Evaluation of Watershed Watch Campaign Effectiveness
2003 Public Opinion Survey
and Focus Groups

Prepared for:

Santa Clara Valley
Urban Runoff
Pollution Prevention Program
(SCVURPPP)

SUMMARY REPORT

November 17, 2003

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INTRODUCTION

Evans/McDonough Company, Incorporated (EMC) conducted a survey on behalf of the Santa Clara Valley Urban Runoff Pollution Program ("The Program"). EMC also conducted two focus groups among Santa Clara Basin residents.

The goals of the survey include:

- Assessing the success of the Watershed Watch Campaign in meeting its goals among the primary target audiences like Santa Clara Basin adults, Santa Clara Basin school-aged children, and ethnic audiences;
- Evaluating the effectiveness of campaign messages in reaching the identified target audience;
- Seeing if campaign messages are successful in increasing the target audience's awareness about watershed stewardship and pollution prevention;
- Gauging if campaign messages are influencing behavior to protect the watersheds in the Basin Area.

The goals of the focus groups include:

- Understanding overall concern about creek/Bay water quality;
- Awareness of what impacts creek/Bay water quality;
- Discussing current and proposed media and materials.

METHODOLOGY

This survey report is based on the results of 565 interviews conducted among residents ages 15 and older living in the Santa Clara Basin. Respondents were selected at random, and interviewed by telephone by trained professional interviewers during the weekend and evening hours of September 7 – 11, 2003. The margin of error for these results is $\pm$ 4.2 points at the 95% confidence interval. The margin of error for demographic and attitudinal subgroups of the sample will be larger, depending on the size of the subgroup. The sample for this random digit dial telephone survey was drawn from ZIP Codes in the 13 cities encompassed by the Program.[1]

When appropriate, results have been compared to previous surveys with similar populations:

- 2002 Evans/McDonough survey in the Santa Clara Water Pollution Control Plant Service Area) among respondents ages 18 or older in February of 2002.
- 1999 Fairbank/Maslin/Maullin & Associates survey among Santa Clara Basin residents ages 16 and older in May 1999.
- 1996 Fairbank/Maslin/Maullin & Associates survey among Santa Clara Basin residents ages 16 and older in February 1996.
- 1994 Fairbank/Maslin/Maullin & Associates survey among City of San José ages 18 and older residents in March 1994.
- 1991 Sievers Research Company survey among Santa Clara County residents ages 18 and older in March 1991.

[1] The 13 cities included in the Santa Clara Basin are: Campbell, Cupertino, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Mountain View, Palo Alto, San José, Santa Clara, Saratoga, and Sunnyvale.

EXECUTIVE SUMMARY

This summary contains two main sections. First, it presents the key findings from the Watershed Watch evaluation. Second, based on the research, it describes the critical issues any future outreach for the Watershed Watch campaign must address.

Key Findings

- Compared to previous EMC surveys, residents are now very pessimistic.
- The economy is the top mentioned problem facing Santa Clara County (37%), followed by education (13%), and transportation (10%).
- Auto pollution and the lack of mass transit (23%) are the most frequently mentioned environmental problems, followed by air pollution (21%) and water pollution (13%).
- In a listed series of issues, unemployment outweighs all others in intensity of concern.
- Compared to 1999, water pollution is rated significantly lower as a problem than when the economy was not rated as a problem.
- Compared to the 1999 survey findings, awareness of the term "watershed" has increased significantly, with 46% of respondents having ever seen or heard about watersheds.
- Of those who have seen or heard something about watersheds, 86% (40% of total) can mention something specific.
- Most respondents recall seeing or hearing something about watersheds in the newspaper (38%), on TV (28%), radio (12%), or through personal observation (5%). Other secondary information sources are printed ads and flyers (4%), a magazine (4%), or word of mouth (4%).
- Of those that have seen something about watersheds, about one in five (19%) remember seeing a website address, but few can remember the address.
- Four in five (83%) Basin residents attempt to define a watershed, although few are able to accurately describe it in their own words.
- Awareness of the storm drain issue may have increased. Understanding of the system has increased slightly.
- Nearly half (44%) mention oil or grease put into the storm drain as the main pollutants affecting Bay water quality, and nearly everyone can name some type of pollutant.
- Santa Clara Basin residents are more aware of specific solutions to prevent water pollution.

- There is a high level of awareness that paint thinner and motor oil in the storm drains are serious problems for creek and Bay water quality. Awareness of other pollutants is not as widespread.

- When compared to previous years, there have been increases and decreases in the percentages saying they take selected preventative actions to keep pollution out of the storm drains.

- Homeowners are more likely than renters to be performing nearly all of the preventative actions tested.

- The willingness to change behavior to prevent water pollution remains similar to past studies.

- The percentage of people saying they take preventative actions to keep pollution out of the storm drains has declined slightly.

- In the past year, most residents have disposed of small household batteries, but fewer have disposed of oil, fluorescent lamps, or paint.

- Waste disposal companies (21%) and local governments (18%) are mentioned as the leading resources for information about hazardous household material disposal.

- Nearly half (47%) of those surveyed take their car to a service station to get their oil changed, 14% do it themselves but give their oil to a collection center or have it collected curbside, and 39% do not do either.

- Just over a third (34%) take their car to a carwash, 3% wash their car on an unpaved surface, and 63% do not do either.

- Messages aimed at stopping water pollution are rated as effective, but there is little intensity.

Critical Issues

The survey and focus groups have revealed some critical issues that the Watershed Watch campaign should consider when shaping its future outreach efforts in the Basin. The Program and Watershed Watch are pursuing the right goals like increasing awareness of the watershed and changing behaviors that negatively affect it. However, the Program must consider the general issue environment and its impact on how people view water quality issues, which will affect personal actions. The three critical issues from the research are:

1. **People lack readily available information on correct actions to preserve and protect the watershed.**
   - The Program and other groups have made progress in raising awareness about not dumping oil or pesticides in storm drains.
   - The Program and the campaign should be prepared to increase the availability of materials, and increase the reach of other messages.

2. **The general public views water pollution as a secondary problem, not primary problem, facing the area. Without widespread public concern, they are unlikely to consider changing their day-to-day behavior to protect local water quality.**
   - The Program should concentrate at least some efforts on raising public awareness of water pollution problems.
   - Once the public is aware, they will be much more likely to take action to address the problem.

