rating has dropped in half (11 percent to 20 percent in 2002). A slightly higher 32 percent give a “1” or “2” rating today, compared to 26 percent in 2002. As a result, the mean rating in 2002 is slightly higher than it is today (3.3 to 3.0).

In the 2002 study, respondents were asked their concern about *pollution of local creeks* separately from their concern about pollution of ocean and local beaches. In the current study, concern in these three areas was assessed in one question. Therefore, in addition to the sample difference, the wording change impacts comparisons. Having said that, however, the mean score is lower in the current study, at 3.3 countywide, than it was for either *local creeks* (3.6) or *ocean or local beaches* (3.7) in 2002. In this finding we see a continuation of the trend of lower average ratings for pollution-related issues from 2002 to 2010.

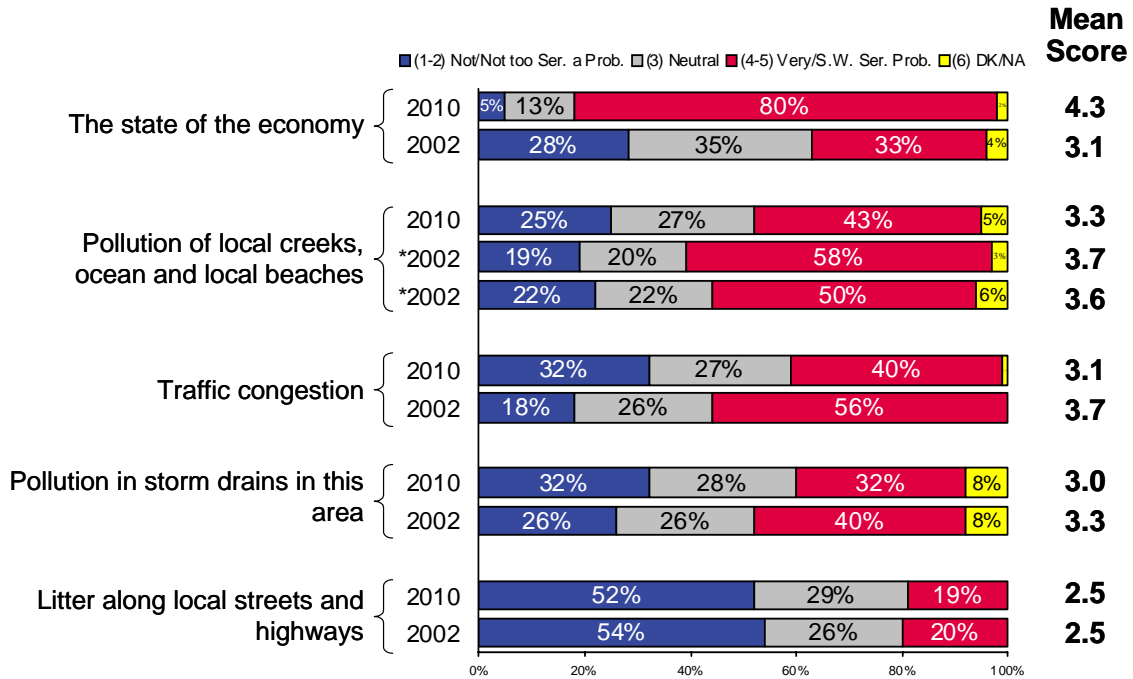
Looking at the results countywide in comparison to 2002, there is little difference in concern about *litter along local streets and highways*. In both 2002 and 2010, the mean score was 2.5, indicating a low level of concern.

There was more concern about traffic congestion in 2002 than 2010, with a mean score of 3.7 in 2002 compared to a 3.1 mean score countywide in 2010. Further, while 40 percent of voters countywide gave a “4” or “5” rating to traffic congestion in the current study, a higher 56 percent of countywide residents did so in 2002.

Not surprising, there was far less concern about the economy in the countywide study of 2002 when just 33 percent said the state of the economy was a serious problem compared to 80 percent today.

Figure 2 demonstrates the results.

**FIGURE 2: SERIOUS PROBLEMS COUNTYWIDE
 2010 AND 2002**



*This question was broken into two questions in 2002, one focusing on pollution of local creeks and the other on pollution of ocean and local beaches. The middle row shows the results of the latter.

1.2 Awareness of Storm Water and Storm Drain Education Efforts

Approximately four in ten unincorporated area and city voters believe they have seen or heard something about storm water or storm drain-related issues, indicating that communications are getting through to voters at least on a surface level. Further evidence that the messages are having some penetration is that unincorporated area voters—to whom the communications were focused—recall more specific facts from communications than do those in the cities. Moreover, unincorporated area voters were more likely to attribute the communications to the County than those in the cities, further evidence that the Project’s messages are reaching their target. However, Project Clean Water still has considerable work to do in getting their messages across given the low level of concern about storm drain pollution, the still rather low proportion who can name the sponsor of the communications they heard or where they heard them, and the low familiarity with Project Clean Water.

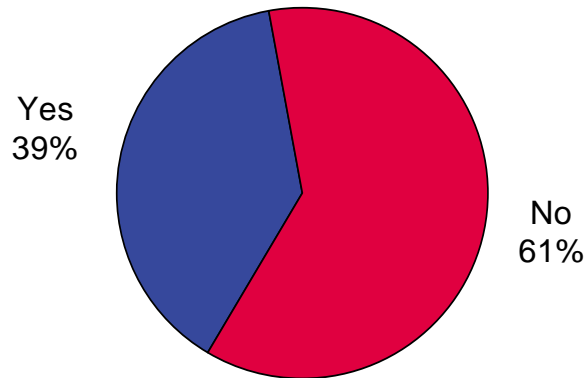
1.2a Awareness of Communication Efforts

The survey results suggest a fairly strong general awareness of advertising or publicity efforts to educate voters about storm water or storm drain pollution. Approximately four in ten (39 percent) voters from the unincorporated areas are familiar with advertising, publicity, or programs for storm water or storm drain-related issues (see **Figure 3**). There is little difference in the cities, where 41 percent are familiar (40 percent are familiar countywide). This may reflect that the County teamed up with the cities on some educational initiatives and, therefore, voters in the cities are familiar with communications about storm water issues. It may also reflect that, although Project Clean Water’s focus was in the unincorporated areas, residents in the cities are recalling other communications about storm water and storm drain pollution potentially from different organizations or countywide free media.

In the 2002 study, respondents were asked a question worded somewhat differently, saying *have you seen or heard anything in the last year about ways to prevent pollution of water that flows into storm drains or creeks?* Just under six in ten (59 percent) said they had—notably higher than the 40 percent countywide that acknowledged awareness in 2010. A number of survey design factors may be at play. First, the questions were worded differently, with the 2002 question wording having less emphasis on “storm drains” and also directly mentioning “pollution.” It may be easier for respondents to remember communications about a generally known term like “pollution” rather than the less understood terms of “storm drains” and “storm water.” Second, the awareness question in the 2010 study was the second question in the survey. In 2002, the awareness question was the 8th question and was heard after respondents were already asked detailed questions about the storm drain system and pollution of creeks and beaches. Having already heard about pollution-related issues, the 2002 study may have exaggerated awareness of the issue. Last, the different sample design may have an impact, however,

one would expect voters to have more awareness than non-voters because voters generally are more civically-oriented. Unrelated to survey design, the difference may reflect that there may have quite simply been more communications about pollution of creeks and storm drains in 2002 given the higher awareness seen in this question as well as the greater concern about pollution from 2002.

FIGURE 3: AWARENESS OF STORM WATER/DRAIN-RELATED ISSUES IN UNINCORPORATED AREAS



There are few differences among unincorporated area voters in the proportion who have received communications among subgroups.

- Awareness is higher among white residents than non-white residents² (40 percent to 27 percent).
- Awareness is also higher among those earning \$90,000 a year in household income or more (48 percent) than those earning less (35 percent).
- There is no difference in the vote on the ballot measures based on awareness of the storm drain-related communications.

1.2b Recall of Communications

Among those who have received communications³ in the unincorporated areas, nearly half (48 percent) recalled (in an open-ended question with no response options) the main message being not to dump things in the storm drains and that what goes in the storm drains ends up on the beaches or in the ocean. Another 21 percent volunteered that the main message was to keep pollutants out of the storm drains, while 14 percent said it was

² Small sample size makes the results statistically unreliable.

³ The sample size among those who recalled receiving advertising, publicity, or programs is too small for analysis by subgroups for subsequent questions asked only of those who had received communications.

to keep your drains clean and be careful what you put down them. Therefore, 83 percent recalled the basic message of keeping pollutants out of the storm drains (a similar proportion, at 85 percent, gave this responses in the cities). **Table 1** shows the results.

Other unincorporated area voters recalled more specific aspects of the education program, including being careful of the contents of personal water runoff—such as chemicals from their yard or grass (nine percent), pollutants from washing your car in your driveway (five percent), keeping the streets clean (three percent), recycling used oil (two percent), and not letting pet waste down the storm drains (one percent). In all, 20 percent of unincorporated area responses noted one of these specific aspects of the education program. This is notably higher than eight percent in the cities who gave these responses. While joint communications efforts between the County and the cities helped educate city residents, the focus was on the unincorporated areas, and their greater awareness of specific details suggests that these communications reached them.

Other unincorporated area residents simply recalled the need to fix the storm drain problems and clean them up (five percent in unincorporated areas and three percent in the cities) or that the advertising and programs talked about how to reduce pollution generally (four percent in unincorporated areas and in the cities).

TABLE 1: MAIN EDUCATIONAL OUTREACH MESSAGES VOTERS RECALL ABOUT STORM WATER/DRAIN-RELATED ISSUES IN UNINCORPORATED AREAS

(Asked only of those who said they had received communications; open-ended grouped responses; only top responses shown; 39 percent of the sample answering)

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%

1.2c Recall of Sponsors of Communications

Most voters in the unincorporated areas who recalled advertising, publicity, or programs could not recall who sponsored them, with 57 percent giving this response (see **Table 2**). Sixteen percent (16 percent) said they were sponsored by the County, while 11 percent mentioned specifically Santa Barbara County Project Clean Water (for a total of 27 percent mentioning the County). Five percent felt the communications were sponsored by the City of Santa Barbara, while eight percent felt the communications came from environmental groups and four percent from another source.

A similar 59 percent of respondents in the cities could not name who sponsored the communications efforts as well. They were less likely to mention the County (10 percent) or Project Clean Water (six percent)—further showing greater penetration of the effort in the unincorporated areas. Those in the cities were twice as likely to believe the effort came from environmental groups (15 percent).

**TABLE 2: PERCEIVED SPONSOR OF THE STORM WATER/DRAIN-RELATED ISSUES
 MESSAGES IN UNINCORPORATED AREAS**
(Asked only of those who said they had received communications; 39 percent of the sample answering)

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%

Nearly three out of four (72 percent) unincorporated area voters familiar with the communications efforts heard about them on television, with another 15 percent mentioning the radio as their source, 10 percent newspapers, and three percent each saying brochures or bus ads. Two percent each received information delivered to their home, on the City’s web page, on the Internet in general, or on a website banner ad. Therefore, six percent saw something on the Internet (see **Table 3**).

Project Clean Water only advertised on Spanish-language TV. Therefore, most respondents who mentioned hearing about storm water or storm drain-related issues on television may be recalling news stories or other free media, such as coverage of beach clean up days (or recalling another organization’s campaign). This finding suggests that voters may not be recalling messages from Project Clean Water directly, but rather news stories generated out of Project Clean Water’s earned media efforts or advertizing that is sponsored by the City of Santa Barbara . However, there is no way to know whether this awareness comes from the program’s efforts, news stories generated from other sources or events, or City advertizing efforts.

The sources of information differed somewhat between those in the unincorporated areas and in the cities. Those in the unincorporated areas were more likely to say they heard messages on television (72 percent to 63 percent), while those in the cities were more likely to attribute their knowledge to other sources such as radio (20 percent to 15 percent in the unincorporated areas), newspapers (17 percent to 10 percent), bus ads (nine percent to three percent), and brochures (eight percent to three percent).

TABLE 3: WHERE RECALL SEEING INFORMATION ON STORM WATER OR STORM DRAIN-RELATED ISSUES IN UNINCORPORATED AREAS

(Asked only of those who said they had received communications; 39 percent of the sample answering)

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%

1.3 Awareness of Organizations Involved in Storm Water Education Efforts

There is little familiarity with organizations involved in the storm water education effort in the unincorporated areas, including Santa Barbara County Project Clean Water. However, ratings among those familiar with Project Clean Water are overwhelmingly favorable. Therefore, to know Project Clean Water is to like it, showing that a stronger promotions campaign should have a positive result.

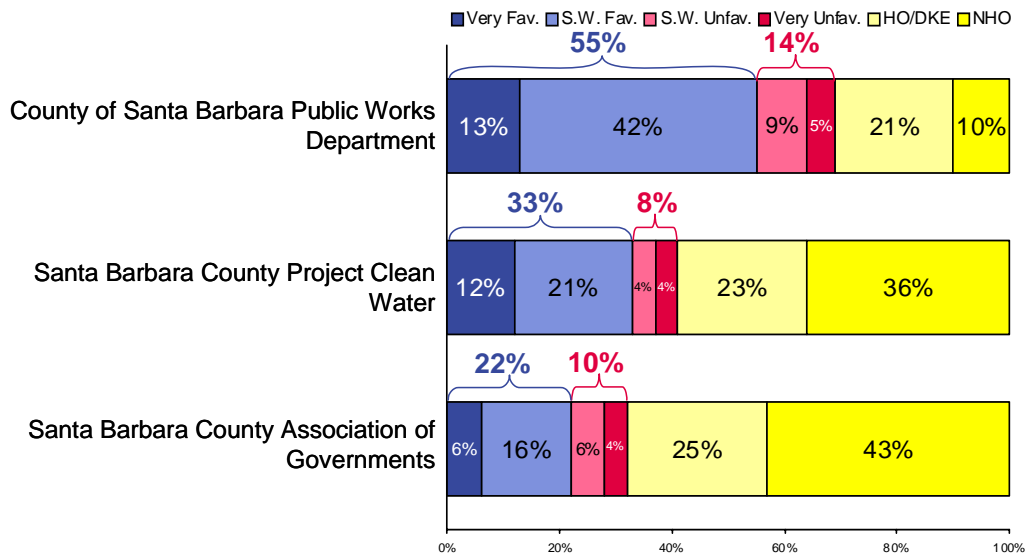
Approximately six in ten (59 percent) unincorporated area voters are unfamiliar with the *Santa Barbara County Project Clean Water*. Among those familiar, favorable reviews outweigh unfavorable reviews by 4-to-1, 33 percent to eight percent (see **Figure 4**).

Familiarity is even lower for the *Santa Barbara County Association of Governments*, with 68 percent of unincorporated voters unfamiliar. Among those familiar, 22 percent have a favorable impression of this organization and 10 percent an unfavorable view.

There is more awareness of the *County of Santa Barbara Public Works Department* (the department that oversees Project Clean Water). Seven in ten (69 percent) unincorporated area voters are familiar with it, and opinion of it is strongly favorable: 55 percent to 14 percent.

There is little variation in response to this question between voters in the cities and those in the unincorporated areas. Those in the cities are slightly more positive about *the County of Santa Barbara Public Works Department* (62 percent favorable) than those in the unincorporated areas (55 percent).

**FIGURE 4: FAVORABILITY OF ORGANIZATIONS AND PROJECTS
 IN SANTA BARBARA COUNTY IN UNINCORPORATED AREAS**
(Asked only of those who said they had received communications; ranked by very favorable)



Results among subgroups in unincorporated areas

Santa Barbara County Project Clean Water: High proportions of all subgroups are unfamiliar with Santa Barbara County Project Clean Water.

- Democrats are more familiar and more favorable (40 percent favorable) than Republicans (28 percent) and independents⁴ (32 percent).
- The small group of renters⁵ is more favorable than homeowners (41 percent to 30 percent)—potentially reflecting that they are more likely to be Democrats.
- Favorability (and familiarity) declines with income, from 45 percent of those earning less than \$50,000 to 30 percent of those earning \$90,000 or more. It should be noted that the least affluent are more likely to be Democrats.
- Those who have seen, heard or read something about storm drain-related issues are more familiar with Project Clean Water and 44 percent have a favorable view, while just four percent are unfavorable. Just 26 percent of those who have not seen, heard, or read something about storm drain-related issues have a favorable impression of the organization, while 10 percent have an unfavorable view and 65 percent are uncertain.
- Those in favor of the parcel tax or TOT are more familiar and more favorable toward Project Clean water, with 43 percent of former and 45 percent of the latter giving a favorable rating. Just 17 percent and 25 percent, respectively, of those opposed to the parcel tax or TOT have a favorable impression of Project Clean Water. And while just one percent of those in favor of the parcel tax and six percent of those in favor of the TOT have an unfavorable view of Project Clean Water, 14 percent and 17 percent, respectively, of those opposed to the measures do so.

The Santa Barbara County Association of Governments: The Santa Barbara County Association of Governments is unfamiliar to six in ten or more of nearly every subgroup. As a result, positive ratings do not reach above approximately one-third with any major demographic group. However, ratings are strongest with homeowners, those without children under the age of 19, white voters, those 50 years of age or older, and those earning \$90,000 or more a year in household income—all of whom are among the most familiar with this organization. Favorable ratings are strongest with the small group of Republican men ages 50 or older, with favorable ratings from 37 percent. However, this group is also among the most negative, with an unfavorable rating of 17 percent.

The County of Santa Barbara Public Works Department: The County of Santa Barbara Public Works Department is better received by Republicans (62 percent favorable) than Democrats (51 percent) and independents (50 percent), and white than non-white (58 percent to 49 percent--with white voters more familiar).

⁴ The small sample size of independents makes the results statistically unreliable.

⁵ The small sample size of renters makes the results statistically unreliable.