3. **The correct actions should be convenient and easy to do.**
   - Past and current survey research, along with comments made during the focus groups, indicate that Basin residents show a willingness to change their behavior through minor and easy-to-do fixes.
   - Recycling programs for aluminum, glass, paper, and green waste have succeeded in large part because curbside pickups make taking the correct action convenient. Preserving water quality must find correct actions that are convenient for the general public.

PROGRAM GOAL EVALUATIONS AND RECOMMENDATIONS

The Watershed Evaluation seeks to measure the Program's progress toward reaching several objectives contained within three overarching goals. The following summary presents findings from the 2003 survey, whether the Program is meeting the objectives of its goals, and recommendations for reaching its goals by targeting specific audiences and using certain messages. The Program has three main overarching goals:

Goal 1: ***Educate residents on the Santa Clara Basin watershed and how to protect the watershed***

Goal 2: ***Change behaviors that negatively impact watersheds***

Goal 3: ***Promote public involvement in watershed stewardship activities***

This project was conducted, in part, to measure quantitative progress towards the objectives of goals one and two. Current levels of awareness and action are measured and compared with past survey results to show the Program's progress.

Goal 3, promoting public involvement in watershed stewardship activities, was not measured in this survey, and EMC does not have any quantitative data to measure progress toward the goal. However, local agencies involved with the Program have data measuring participation in watershed stewardship activities.

Program Goals

Goal 1: Educate residents on the Santa Clara Basin watershed and how to protect the watershed (awareness and appreciation)

Objectives:

a.) By 2004, 37% of those surveyed will know what the term watershed means (10% increase in the results of the FY98-99 survey).

b.) By 2004, 84% of those surveyed will recognize that private residents contribute to water pollution (10% increase in the results of the FY98-99 survey).

c.) By 2004, there will be an increase of those surveyed that recognize that various pollutants enter the storm drain.

Current Situation:

Over the past decade, the Program, with its previous efforts and the more recent efforts of the Watershed Watch campaign, has made strong gains in building awareness about the watershed and ways to protect it.

- In 2003, nearly half (46%) of those surveyed have ever seen or heard something about watersheds. Since 1999, watershed awareness has increased by 19 points.

- When people describe what they have ever seen or heard about watersheds, they mention specifics like not pouring chemicals down the drain, protecting the watersheds, watersheds are polluted, and that watersheds drain to the Bay.

The following is a description of the Program's progress toward meeting its objectives.

Objective 1a: By 2004, 37% of those surveyed will know what the term watershed means (10% increase in the results of the FY98-99 survey).

- Although there were differences in the question wording making direct comparison to previous results difficult (see discussion below), in 2003 one in five (20%) define a watershed as "an area where water collects and then drains to lower elevation."

Objective 1b: By 2004, 84% of those surveyed will recognize that private residents contribute to water pollution (10% increase in the results of the FY 98-99 survey).

This survey did not include a tracking question to measure progress toward this objective. However, over the past decade, the Program has increased public awareness among private residents that oil, pesticides, and garbage enter the Bay and are harmful to its water quality. The storm drain stencils have helped Basin residents make a connection between dumping in the storm drain and creeks and Bay pollution. Furthermore, there has been a decrease in the percentage attributing local water quality problems to industrial pollutants. Awareness of the dumping issue provides a strong basis for understanding how to protect the watershed.

- There have been significant increases in the percentages saying that oil and grease entering the storm drain (1991: 16%; 2003: 44%), pesticides, herbicides, and fertilizers (1991: 7%; 2003: 19%), and garbage (1991: 5%; 2003: 16%) are pollutants affecting Bay water quality.

- Another notable change is the decline (minus 25 points) in those saying that industrial wastes are the main Bay pollutants (1991: 39%; 2003: 14%).

Objective 1c: By 2004, there will be an increase of those surveyed that recognize that various pollutants impact the storm drain.

Question 29 was asked to measure progress toward Objective 1c: "The water and other substances that flow through the storm drain system are treated and filtered to remove wastes before they are discharged from the system." This statement is not true. Respondents who said that this statement is "definitely not true" or "probably not true" recognize that various pollutants impact the storm drain.

In 2003, fewer Basin residents recognize that various pollutants enter the storm drain compared to 1999.

- In 1999, 49% say that various pollutants impact the storm drain compared to 43% in 2003.

- However, the 2003 results (43%) show an increase from 2002 levels (32%).

Goal 2: Change behaviors that negatively impact the watershed

Objectives:

a.) By 2004, there will be an increase in the percentage of those surveyed that will take selected water pollution prevention actions.

b.) By 2004, there will be a decrease in the percentage of those surveyed that engage in selected activities that negatively impact the storm drain.

Current Situation:

Currently, respondents consider water quality as a secondary problem behind other issues like the economy, education, traffic, and crime. A widespread change in behaviors that negatively affect the watershed must be preceded by an increase in public awareness and **public concern** about the local water quality problems.

The percentage saying they take selected water pollution prevention actions has declined slightly from previous surveys. The 2003 survey did not directly track the percentage of respondents that engage in activities that negatively impact the storm drain.

Objective 2a) By 2004, there will be an increase in the percentage of those surveyed that will take selected water pollution prevention actions.

- The percentage of people saying they take preventative actions to keep pollution out of the storm drains has decreased.

- In 1996, 65% performed at least one water pollution prevention activity. In 1999, 67% performed an activity. Now, in 2003, only 61% perform a water pollution prevention activity.

Recommendations for Reaching Short Term Audiences

Short Term Audiences:

Considering the Program's goals, EMC divided target groups into two audiences: short term audiences and long term audiences. The short-term audience can be generally described as those that are more likely to be in a position to make changes that will protect the watershed in the near future. A key difference between these two groups is the former group's higher awareness of the watershed. It should be noted that "short term" refers to how this group is more likely to be in a position to make behavior changes in the near future, and does not mean that the Program should target this group and then later focus entirely on the long term audiences.