1.4 Knowledge of Storm Drain Facts

The survey assessed voter awareness of how the storm drain system works and sources of pollution. The results suggest an only modest awareness of the storm drain system and no increase in understanding since 2002. Without an understanding of how the storm drain system works, voters will not know what contributes to polluting it nor will they understand the need to do something about it.

Just 51 percent of unincorporated area voters say it is not true that *in your area, water that is flushed down toilets and water that goes down the curbside storm drains all flow into the same underground pipes.* Moreover, just 30 percent are confident in this view, saying this is “definitely” **not** true. Meanwhile, 32 percent think it is “definitely” or “probably” true, and 17 percent admit to being uncertain (see **Figure 5**). Therefore, 49 percent hold an erroneous or uncertain view about how the storm drain system works. The results vary little in the cities sample where 39 percent believe the statement is true and 48 percent consider it false.

- Women are far more uncertain if this statement is true or false than men (24 percent to eight percent). While 66 percent of men say it is not true, just 39 percent of women do so.
- White voters are more likely to say this statement is not true than non-white voters (51 percent to 36 percent). Non-white voters are more likely to think it is true (47 percent to 33 percent among white voters).
- Those ages 50 to 64 are most likely to say this statement is false at 66 percent. The proportion who think the statement is true declines with age, from 56 percent of those under 30 to 25 percent of those 50 years of age or older. However, those 65 or older are the most uncertain at 27 percent. Men ages 50 or older are the most likely to say this statement is false (72 percent), and far more than younger men (54 percent) or women regardless of age (39 percent).
- The proportion who call this statement false rises with income, from 26 percent of those earning less than \$20,000 to 65 percent of those earning \$125,000 or more.
- Those who had heard communications are more likely to say the statement is false (58 percent) than those who had not (47 percent).

Just 51 percent of those in the unincorporated areas say it is not true—with only 18 percent being certain in this view—that *litter and trash that go down the storm drains get filtered out before they are released.* Thirty-three percent believe this is true and 16 percent are uncertain. Again there is little difference in the cities in response to this question (30 percent true and 55 percent untrue). Those in the cities are slightly more likely to be certain the statement is false, with 24 percent giving this response compared to 18 percent in the unincorporated areas.

- Men are more likely to call this statement false than women in the unincorporated areas (60 percent to 45 percent), as are Democrats (56 percent) and independents (61

percent) than Republicans (43 percent); renters (69 percent) more than homeowners (44 percent), those without children under the age of 19 than those with (54 percent to 46 percent); and white voters (54 percent) more than non-whites (39 percent).

- There is no difference based on those who have seen communications or not.

A higher proportion, 68 percent of those in the unincorporated areas have a general understanding that storm drain pollution is not caused by a few big polluters. However, just 24 percent are certain about this, while 25 percent believe it is caused by just a few big polluters and 10 percent are uncertain. The results are similar in the cities (26 percent true and 63 percent untrue).

- Again, men are more likely to know this statement is false than women (71 percent to 60 percent). However, women ages 18 to 49 are more likely to call this false than those older (72 percent to 53 percent).
- Republicans (71 percent) and independents (69 percent) are more likely to consider this statement false than Democrats (58 percent). Thirty-two percent (32 percent) of Democrats believe it is true, compared to two in ten Republicans and independents. Republicans ages 18 to 49 are more likely to call this false than those older (80 percent to 66 percent).
- Those with children under the age of 19 are more likely to know this statement is false (78 percent) than those without (61 percent).
- White voters are also more likely to know this statement is false (69 percent) than non-white voters (55 percent).
- Those ages 65 or older are less likely to know this is a false statement (50 percent) than those 18 to 49 (71 percent) or 50 to 64 (62 percent).
- Although the sample size is small, those earning \$125,000 or more a year (82 percent false) are more likely to consider the statement false than those earning less (59 percent).
- Those who have seen communications are more likely to say this statement is false (75 percent) than those who have not (59 percent).

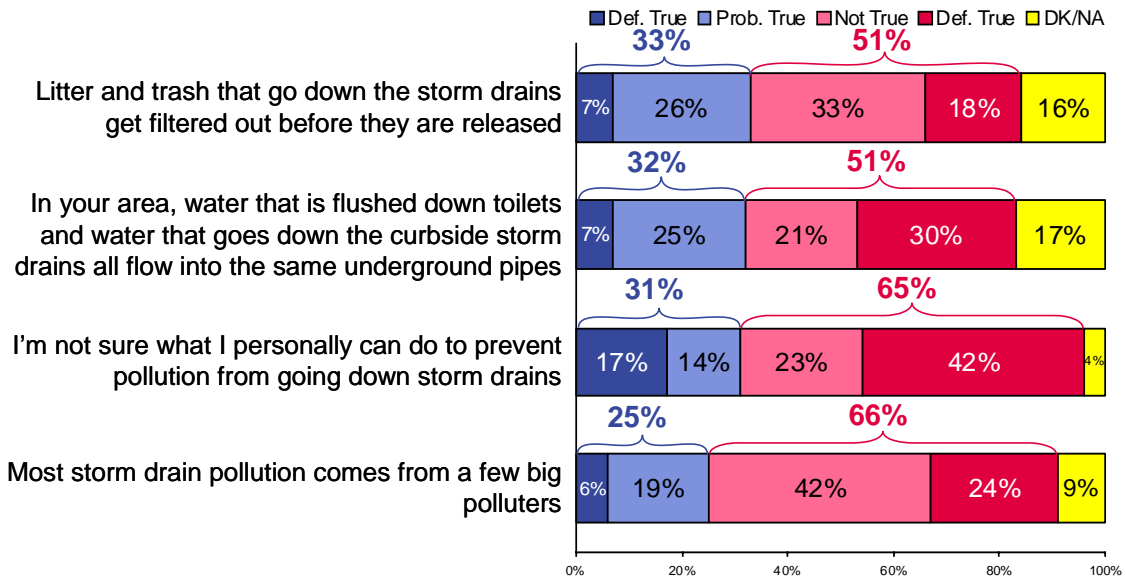
Three in ten (31 percent) in the unincorporated areas acknowledge that they are *not sure what I personally can do to prevent pollution from going down the storm drains*. While 65 percent disagree with this statement, just 42 say this statement is “definitely not true” of them. Along with the five percent who are uncertain, this suggests that as many as six in ten are not really sure what they can do to avoid storm drain pollution. Those in the cities are similarly uncertain, with 38 percent agreeing with the statement, another 21 percent saying it is “probably” untrue, and five percent uncertain.

- In general, only about one-third of any subgroup feels it is true that they are not sure what they can do to prevent pollution from going down storm drains.
- Despite women generally showing less knowledge of the storm drain system, they are only slightly more likely to say this statement is true about them (33 percent to 29

percent). However, women ages 50 or older are more likely to consider this true at 40 percent.

- Those without children under the age of 19 are more likely to think this statement is true than those with (35 percent to 19 percent). This may reflect that those ages 65+ are more likely to consider this true (49 percent) than those younger (24 percent).
- The proportion who call this statement true is higher among those less affluent, with 39 percent of those earning less than \$50,000 giving this response compared to 25 percent of those earning \$90,000 or more.
- Those who have not seen communications are more likely to consider this true than those who have (37 percent to 22 percent).

**FIGURE 5: UNDERSTANDING OF THE STORM DRAIN SYSTEM
 IN UNINCORPORATED AREAS
 (Ranked by Total True)**



The results suggest that respondents in the current study are slightly less aware of how the storm drain system works than respondents in the 2002 study. This is in line with the findings that 2002 respondents showed slightly more concern about pollution-related issues and were more aware of pollution-related communications. While communications in 2002 may have been more salient and produced more recall about the system and pollution problems, in 2010 such communications are either lost in the clutter of other front page news or less frequent.⁶

In the current study, just 28 percent countywide know it is “definitely” not true that *in your area, what that is flushed down toilets and water that goes down the curbside storm*

⁶ The difference may also be a result of the battery of questions’ placement in the survey. The questions came later in the 2002 survey, potentially informing voter opinion.

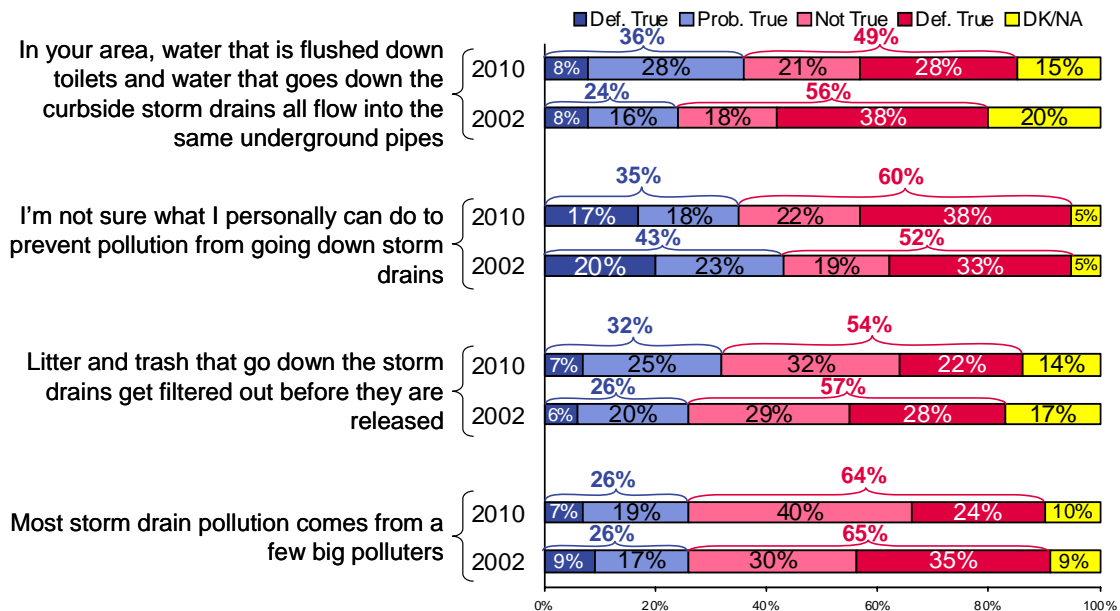
drains all flow into the same underground pipes. In 2002, that number was a higher 38 percent. Furthermore, in the current study, 36 percent erroneously called this statement true, compared to 24 percent in 2002. A higher number admitted to being uncertain in 2002 than today (21 percent to 14 percent).

Thirty-two percent of countywide voters in the current study believe it is true that *litter and trash that go down the storm drains get filtered out before they are released.* A slightly lower 26 percent gave this response in the 2002 study.

There was little difference, however, in the belief that *most storm drain pollution comes from a few big polluters.* Nearly two out of three countywide voters in 2002 and 2010 thought this was “definitely” or “probably” false.

Interestingly, despite apparently greater awareness, more respondents in 2002 said they did not know what they could *personally do to prevent pollution from going down storm drains* than gave this response in 2010 (43 percent to 35 percent). While the sample design makes comparisons difficult, this finding may suggest that the communications have worked to educate residents about what they can do to prevent pollution. **Figure 6** demonstrates the results.

**FIGURE 6: UNDERSTANDING OF THE STORM DRAIN SYSTEM
 2002 TO 2010
 (Ranked by Total True)**



1.5 Behaviors to Avoid Storm Drain Pollution

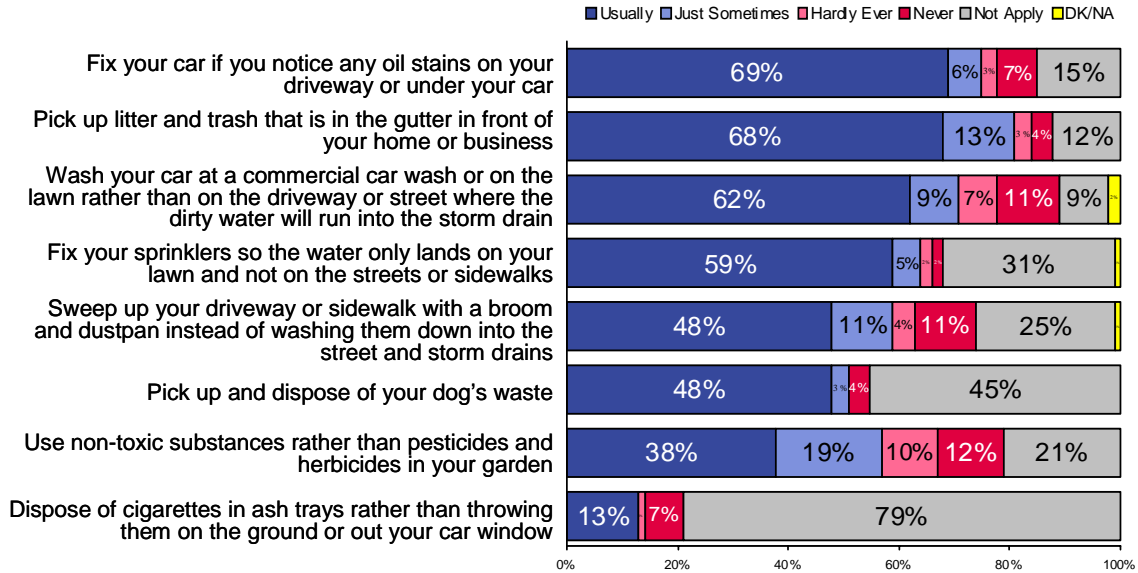
The survey results show that most voters engage in activities that help reduce pollution of storm drains. This is a positive indicator because it suggests that education efforts can reach beyond the basic education of major pollutants to storm drains and work to increase awareness of the system and other lesser known pollutants.

Survey respondents were asked how often they do certain activities that keep pollution out of storm drains. For many respondents, the activity did not apply to their lives, probably because they are not homeowners, or do not have pets, do not have a yard, are non-smokers, or otherwise. The proportion who said the question does not apply to them is valuable because it helps prioritize communications. With this in mind, we see that the items applying to the highest proportion of respondents in the unincorporated areas are:

- Washing your car at a commercial car wash or on the lawn (applies to 91 percent)
- Picking up litter and trash that is in the gutter in front of your home or business (applies to 88 percent)
- Fixing your car if you notice any oil stains on your driveway or under your car (applies to 85 percent)
- Using non-toxic substances rather than pesticides and herbicides in your garden (applies to 79 percent)
- Sweeping up your driveway or sidewalk with a broom and dustpan instead of washing them down into the street or storm drains (applies to 75 percent)
- Fixing your sprinklers so that water only lands on your lawn and not on the streets or sidewalks (applies to 69 percent).

Far fewer unincorporated voters say that *picking up and disposing of your dog's waste* applies to them, with 45 percent saying it does not—reflecting that many people do not have dogs. And nearly eight in ten (79 percent) say that *disposing of cigarettes in ashtrays rather than throwing them on the ground or out your car window* does not apply to them probably because they do not smoke. **Figure 7** demonstrates the results.

FIGURE 7: FREQUENCY OF PARTAKING IN ACTIVITIES TO KEEP POLLUTION OUT OF STORM DRAINS TO PROTECT LOCAL CREEKS AND OCEAN IN UNINCORPORATED AREAS



However, in terms of understanding behavior, it is useful to analyze the results excluding those for whom the question did not apply. Therefore, the percentages were calculated only among those who said the question applied to them.

Among unincorporated respondents, the following practices are universally followed at least “sometimes” among those to whom the activity applied. These include:

- Pick up and dispose of your dog’s waste (88 percent usually, 5 percent sometimes).
- Fix your sprinklers so the water only lands on your lawn and not on the streets or sidewalks (86 percent usually, 7 percent sometimes).
- Fix your car if you notice any oil stains on your driveway or under your car (81 percent usually, 7 percent sometimes).
- Pick up litter and trash that is in the gutter in front of your home or business (77 percent usually, 15 percent sometimes).

High proportions report taking part in these activities usually or sometimes regardless of demographic groups.

Approximately two-thirds of unincorporated area voters “usually” or “sometimes” take part in the following practices.

- Wash your car at a commercial car wash or on the lawn rather than on the driveway or street where the dirty water will run into the storm drain (69 percent usually, 10 percent sometimes).

percent sometimes). Women are more likely to usually or sometimes do so than men (83 percent to 73 percent). There were no other notable differences by subgroups.

- Sweep up your driveway or sidewalk with a broom and dustpan instead of washing them down into the street and storm drains (64 percent usually, 15 percent sometimes). Men are more likely to usually or sometimes do this activity than women (85 percent to 75 percent). Homeowners are more likely to as well than renters⁷ (82 percent to 67 percent).
- Dispose of cigarettes in ashtrays rather than throwing them on the ground or out your car window (62 percent usually, one percent sometimes). Thirty-five percent “never” dispose of cigarettes in ashtrays rather than throwing them on the ground or out their car window. The sample size among this group is too small for subgroup analysis.

The lowest proportion of unincorporated area residents say that they “usually” use non-toxic substances rather than pesticides and herbicides in their garden, with 48 percent giving this response. Another 24 percent say they “sometimes” do. There is not a lot of difference in the proportion who usually or sometimes use non-toxic substances in their garden among subgroups. Those who have received communications are slightly more likely to give this response than those who have not (77 percent to 68 percent).

While there are few differences between the unincorporated areas and the cities, those in the cities are more likely to usually use non-toxic substances in their garden (60 percent to 48 percent in the unincorporated areas). This may reflect that those in the cities have smaller pieces of land and have more control over what kind of substances they use.

It is important to note that the proportion who say they partake in each activity could be exaggerated due to a social desirability bias, meaning that the respondents know that the right thing to have done is to participate in the activity. Self-reports on these types of issues can be exaggerated when compared to studies that allow observational analysis.

The language of the question testing behavior was changed from 2002 to 2010 and, therefore, exact comparisons are not possible. However, with the knowledge that the sample design and question wording were changed, a general comparison can still be made on most questions.

In 2002, respondents were asked if they currently do each activity mentioned or if they *would* definitely or probably do so or probably not do so (of if the activity did not apply to them). In the current study, voters were asked if they “usually,” “just sometimes,” “hardly ever,” or “never” take part in the activity (or if it does not apply). To make comparisons, those who said they “usually,” “sometimes” or “hardly ever” were combined in the current study and compared to those who “do now,” “probably would do,” or “definitely would do so” in the 2002 study. Those who said “never” in the current study were compared to those who said they would not do the activity in 2002.