The short term audience fits the following general profile:

- Ages 35 and older: Age is a significant factor driving those taking actions to preserve local creeks and the Bay. Increasing the numbers taking preventative actions among this age group will produce more immediate benefits than by targeting the 15 to 34 age group.
- Homeowners: Homeowners are more likely than renters to take certain actions like diverting rain spouts toward unpaved surfaces, and using different, less toxic ways to deal with home and garden pests.
- College educated: College graduates have a higher awareness of watersheds than non-college graduates. Higher awareness of watersheds is correlated with a higher percentage taking action to prevent water pollution.

The Program should target the above groups for achieving its goals in the short-term. Ultimately, the groups above are closer to making changes in their behavior than the long-term audiences.

Short Term Messages:

- First, the short term audience must understand that their actions have a significant effect on local water quality. Second, they must hear about specific actions they can take to help preserve local bodies of water.

- A connection must be made between how household behavior can cause water pollution. The drain stencil campaign has been highly effective, making Basin residents more able to make a connection between dumping in the storm drain and local creek and Bay pollution. **Now, an effort should be made to connect the problems between the home and local bodies of water.**

- Remind people about the need to protect and preserve local water quality. Promoting behavior change must involve messages that have both a pollution reduction benefit and a personal benefit.

- Educate homeowners on specific actions they can take around the house, such as the proper disposal of mercury-containing wastes or using less toxic pesticides.

Recommendations for Reaching Long Term Audiences

Unlike the short-term audiences, which have a higher awareness of watersheds and take at least some preventative actions to preserve the watershed, long-term target audiences have low awareness of watersheds. Increases in watershed awareness must occur among these groups before behavior changes to protect the watershed can materialize. Results from the survey show these groups are willing to make the changes when given more information, but are currently unfamiliar with the need.

Below is the demographic profile of the long term audience. Note that Latinos and lower income residents remain key target populations, as in the short term audience.

- **Ages 15 to 34:** The younger generation is not very aware of watersheds. This target group shows a strong willingness to recycle used motor oil curbside, sweep down the driveway with a broom instead of hosing it down, recycle leaves and yard clippings as green waste, and not pour hazardous chemicals down storm drains.

- **High school students:** High school students' awareness of watersheds is low. However, they are very willing to dispose of litter in the garbage instead of the street, clean up trash outside of their home, sweep down their driveway with a broom instead of hosing it down and wash their car on an unpaved surface.

- **Latinos:** Latinos have low awareness about watersheds. They are very receptive to taking action to prevent water pollution especially curbside recycling of oil, taking oil to a collection center, taking their car to a service station for an oil change, using less toxic substances to control pests, landscaping next to sidewalks and driveways, and properly disposing of pet droppings.

- **Lower income (Household income less than $35,000):** Watershed awareness is low. These groups show a strong willingness to dispose of litter properly, use less toxic substances, take leftover items to a Hazardous waste collection center, and properly maintain their cars to avoid leaks.

Messages:

- Watershed awareness is low among these target groups. **Building awareness about the water quality problems must occur first. Next, there should be education about the watershed, which ultimately leads to actions taken to prevent watershed pollution.**

- The prime message for the 15 to 34 year old audience is one that emphasizes the existing water quality problems. Next, this audience must hear about the watershed, and then how to protect it for the future.

Reaching Ethnic Audiences

Another stated goal of this Watershed Evaluation was assessing the success in meeting its goals among primary target audiences, which included ethnic audiences. Previous recommendations suggested targeting Latinos. Overall since 1999, Latinos are behind the overall sample in meeting Program goals.

Goal 1: Educate residents on the Santa Clara Basin watershed and how to protect the watershed

- Latinos have low awareness about watersheds with one in five (20%) having ever recalled seeing or hearing about watersheds. This is compared to 46% of the total sample having ever seen or heard about watersheds.

- Just over a fifth (24%) of Latino respondents can loosely define a watershed in their own words, which is similar to the total.

Goal 2: Change Behaviors that Negatively Impact the Watershed

- Compared to the total sample, the percentage of Latinos saying they take selected actions to prevent watershed pollution is lower.

- Latinos are very receptive to taking action to prevent water pollution especially curbside recycling of oil, taking oil to a collection center, taking their car to a service station for an oil change, using less toxic substances to control pests, landscaping next to sidewalks and driveways, and properly disposing of pet droppings.

RECOMMENDATIONS FOR MATERIALS & PARTNERSHIPS

Overall, the Campaign should maintain its current activities like the media campaign, its media and non-media partnerships, and schools outreach. Below are recommendations for the Program's materials and activities.

Materials:

Watershed Watch Kit

Revisions to the Watershed Watch kit can make it a more valuable resource for informing the public about protecting water quality.

- "Protect our creeks and Bay" should be the emphasis for the Watershed Watch kit. The phrase should be shown in larger font, and be featured more prominently on the materials. Changing the emphasis from Watershed Watch to "Protect our creeks and Bay" provides the viewer with a better idea of the Program's mission of preserving local water quality.

- The foldout included in the Watershed Watch kit should contain less text and include easy-to-read information about how negative personal actions (dumping oil/paint in storm drains etc…) harm water quality.

- A simple handout would be useful that focuses on increasing public awareness of water quality problems and encouraging specific positive behaviors that protect the watershed.

Media

The Program should continue with the media campaign, but make some revisions to the content and production.

- Continue with newspaper, community newsletter, and ethnic newspaper (especially Spanish language) advertisements. The targeted ads are a prime way of communicating with a long-term audience.

- The messages that encourage watershed preservation and protection should be targeted to "user" audiences at specific times. For instance, less toxic home and garden pest control methods should be highlighted during the spring and summer when people are working in their gardens.

- The radio jingle should be reconsidered given the negative reactions in the focus groups. The current advertisements try to reach too many audiences at once. There is, however, a benefit to targeting children since they are likely to urge their parents to get involved, but the messages may need to be re-worked.

- The radio ads could focus on specific, easy actions such as properly disposing of mercury-containing wastes and the benefits of using a car wash.

Schools Outreach

Outreach to schools must remain apart of the Campaign's efforts.

- The Program should continue its efforts among high school students and the 15 to 34 age group. Students can then be the most effective teachers of parents, grandparents, siblings and friends.

Partnerships

Whenever possible, the Program should seek to expand its media and non-media partnerships.