⁷ The small sample size among renters makes the results statistically unreliable.

Looking at it this way, there is little difference in the proportion who said they took part in each activity from 2002 to 2010. Where there is a difference, those in the 2010 study were slightly less likely to take part in the activity than those in 2002.

Please note that the language regarding washing your car was changed from 2002 to 2010. In 2002 the question asked if they washed their car on the lawn rather than on the driveway or street. In 2010, it asked if they wash their car at a commercial car wash or on the lawn. With the addition of “commercial car wash,” this question was seen as more applicable to the respondents and a higher proportion said they did so.

The language was also changed in the question asking if they *fix you car if you notice any oil stains on your driveway or under your car*. In 2002, this question asked if they fix their car “immediately.” Leaving out “immediately,” may have led a higher proportion to say they take part in this activity.

PART 2: THE BALLOT MEASURES

The survey sample was divided into two groups for assessment of a potential ballot measure in order to test two different funding mechanisms. In both cases, the ballot measure was called *Clean Water, Clean Beaches Measure*. Both funding mechanisms (a TOT and a parcel tax) explained that 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*.

Half of the sample was asked about a \$25 parcel tax first, then a \$15 and \$10 parcel tax, followed by a two percent Transit Occupancy Tax (TOT). The other half was asked first about the TOT and then the parcel tax at the various amounts. This was done to determine if there would be any bias toward one funding mechanism or the other as a result of being asked second. With the survey coming just after the general election that was heavy with funding ballot measures, FM3 chose to split sample the order of the ballot measures in case “tax fatigue” set in—meaning that respondents would accurately consider their opinion of one funding measure, but could more impulsively reject the second because of concern about taxes.

The results clearly show a drop-off in support for each funding mechanism when voters heard about it second. In other words, “tax fatigue” did indeed set in when voters were asked to consider two tax options. Among those asked about the parcel tax first, 47 percent say they would support it. However, just 29 percent of those asked about it second do so. Six in ten (60 percent) support the TOT when asked about it first, but just 36 percent of those who were asked about it second do so.

As a result, analysis of the votes will focus only on those who received the question first because FM3 believes this is a better indicator of where support currently lies. However, the drop off in support indicates a clear challenge. Funding measures often are on

ballots alongside other funding measures—whether they are state measures, county, or local efforts. Therefore, a similar fatigue could be seen on a real ballot—especially if the economy fails to improve. For example, a statewide water-related funding measure may be on the November 2012 ballot alongside the County’s measure.

Analysis will also look at the results countywide since the funding measures primarily being considered would run countywide.

The survey results show that voters would not pass a Clean Water, Clean Beaches Measure at this time—whether a TOT or a \$25 parcel tax. The potential is greater to pass at TOT, almost certainly reflecting that most voters do not think they will personally pay this tax. A parcel tax falls well short of the two-thirds supermajority needed for passage—and even when the assessment is dropped to \$10 a year. More education and strong support from outside organizations would be needed to launch a viable measure.

2.1 The TOT Ballot Measure

Survey respondents were asked how they would vote on the following:

Shall the ordinance that imposes an additional transient occupancy tax, also known as the hotel bed tax, in the unincorporated areas of Santa Barbara County, in the amount of two 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, coastal waters and beaches, and related public education and information programs, be adopted?

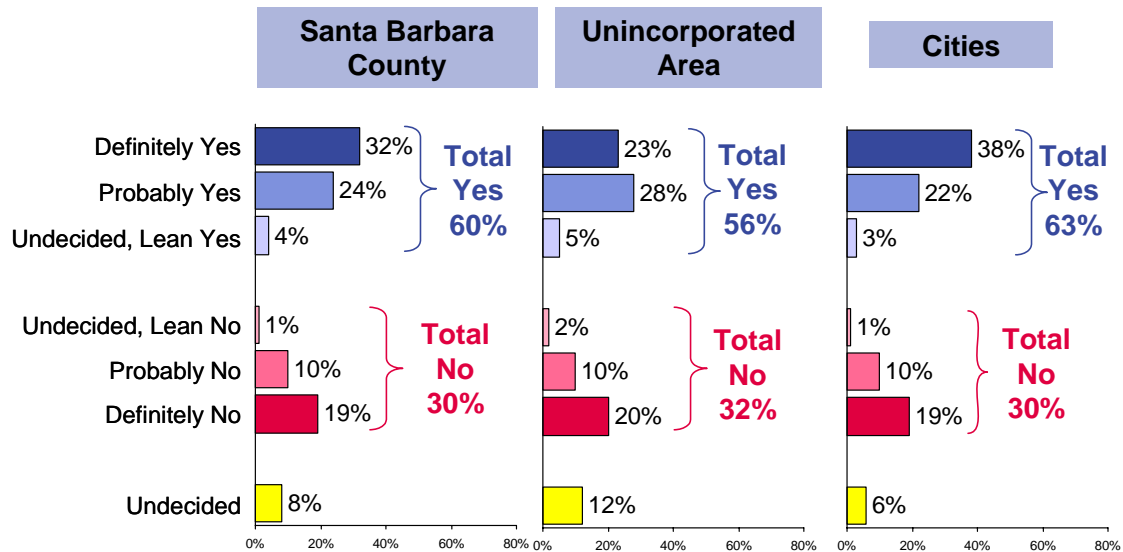
Countywide, 60 percent said they would support this measure, while 30 percent would oppose it (see **Figure 8**). Intensity of support outweighs that of the opposition, with 32 percent “definitely” voting “yes” and 19 percent “definitely” voting no. This result suggests an opportunity to pass a TOT measure. However, a strong education effort would be needed to bolster support and reach the two-thirds threshold needed for passage.

Among unincorporated area voters asked about this funding mechanism first, 56 percent say they would vote “yes” on it, while 32 percent would vote “no” and 12 percent are uncertain (for a +24 gap). However, support is soft, with just 23 percent “definitely” voting “yes,” while 28 percent would “probably” do so and five percent are uncertain but leaning toward voting in favor of it.

Support is stronger for the TOT in the cities, where 63 percent support it, but opposition is similar to that in the unincorporated areas at 30 percent (for a +33 gap). Intensity of

support outweighs intensity of opposition by 19 points, 38 percent “definitely” yes to 19 percent “definitely” no (with 6 percent uncertain).

FIGURE 8: INITIAL VOTE ON THE TWO PERCENT TRANSIENT OCCUPANCY TAX
(Among those asked about the TOT first; n=300)



Results among subgroups countywide

- The TOT gets slightly stronger support from women than men, with a +36 gap (63 percent to 27 percent against) compared to +21 among men (57 percent to 36 percent against). Men ages 50 or older are less supportive than those younger (52 percent to 69 percent).
- While Republicans are nearly divided (42 percent for and 48 percent against), Democrats (73 percent for) and independents (67 percent) are strongly in favor.
- While nearly eight in ten renters (79 percent) support the TOT, a lower 55 percent of homeowners do.
- Support is stronger with those without children under 19 than those with (64 percent to 53 percent, with a gap difference of +35 to +18).
- Support is slightly stronger with those 18 to 49 (67 percent, +44 gap) than those older (58 percent, +22 gap).
- There is little difference in support among those who had seen communications and those who had not.

Overall, this measure gets its strongest support from Democratic groups. Top supporters include:

- Those 18 to 29 years of age (85 percent)⁸
- Democrats ages 18 to 49 (79 percent), including near equal numbers of white and non-white Democrats in this age cohort and men and women
- Renters (79 percent)
- Those with incomes of \$20,000 or less (78 percent)⁹
- Democratic women (75 percent), with slightly higher numbers from white Democratic women
- City of Santa Maria voters (75 percent)¹⁰
- Democrats generally (73 percent)
- Southern unincorporated area (72 percent)
- Those with incomes of \$90,000 to \$125,000 (72 percent)

Conversely, Republicans offer the greatest opposition. The strongest opposition generally is among the following groups:

- Republican men (52 percent)
- Republicans 50+ (51 percent)
- Those in the North unincorporated area (50 percent)
- Republicans generally (48 percent)
- Republican women (45 percent)
- The North region generally (41 percent)
- Republicans ages 18 to 49 (40 percent)
- Homeowners (37 percent)
- Those earning \$125,000 or more (37 percent)

2.2 The Parcel Tax Measure

Half the survey respondents were first asked about a parcel tax measure, which 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?

⁸ The small sample size makes the results among those 18 to 29 statistically unreliable.