- Media and non-media partners say that Watershed Watch is helping to meet the Program's goals.

- One in five respondents calls the household hazardous waste hotline, which is a vital resource and should continue to be listed on Program materials.

- The Program should maintain its partnerships with existing non-media partners. The current partners say that they receive benefits from their involvement with Watershed Watch.

DETAILED SURVEY FINDINGS

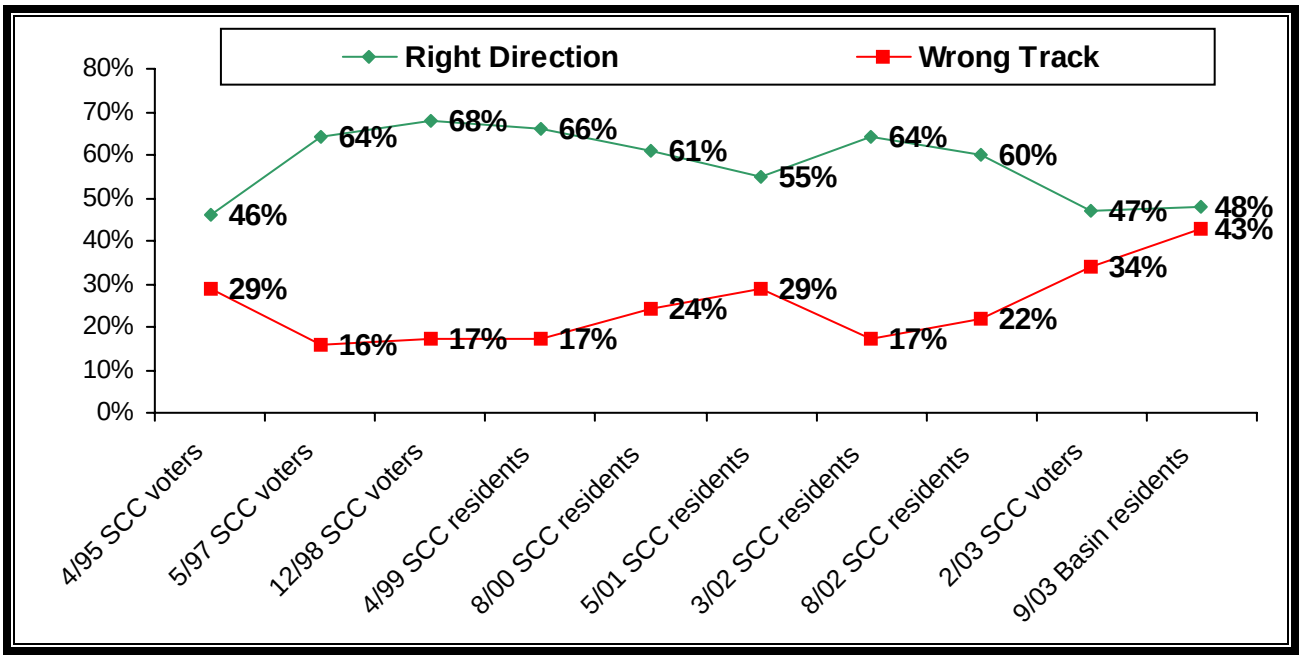
I. General Issue Environment

Compared to previous EMC surveys, residents are now very pessimistic. Figure 1 below shows how attitudes about the direction of the County have changed significantly over the past eight years. While these surveys were not conducted among identical populations, the results are generally reflective of the changing attitudes among Silicon Valley residents. In the mid 1990's prior to the high tech economic boom, residents were feeling pessimistic. As the economy improved, attitudes became more optimistic peaking with 68% feeling that the County was headed in the right direction in December of 1998.

Currently, with very high local unemployment and a state budget crisis, residents in the area are not pleased with only 48% responding that the County is headed in the right direction while 43% are saying that things are seriously off on the wrong track.

Figure 1 -- Right Direction/Wrong Track

Do you feel that things in Santa Clara County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?



Demographic Differences
As age increases, optimism decreases with 60% of respondents ages 15 to 34 saying things in the County are headed in the right direction followed by those 35 to 54 (43% right direction) and then those 55 and older (35%). There is no statistically significant difference between men and women.

The economy is the top mentioned problem facing Santa Clara County (37%), followed by education (13%), and transportation (10%).

Table 1 – Most Important Problem Facing Santa Clara County

Problem (open end response)	
Unemployment/Economy/Businesses leaving the state	37%
Education/schools	13
Traffic/Transportation/Mass transit	10
Lack of affordable housing	8
High Cost of Living	3
Budget/Deficit	3
Crime/Drugs	3
Taxes Too High/Too many	2
Pollution/Environment	2
Overcrowding/Overpopulation	2
Recall Election	1
Immigration	1
None/No Problems/Don't Know	7
All Others	8

Unemployment being the top problem facing the County tracks with the pessimistic view reflected in the previous right direction/wrong track question.

Demographic Differences
Men (34%) are slightly more likely than women (26%) to consider unemployment as the most important problem facing the County. There is no significant difference by age.

Auto pollution and the lack of mass transit are the most frequently mentioned environmental problems (23%), followed by air pollution (21%) and water pollution (11%). Table 2 below illustrates the differences in opinion in 1991, 1994, and 2003.

Table 2 – Most Important Environmental Problem Facing Santa Clara County

Most Important Environmental Problem (open end)	1991 (%)	1994 (%)	2003 (%)
Traffic/pollution from cars/lack of mass transit	5	0	23
Air pollution/air quality/smog	30	33	21
Water quality/ground water pollution	8	24	11
Preserving open space/preventing loss of habitat	0	0	5
Littering/trash	3	7	4
Overcrowding/overpopulation	4	7	3
Pollution – general	1	0	3
Water shortage/drought	30	0	2
Energy/electricity generation/cost	0	0	2
Don't Know/None/No problems	9	16	22

Traffic, auto pollution and the lack of mass transit have seen an 18-point increase since 1991 (1991: 5%, 2003: 23%). In 2003, air pollution has fallen below 30% with 21% saying it is the County's most important problem.

In a listed series of issues, unemployment outweighs all others in the intensity of concern. Compared to 1999, pollution of water in creeks is rated significantly lower as a problem than when the economy was not rated a problem.

Table 3 – Percentage Rating a Problem as "Very Serious" (Top 5)

Please tell me if you feel each of the following is a very serious problem facing the Santa Clara Valley region, is a somewhat serious problem, a not too serious problem or not a very serious problem at all in this region.

	Percentage Rating a Problem as "Very Serious"				
Problem	**1994 (%)**	**1996 (%)**	**1999 (%)**	**2002 (%)**	**2003 (%)**
Unemployment	-	39	18	57	79
Traffic	-	57	72	67	48
Public education	43	47	40	-	48
Bay pollution	26	51	50	-	38
Smog/air pollution	23	46	46	35	37
Over-development	25	-	-	-	36
Water pollution in creeks	-	40	43	-	31
Drinking water quality	-		34	28	27
Hazardous waste disposal	-	51	43	-	26
Crime	29	53	29	-	20
Water supply	-	-	-	17	19

Similar to the earlier open-ended question, unemployment (79% very serious) is now the top problem facing the County and has risen by 61 points since 1999 when only 18% rated it as a very serious problem. Traffic (48%) has dropped greatly since 1999 (72% very serious) now tied with public education (48%). Again, the rise in concern about unemployment and a decline in traffic reflect a general sense of pessimism in the County.

Over-development has seen a marked increase since 1994 (1994: 25%; 2003: 36%). The percentage rating hazardous waste disposal (1999: 43%; 2003: 26%, minus 17 points) and creek pollution (1999: 43%; 2003: 31%, minus 12 points) as "very serious" have declined. Concern about drinking water quality has seen a slight decline since 1999 (1999: 34%; 2002: 28%; 2003: 27%).

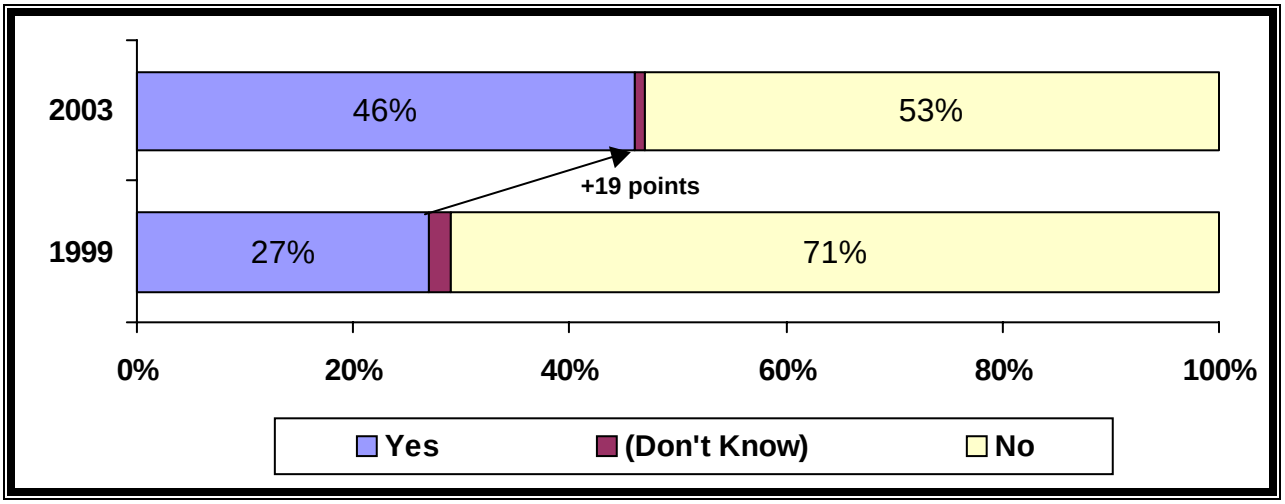
II. Watershed Awareness

Compared to the 1999 survey findings, awareness of the term "watershed" has increased significantly. Figure 4 shows a 19-point increase of those able to say that they "recall ever seeing or hearing anything about watersheds" (1999: 27% have seen/heard, 2003: 46%).

This does not indicate that hard awareness, or understanding of the term, has increased, but general awareness or familiarity with the word has increased significantly compared with the 1999 survey findings.

Figure 2 – Recall Ever Seeing or Hearing About Watersheds

Now, do you recall ever seeing or hearing anything about watersheds?



Demographic Differences

Older respondents have a higher awareness of the term watershed than younger respondents. Sixty five percent (65%) of respondents ages 55 and older say they recall seeing or hearing something about watersheds, followed by those 35 to 54 (52%) and then those 15 to 34 (30%).

High school students (19%) are less likely to have heard about watersheds than those who are not currently in high school (48%). Respondents with children in elementary school or middle school are less likely to recall seeing or hearing about watersheds (no kids in school: 50% recall seeing/hearing; Kids in school: 39%). The majority of college graduates (55%) recall hearing something about watersheds, compared to fewer than two in five (39%) among those who did not graduate from college.

There is an 18-point difference in watershed awareness between homeowners (54%) and renters (36%). Between men and women, there is not a statistically significant difference.

Regular Mercury News readers (52% v. 40%) and those reading their local neighborhood or community newspaper (50% v. 43%) have a higher awareness about watersheds. Respondents living outside of San José (51%) are slightly more likely than San José residents (43%) to have ever seen or heard about watersheds.

By city, awareness of watersheds rises above 50% in Mountain View (67%) and Palo Alto (67%). Awareness of watersheds surpasses 50% in the Lower Peninsula watershed (55%), but is lowest in the Coyote Watershed (38%).

Table 4 – Watershed Awareness by Largest Santa Clara County Cities

	Overall	San José	Santa Clara	Milpitas	Mountain View	Palo Alto	Sunnyvale
Yes	46%	43	48	40	67	59	39
No/Don't Know	53%	57	52	60	33	41	61

Table 5 – Watershed Awareness by Santa Clara Valley Basin Watershed

	Overall	Lower Peninsula	West Valley	Guadalupé	Coyote
Yes	46%	55	47	45	38
No/Don't Know	53%	45	53	55	62

Of those who have seen or heard something about watersheds, 74% (34% of total) can mention something specific.