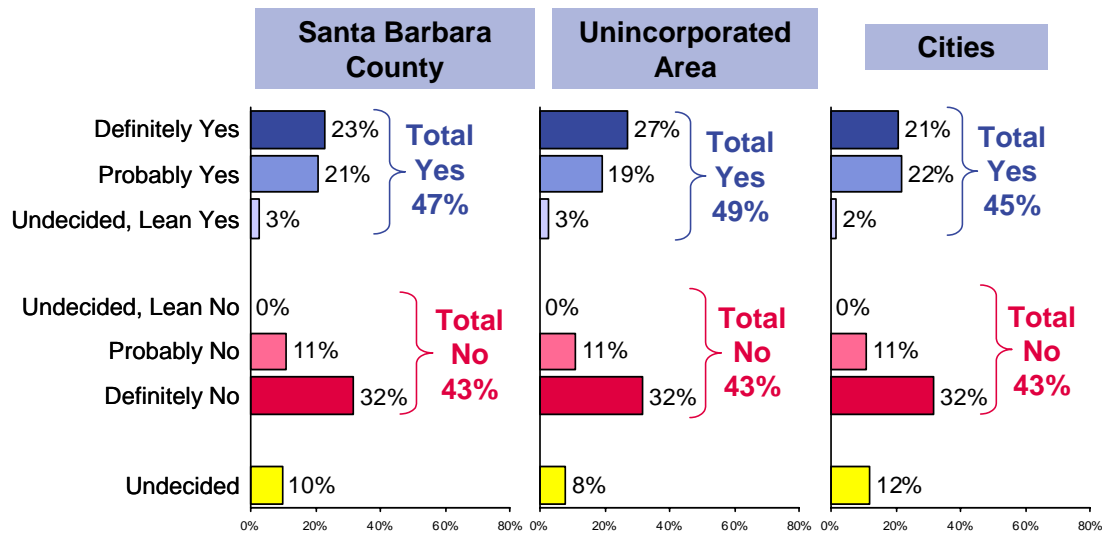
⁹ The small sample size makes the results among those earning \$20,000 a year or less statistically unreliable.

¹⁰ The small sample size makes the results among Santa Maria voters statistically unreliable.

This measure receives less support than the TOT countywide, with 47 percent supporting it and 43 percent opposing it. Intensity of opposition exceeds that of support, with 32 percent “definitely” opposed and 23 percent “definitely” in favor. **Figure 9** demonstrates the results.

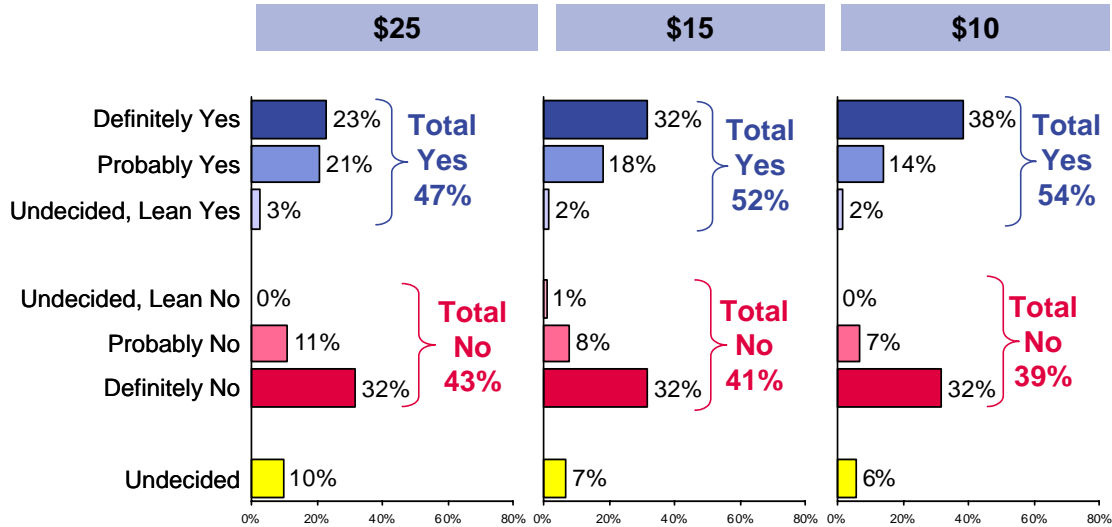
There is not a lot of difference between the cities and the unincorporated areas. In the unincorporated areas, 49 percent support it and 43 percent oppose it. In the cities, the results are slightly closer, with 45 percent in favor and 43 percent opposed.

FIGURE 9: INITIAL VOTE ON THE \$25 PARCEL TAX
(Among those asked about the parcel tax first; n=300)



Overall countywide, support reaches 52 percent for the parcel tax when the amount is reduced to \$15 and 54 percent at \$10 (See **Figure 10**). Support is stronger in the unincorporated areas at each amount, with 57 percent in favor at \$15 and 59 percent at \$10 compared to 47 percent and 52 percent, respectively, in the cities sample. In these results we see there is price sensitivity, but support still fails to get close to the two-thirds threshold needed even at the \$10 level.

FIGURE 10: SUPPORT FOR PARCEL TAX AT \$15 AND \$10 ASSESSMENTS
(Among those asked about the parcel tax first; n=300)



Results among subgroups countywide

- Women support the parcel tax by an 11-point margin, 51 percent in favor to 40 percent opposed. Men oppose it by seven points, 47 percent opposed to 40 percent in favor. However, while 50+ women are divided, younger women support it by nearly a 3-to-1 margin (66 percent to 23 percent). Younger men are also more supportive (46 percent to 38 percent opposed) than those older (38 percent to 52 percent opposed). Both Democratic and independent women are more supportive than men, but there is little difference by gender with Republicans.
- Democrats (59 percent yes) and independents (56 percent yes) are far more supportive than Republicans (26 percent yes). In fact, nearly seven in ten (68 percent) Republicans oppose it, compared to three in ten Democrats and independents. Democratic men ages 18 to 49 are far more supportive (67 percent) than those older (47 percent).¹¹
- While homeowners oppose it by a seven-point margin (48 percent opposed to 41 percent in favor), renters favor it by a 44-point margin (69 percent to 25 percent).
- The parcel tax gets more support from voters under 50 (56 percent yes, in particular the small group of those under 30 at 65 percent) than those 50 years of age or older (42 percent).
- Support is higher among those who have received communications (55 percent) than those who have not (41 percent).

¹¹ The small sample size among Democratic men 18 to 49 or older makes the results statistically less reliable.

- Non-white voters are more uncertain at 2 percent, while white voters are more likely to oppose the measure (44 percent oppose) than non-white voters (27 percent oppose). There is no real difference in the proportion supporting the measure.
- Likely June 2012 voters are less supportive than other voters (39 percent yes to 59 percent yes).

The \$25 parcel tax gets the strongest support from Democratic and independent women and those under 50 years of age. The strongest supporters include the following:

- Democrats ages 18 to 49 (72 percent), including 76 percent of Democratic women and 67 percent of Democratic men in this age cohort
- Independent women (70 percent), including 78 percent of those 18 to 49 and 60 percent of those older¹²
- Renters (69 percent)
- Those in the unincorporated areas South region (65 percent)
- White Democrats ages 50 or older (64 percent)
- Democratic women (62 percent)

The strongest opposition comes from:

- Republicans ages 50 or older (69 percent)
- Republican women (70 percent)
- Republicans generally (68 percent)
- Republican men (66 percent)
- Those ages 75 or older (57 percent)

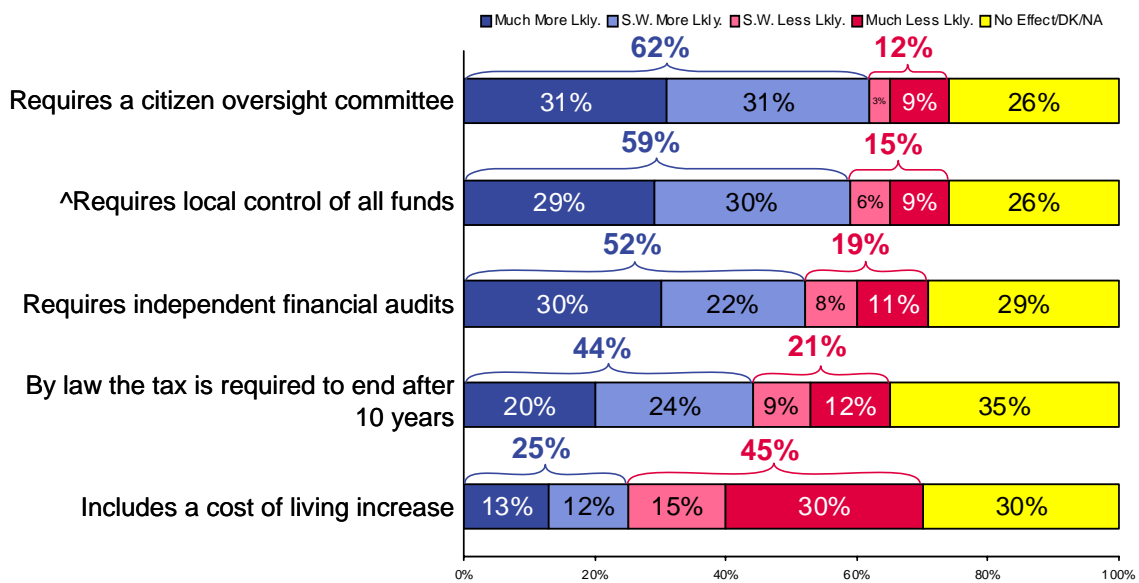
2.3 Accountability Provisions

The survey tested reaction to accountability provisions that could be included in the measure. A few provisions, including local control, independent financial audits, and a citizen's oversight committee, lead nearly half or more voters countywide to be more likely to support the measure. This shows that voters are looking for provisions that show their government is being responsible and fiscally prudent and for guaranteed funding to be used in their communities. Highlighting these attributes may help build support. However, intensity of reaction was modest to these attributes, with no more than three in ten saying any one provision would make them "much" more likely. In these results we see the reluctance to support the funding measure, but also the value of the accountability provisions to bolster support.