Table 6 – Seen/Heard About Watersheds – Open end response

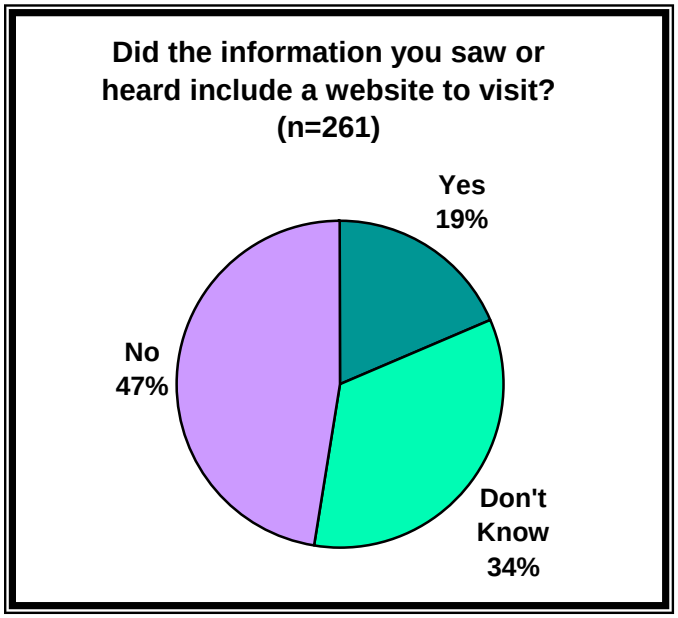
	(n=261) [2]
Can't recall specifically	26
Don't pour oil/chemicals down the drain	9
Protect Watersheds	9
Watersheds are polluted	7
Watersheds destroyed by development	6
Watersheds drain into the bay	5
Watersheds collect water	4
Water level down this year	4
Commercial on TV/Radio	4
Conservation/Preservation of water	4
Reservoir/Dam	3
Creek/River/Pond area	3
Diverts/Redirects water to other parts of the state	2
Crystal Springs mentions	2
Flows from the mountains	2
Opening for hiking use	2
Where water comes from/Fresh water	2
Watersheds damaged by fire	1
Ballot measure	1
In need of repair	1
All Others	15

[2] Multiple responses were accepted for this question. Percentages may exceed 100%.

Most respondents recall seeing or hearing something about watersheds in the newspaper (38%) or on TV (28%), radio (12%), or through personal observation (5%). Other secondary information sources are printed ads and flyers (4%), a magazine (4%), or word of mouth (4%).

Of those that have seen or heard something about watersheds, about one in five (19%) remember a website address, but few can name the address.

Figure 3 –Watershed Website Awareness



If you can remember it, what was the website? (n=48)

Can't remember	50%
www.watershedwatch.com	6
Santa Clara Water District	5
www.watershed.org	4
Heynoah.com	3
All others	31

Four in five (73%) Basin residents attempt to define a watershed, although few are able to accurately describe it in their own words.

Table 7 – Watershed Definition in Respondent's Words

In your own words, can you tell me what the term "watershed" means to you? (Multiple responses taken)

Reservoir/Collects/Stores water	27
Don't Know	27
Drains/Runs off into larger body/Bay/Ocean	11
The water supply/fresh water for communities	9
Flow from the mountains	5
Drainage/Collection of Rain Water	5
Protected area of water	3
Polluted/Dirty/Waste Water	2
Area that permits water to be absorbed by soil	2
Divert/Redirect water	2
Water conservation	2
Shed/Covered building mentions	2
Filtration/Cleaning system	2
Underground water	2
Erosion/Flooding mentions	2
Ecosystem/Natural habitat	1
Creek/River system/Areas around body of water	1
All Others	5

In 2003, the percentage saying that they "don't know" (27%) when asked to define a watershed has declined from 1999 (39%).

The responses above indicate that 24% can loosely define a watershed. These definitions include: "Drains/Runs off into larger body/Bay/Ocean" (11%), "flow from the mountains" (5%), "drainage collection of rain water" (5%), "area that permits water to be absorbed by soil" (2%), and "creek/river system/areas around body of water" (1%).

Comparing the watershed definitions from 2003 survey to the 1999 survey involved coding the open end responses into the four pre-coded answers for watershed definitions that were used in 1999. A pre-code is developed before the survey is fielded whereas a coded open ended response -- as used in this survey -- is developed after conducting a sizeable number of interviews.

The four pre-coded answers in 1999 were: 1) an area where water collects and then drains to lower elevation; 2) a structure or building for holding or keeping water; 3) an overhang that shades water, or 4) other general mentions. Below is a comparison of the 1999 responses to the 2003 responses.

Based on the precodes, 20% define a watershed as an "area where water collects and then drains to lower elevation." This is 7 points lower than in 1999. The percentages providing "other" answers are significantly higher at 24%, which is an increase of 18 points from 1999.

Table 8 -- Watersheds – pre-coded open end response

Precoded Watershed Definitions	**1999**	**2003**
Area where water collects and then drains to lower elevation	27%	20%
A structure or building for holding or keeping water	26	27
An overhang that shades water	1	2
(Other)	6	24
Don't Know/No answer	39	27

III. Storm Drain Awareness

Awareness of the storm drain issue may have increased. Understanding of the system has increased slightly.

Table 9 – Storm Drain Knowledge in 1999, 2002, and 2003

Storm drains and sewers are part of the same underground system			
	Definitely/Probably True	**(Don't Know)**	**Probably/Definitely Not True**
2003	54%	5%	41%
2002	46	21	31
1999	51	10	39
The water and other substances that flow through the storm drain system are treated and filtered to remove wastes before they are discharged from the system			
2003	56%	2%	42%
2002	51	16	32
1999	41	10	49

Both of these statements are untrue. Yet, the percentage believing that storm drains and sewers belonging to the same system remains above 50% (54%). Furthermore, the percentage saying that water and other substances that flow through the storm drain is treated before discharge continues to rise (1999: 41%; 2002: 51%; 2003: 56%).

EMC used the same scoring system developed by FMM&A to measure storm drain knowledge of the survey respondents. The most correct answer (definitely not true) was scored as a 5, the next-most correct (probably not true) answer was assigned a 3, a somewhat incorrect answer (probably true) was scored a –3, and an absolutely incorrect answer was scored as a –5. Each respondents' cumulative scores were summed and respondents that had a score ranging from 8 to 10 were "very knowledgeable" of the storm drain system; those scoring from 0 to 6 were "somewhat knowledgeable; those scoring from –2 to –6 were rated as "somewhat unknowledgeable", and those scoring –8 to –10 earned a "very unknowledgeable" rating.

Table 10 below shows the varying levels of knowledge about the storm drain system. For the first time, a majority (54%) fall into the "knowledgeable" category with 19% rating as very knowledgeable and 35% rating as somewhat knowledgeable. Only 35% rated as "knowledgeable" in 1999 and 44% fell into the knowledgeable category in 1996.

Table 10 – Knowledge About Storm Drain Facts, 1996, 1999, and 2003

	1996	1999	2003
Very knowledgeable	23%	19%	19%
Somewhat knowledgeable	21	16	35
Somewhat unknowledgeable	47	55	31
Very unknowledgeable	10	10	15

Demographic Differences

Table 11 compares demographic and geographic groups' knowledge of the storm drain system. Those that are very knowledgeable about the storm drain is generally highest among respondents that are college educated (25%), Caucasian (26%), and between the ages of 35 and 54 (26%).

Table 11 – Comparison of Storm Drain Knowledge Among Select Demographic Groups

	Overall	San José	Not San José	Men	Women	18-34	35 to 54	55+	No college	College
Very knowledgeable	19%	17	23	24	15	11	26	23	15	25
Somewhat knowledgeable	35%	34	36	38	32	36	32	39	31	38
Somewhat unknowledgeable	31%	33	29	23	41	34	30	29	35	28
Very unknowledgeable	15%	16	12	16	13	19	19	10	20	9

	Overall	Watch TV & Listen to Radio in English Only	Watch TV & Listen to Radio in English/Spanish	Caucasian	Afr. Amer.	Latino	Asian	Oth/Ref.
Very knowledgeable	19%	21	11	26	13	6	10	16
Somewhat knowledgeable	35%	37	20	40	13	18	33	36
Somewhat unknowledgeable	31%	30	40	25	30	48	39	37
Very unknowledgeable	15%	13	29	10	44	28	19	11

IV. Pollutant Knowledge & Prevention

Nearly half (44%) mention oil or grease put into storm drains as the main pollutants affecting Bay water quality, and nearly everyone can name some type of pollutant. Table 12 shows the first two responses to an open-ended question about possible pollutants entering the Bay and affecting water quality. Since this question took multiple responses, percentages will total to greater than 100%.

Table 12 – Pollutants Affecting Water Quality (Two Responses Taken)

What type of pollutants do you think enter the bay and affect its water quality?

Pollutants (open end response)	1991	2003	% Point Change
Oil/grease going into storm drains	16%	44%	+28
Chemicals	14	25	+11
Pesticides, herbicides, and fertilizer	7	19	+12
Garbage/trash	5	16	+11
Industrial wastes	39	14	-25
Sewage	4	8	+4
Metal found in vehicle exhaust	10	7	-3
Hazardous wastes/carcinogens	4	6	+2
Biological contaminants	18	4	-14
Medical/hospital waste	2	3	+1
Soil erosions from lawns, hillsides, and construction activities	2	2	0
Oil from ships/boats	2	0	-2
All other mentions	5	12	+7
Don't Know	18	7	-9

From 1991 to 2003, the Program has targeted oil, pesticides, and garbage as harmful pollutants affecting local water quality. Table 12 shows there have been significant increases in the percentages saying that oil and grease entering the storm drain (1991: 16%; 2003: 44%), pesticides, herbicides, and fertilizers (1991: 7%; 2003: 19%), and garbage (1991: 5%; 2003: 16%) are pollutants affecting Bay water quality. Another notable change is the decline (minus 25 points) in those saying that industrial wastes are the main Bay pollutants (1991: 39%; 2003: 14%).

Santa Clara basin residents are more aware of specific solutions to prevent Bay water pollution.

Table 13 – Personal Actions to Prevent Water Pollution in 1991 and 2003

What could you do personally to prevent Bay pollution and improve the water quality of the South San Francisco Bay?