¹² The small sample sizes among independent women and by age makes the results statistically less reliable.

- Sixty-two percent (62 percent) of countywide voters say they would be more likely to support a ballot measure if it requires a citizen’s oversight committee, while 59 percent would be more likely if it requires local control of all funds (see **Figure 11**). The results were similar in both the cities and unincorporated areas.
- Just over half, 52 percent, would be more likely to support the measure if it requires independent financial audits. This component was slightly more popular in the cities, where 55 percent say it would make them more likely to support the measure, than in the unincorporated areas, where 47 percent gave this response.
- Just 44 percent said that if the tax would be required to end after 10 years it would make them more likely to support a funding measure, while 21 percent said it would make them less likely and 29 percent said it would make no difference. There was little variation in the cities and unincorporated areas.
- Nearly half, 45 percent, would be less likely to support a funding measure if it included a cost of living increase, while just 25 percent would be more likely (21 percent said it would have no impact and nine percent are uncertain). This component received a more negative reaction in the unincorporated areas than the cities. In the unincorporated areas, 52 percent say they would be less likely to support the measure if it included a cost of living increase. In the cities, a lower 40 percent gave this response.

FIGURE 11: IMPACT OF ACCOUNTABILITY PROVISIONS ON THE CLEAN WATER CLEAN BEACHES MEASURE



Results among subgroups countywide

- There was little difference in the proportion more likely to support the measure after hearing each accountability provision by gender. Men did react more positively to the independent financial audits, with 60 percent more likely compared to 46 percent of women (in particular men ages 18 to 49 at 75 percent).
- Republicans generally react less positively to each accountability provision, other than the 10-year sunset (there was no difference by party on this provision). The local control provision was the strongest with Republicans, with 51 percent saying it would make them more likely to support the measure. Democrats react most to the oversight committee (72 percent more likely) and local control (63 percent more likely).
- Renters were more positive about the oversight committee, local control and independent audits than homeowners. While 77 percent of renters are more likely to support the measure after hearing about the oversight committee, a lower 57 percent of homeowners give this response. Sixty-six percent of renters feel this way about local control, compared to 57 percent of homeowners. And while 58 percent of renters react positively to the independent financial audits, 49 percent of homeowners do. Nearly four in ten renters (38 percent) are more likely to support the measure if it includes a cost of living increase, compared to 22 percent of homeowners. Homeowners are slightly more positive about the 10-year sunset (45 percent to 36 percent).
- The strongest provision regardless of ethnicity was the oversight committee, although Latinos reacted to it more than white voters (76 percent to 63 percent). Nearly as strong for white voters was local control (62 percent compared to 53 percent for Latinos and 52 percent for non-white voters overall). White voters did not react positively to the cost of living increase (23 percent more likely), and reacted for less to this than non-white voters (42 percent more likely).
- In general, each provision was less well received by those 75 years of age or older and more positively received by those 40 to 49 years of age. The strongest component for those under 50 was the oversight committee (73 percent more likely), followed closely by local control and the independent financial audits. For those 50 or older, the oversight committee and local control were the two strongest components.
- Those who have received communications reacted more positively to the oversight and local control components.
- Those opposed to the measure—with either funding mechanism—react most positively to the oversight and local control provisions. However, less than a majority say they would be more likely to support the measure with these provisions.

2.4 Components of the Measure

Voters show a modest to low willingness to pay for projects with a clean water fee. This most likely reflects opposition to a funding measure to pay for such improvements rather than opposition to the improvement itself. However, the lukewarm reception to most items shows the challenge that lies ahead to pass a funding measure. Voters showed the most interest in supporting efforts to keep toxic pollutants and bacteria out of local waterways, in particular beaches, coastal waters, and the ocean. Improvements that dealt specifically with storm water or storm drains were met with less support. If voters do not understand the connection between the storm drain improvements and clean creeks and beaches, they will not stand behind it at the ballot box.

Respondents were asked how willing they would be to pay for a number of proposed items through a clean water fee, using a scale of 1 to 7, where a “1” indicated they are not at all willing and a “7” indicated they are very willing. The best received items focused on keeping local waterways free from toxic chemicals, bacteria, and trash (See **Table 4**).

- Keeping toxic chemicals, bacteria, and trash out of local creeks, rivers, and coastal waters (67 percent, 6 or 7 rating, mean score of 5.7)
- Keeping beaches free of toxic chemicals and infection-causing bacteria (64 percent 6 or 7 rating, 5.3 mean score)
- Cleaning up local creeks, rivers, coastal water, and beaches (56 percent 6 or 7 rating, 5.1 mean score)
- Keeping beaches free of trash (54 percent 6 or 7 rating, 5.2 mean score)

Second tier items included more general items related to keeping local creeks clean, preventing pollution and keeping water and storm drains clean.

- Preventing pollution (49 percent 6 or 7 rating, 5.0 mean score)
- Cleaning up local creeks (47 percent 6 or 7 rating, 4.9 mean score)
- Enforcing clean water regulations (47 percent 6 or 7 rating, 4.8 mean score)
- Educating residents and businesses about keeping pollutants out of the storm drains (44 percent 6 or 7 rating, 4.8 mean score)
- Cleaning up polluted storm water runoff (40 percent 6 or 7 rating, 4.7 mean score)
- Monitoring water quality (39 percent 6 or 7 rating, 4.6 mean score)

The weakest components are *implementing creek restoration projects* (34 percent 6 or 7 rating and 4.4 mean score) and *increasing street sweeping* (21 percent 6 or 7 rating and 3.6 mean score).

There was little notable difference in reaction to each component by mean score or “6” and “7” score by the cities and unincorporated areas. The mean score was slightly higher for *keeping beaches free of trash* in the unincorporated areas at 5.4 than the cities at 5.1.

**TABLE 4: WILLINGNESS TO PAY FOR PROPOSED ITEMS
 THROUGH A CLEAN WATER FEE**
(Using a scale of 1 to 7 where “1” = not at all willing and “7” = very willing)

Response	Mean score	1-2 (Not willing)	3 (Not too willing)	4 (Neutral)	5 (Somewhat willing)	6-7 (Very willing)	Don't know
Keeping toxic chemicals, bacteria, and trash out of local creeks, rivers, and coastal waters	5.7	12%	2%	5%	10%	67%	4%
Keeping beaches free of toxic chemicals and infection-causing bacteria	5.3	18%	4%	5%	7%	64%	2%
Cleaning up local creeks, rivers, coastal water, and beaches	5.1	19%	5%	5%	12%	56%	3%
Keeping beaches free of trash	5.2	13%	8%	6%	17%	54%	2%
Preventing pollution	5.0	17%	6%	8%	12%	49%	8%
Enforcing clean water regulations	4.8	22%	4%	7%	15%	47%	5%
Cleaning up local creeks	4.9	19%	6%	8%	14%	47%	6%
Educating residents and businesses about keeping pollutants out of the storm drains	4.8	18%	8%	13%	14%	44%	3%
Cleaning up polluted storm water runoff	4.7	19%	7%	12%	17%	40%	5%
Monitoring water quality	4.6	23%	5%	9%	14%	39%	10%
Implementing creek restoration projects	4.4	22%	7%	13%	14%	34%	10%
Increasing street sweeping	3.6	37%	12%	12%	12%	21%	6%

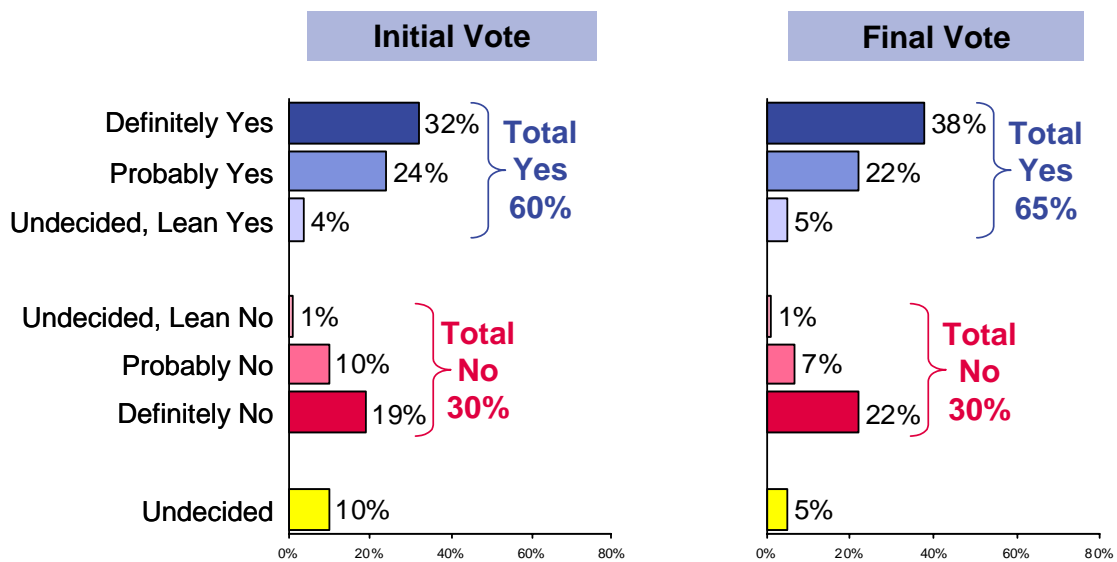
2.5 Impact of Supportive Message

Survey respondents were read a supportive message of the ballot measure and asked again if they would support it. The message read as follows:

Supporters of this measure say trash and toxic pollutants such as paint, chromium, lead and arsenic, as well as infection-causing bacteria enter gutters and flow untreated through our rivers, creeks and streams into coastal waters and onto beaches in Santa Barbara County. They say that the funds from this measure will go toward helping improve and safeguard our County waterways and beaches for children, swimmers, surfers and other beach visitors; so they do not get sick. Supporters also say this measure will help protect the marine life, including seals, fish and dolphins; hundreds of whom are killed every year from the polluted runoff.

After hearing this message, support grew only slightly among those who heard the TOT first, from 60 percent to 65 percent. Intensity of support rose from 32 percent to 38 percent. Opposition was unchanged, while the proportion undecided fell from eight percent to five percent (See **Figure 12**).

FIGURE 12: CHANGE IN THE TOT VOTE AFTER SUPPORTIVE STATEMENT
(Among those asked about the TOT first; n=300)



In the unincorporated areas, support for the parcel tax rose from 49 percent to 54 percent, with a nine-point gain in the proportion saying “definitely” yes (from 27 percent to 36 percent). Opposition declined only slightly from 43 percent to 40 percent. There was less change in the cities, from 45 percent in favor and 43 percent opposed to 48 percent in favor and 45 percent opposed.

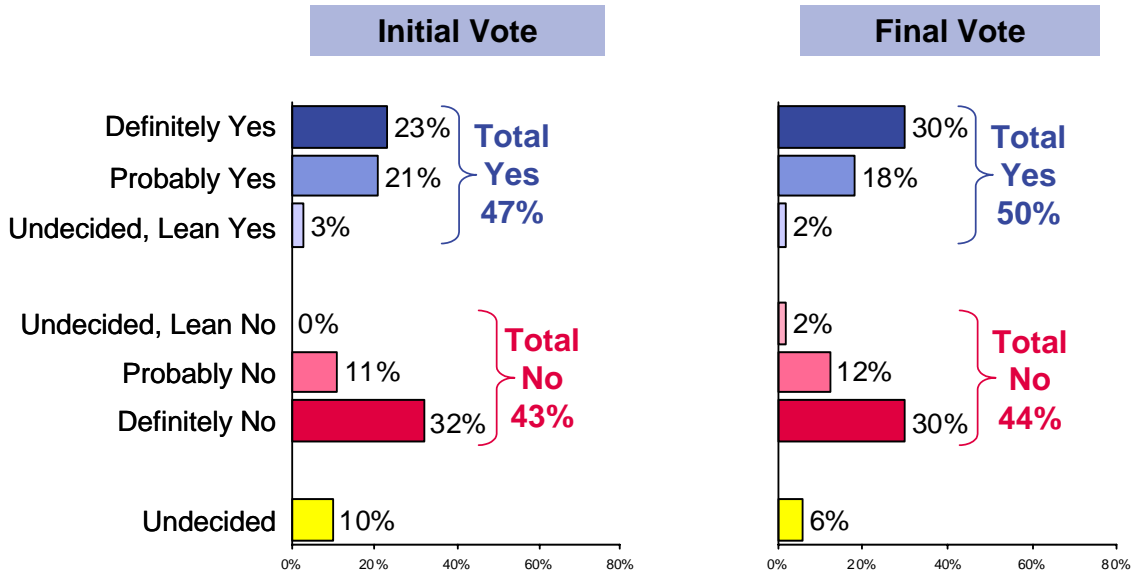
Support for the TOT was little changed in the unincorporated areas, from 56 percent to 57 percent, but the proportion “definitely” in favor rose from 23 percent to 32 percent. However, the proportion “definitely” opposed rose as well, from 20 percent to 32 percent. In the cities, the gap widened, from 63 percent in support and 30 percent opposed to 69 percent in support and 27 percent. There was little change in intensity.

Support rose significantly regarding the TOT after the supportive statement with voters in the City of Santa Barbara, those with incomes of \$20,000 to \$50,000, and among those with children under the age of 19. Other larger gains are not statistically significant because of the small sample size, but are as follows:

- City of Santa Barbara residents (59 percent to 80 percent, +21 points)
- Those with incomes of \$20,000 to \$50,000 (58 percent to 77 percent, +19)
- Latinos (61 percent to 78 percent, +17)
- Those with children under the age of 19 (53 percent to 68 percent, +15)
- Non-whites generally (63 percent to 76 percent, +13)
- Women ages 18 to 49 (67 percent to 78 percent, +11)
- Independents (67 percent to 78 percent, +11)
- Those with incomes under \$50,000 (66 percent to 77 percent, +11)
- Democratic men (70 percent to 80 percent, +10)

Support for the parcel tax (among those asked about it first) rose only slightly from 47 percent to 50 percent (although intensity of support increased from 23 percent to 30 percent). Opposition remained little changed, from 43 percent to 44 percent (see **Figure 13**). It is important to note that support may have increased even more had respondents not also heard about a second ballot measure. The sentiments that led to a decline in support for the second funding mechanism tested may also suppress the gains seen after the supportive statement.

FIGURE 13: CHANGE IN THE \$25 PARCEL TAX VOTE AFTER SUPPORTIVE STATEMENT
(Among those asked about the parcel tax first; n=300)



Support rose with some subgroups as well, but it is important to note that the small sample size makes the changes statistically insignificant. With this caveat, the largest gains in support among those hearing about the parcel tax are generally among Democratic groups—the same groups offering more support initially:

- Latinos (48 percent to 60 percent, +12 points)
- Democratic women (62 percent to 73 percent, +11)
- Democrats 18 to 49 (72 percent to 83 percent, +11)
- Non-white voters (49 percent to 60 percent, +11)
- Democrats 18 to 29 (72 percent to 83 percent, +11)
- Democrats generally (59 percent to 69 percent, +10)
- Those ages 75 or older (36 percent to 46 percent, +10)
- North Unincorporated area (31 percent to 40 percent, +9)
- Democratic men (55 percent to 64 percent, +9)

PART 3: POTENTIAL FOR PROP. 218 MEASURE

Both the TOT and the parcel tax tested require countywide support for passage—and a two-thirds vote. Project Clean Water also has the option of Prop. 218 parcel tax measure to levy a clean water property fee. This would allow a vote only among property owners in unincorporated areas. A Prop. 218 measure, which utilizes a mailout ballot only among parcels impacted by the assessment, also only requires 50 percent of the vote.

The number of property owners within this survey is too small for a reliable assessment of a Prop. 218 measure. Furthermore, a Prop. 218 measure allows non-registered voters to participate (including citizens and non-citizens), and this survey did not include non-registered voters in the sample. A more thorough survey of property owners in the unincorporated areas would be needed to know the likelihood for success of such a measure.

Looking at the \$25 parcel tax among those asked about it before the TOT, 40 percent of property owners who are title owners in the unincorporated areas currently support the parcel tax. While this is still far below the 50 percent threshold, it suggests a stronger chance for passage of a Prop. 218 measure than a countywide measure requiring a super majority for passage. Fifty percent of title holders support it at \$15 a year and 52 percent at \$10 per year.

PART 4: AWARENESS OF RESIDENCE IN UNINCORPORATED AREA OR NOT

The results show some confusion among voters over whether they live in an incorporated or unincorporated area of Santa Barbara County. Seventy-two percent of those who reside in the unincorporated areas “definitely” know they do so, while another eight percent think they “probably” do so. Thirteen percent erroneously believe they do not and seven percent are unsure—for a total of 20 percent who do not know they live in an unincorporated area.

Twenty-two percent (22 percent) of those who live in the incorporated areas “definitely” think they live in the unincorporated areas, with another five percent believing they “probably” live in the unincorporated areas. Therefore, 27 percent erroneously believe they live in an unincorporated area. Taken together with the 10 percent who are uncertain, 37 percent do not know they live in an incorporated area. Fifty-six percent (56 percent) know they “definitely” do not live in an unincorporated area, while seven percent think they “probably” do not. **Figure 14** shows the results.

Given that a potential funding measure will not impact those in the incorporated areas, it may prove important to sort out the confusion since more living in the incorporated areas think they do not than the other way around.

FIGURE 14: PROPORTION BELIEVING THEY LIVE IN AN UNINCORPORATED AREA