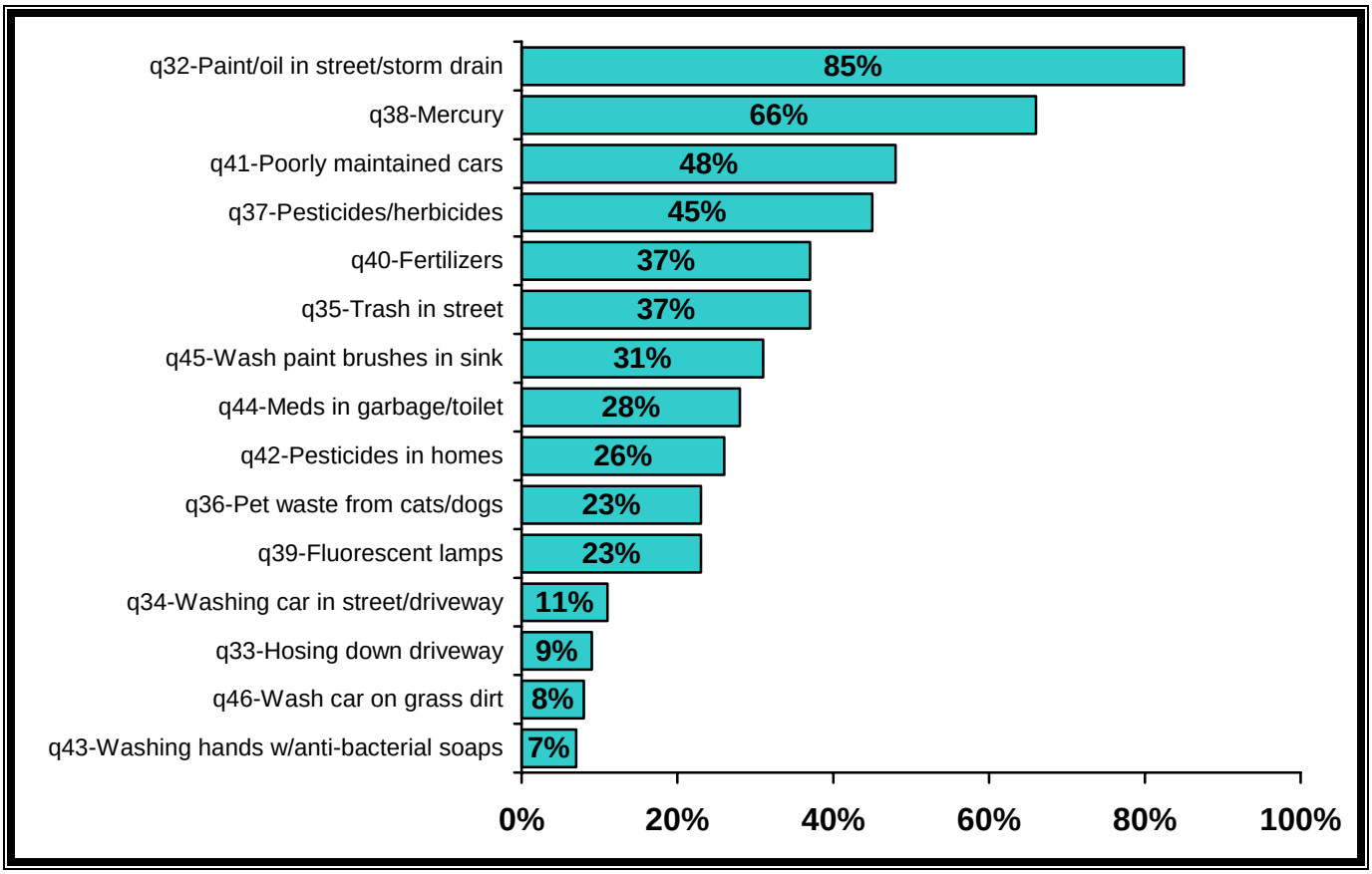
Personal Actions (Open Ended Responses--Multiple Responses Taken)	1991 (%)	2003 (%)
Don't dump in sewers/street/drains	-	30
Dispose of chemicals/wastes properly	16	23
Recycle oil/paper/etc…	16	14
Push legislation, get involved in programs/committees	21	12
Use non-polluting/biodegradable products	6	12
Use public transportation/car pool/drive less	5	8
Educate the public	3	6
Save/conserve water	2	4
Not washing my car/not washing car at home	-	4
Patrol/catch people dumping	3	2
Don't do vehicle maintenance at home/take to shop	-	1
Electric car/fuel efficient/alternative fuel	-	1
All other suggestions	12	6
Don't Know	34	9
Nothing/don't live near bay	6	5

Not dumping in sewers, streets, or drains has become the top personal action to prevent water pollution in the bay or creek (30%). In 1991, it was not mentioned as a personal action. Recycling remains one of the top ways to prevent water pollution (1991: 16%; 2003: 14%). Pushing legislation has declined by nine points (1991: 21%; 2003: 12%).

There is a high level of awareness that paint thinner and motor oil in the storm drains are serious problems for creek and Bay water quality. Awareness of other pollutants is not as widespread.

Figure 4 – Percentage Rating Pollutants as Very Serious Problems for Creeks and Bay

I'm going to read you a list of things that might or might not be harmful to our creeks and the Bay. For each one I read, please tell me if you think it is a very serious problem, a somewhat serious problem, not too serious problem, or not a problem at all for our creeks and Bay.



Pouring paint or oil in the storm drain is clearly rated as the most serious of all items for creek and Bay water quality (85% very serious). Mercury is the only other problem where a majority (66%) say it is a very serious problem.

Washing hands with anti-bacterial soaps ranks as the lowest with only 7% saying it poses a very serious problem for creek and Bay water quality. Other items that rank lower than 20% include washing your car on grass or dirt (8%), hosing down your driveway (9%), and washing one's car in the street or driveway (11%).

When compared to previous years, there have been increases and decreases in the percentages saying they take selected preventative actions to keep pollution out of the storm drains.

Table 14 – Percentage of Respondents that Say "Do Now" to Protect Water Pollution

In the Santa Clara Valley, the storm drain system is separate from the sewer system. The storm drain system empties into local creeks and wetlands and into the San Francisco Bay. The mixture of water, trash and everything else that ends up in storm drains is not treated or filtered before it is discharged. What flows through the storm drains pollutes local creeks, wetlands and the bay.

Here are some actions people can take to keep pollution out of storm drains so it won't harm local creeks, wetlands, and the San Francisco Bay. For each one I mention, please tell me how willing you would be to take that action. If it is something you already do, or it really doesn't apply to you, you can tell me that too. Would you be very willing, somewhat willing, not too willing, or not at all willing to if you knew it would keep pollutants that harm local creeks, wetlands and the Bay out of local storm drains?

	% Saying Do Now			
	1996	**1999**	**2002**	**2003**
Q56 - Throw litter in a garbage can and not in the street;	*NA*	*NA*	*NA*	50
Q49 - Get your car's oil changed at a service station rather than doing it yourself;	*NA*	NA	33	47
Q57 - Regularly maintain your car to avoid leaks of auto fluids;	*NA*	*NA*	*NA*	46
Q59 - Clean up trash outside your home;	*NA*	*NA*	*NA*	44
Q60 - Pick up leaves and yard clippings and recycle as green waste;	*NA*	*NA*	*NA*	43
Q53 - Take your car to a car wash instead of washing it yourself in the street or driveway;	36	38	29	34
Q48 - Recycle used oil by taking it to a collection center;	27	26	15	30
Q63 - Never pour paint or solvents into a storm drain, sink or onto the ground;	*NA*	*NA*	*NA*	30
Q52 - Sweep down your driveway with a broom instead of hosing it down with water;	30	30	24	29
Q47 - Recycle used motor oil by placing it out for curbside collection;	35	39	25	26
Q50 - Take leftover paints, insecticides and other Hazardous Wastes to a Household Hazardous Waste collection center;	21	25	18	25
Q58 - Use low toxic ways to control pests in your home and garden such as using ant baits instead of poisonous sprays;	NA	*NA*	*NA*	23
Q61 - Pick up your pet droppings and dispose of them in the trash or in your toilet;	*NA*	*NA*	*NA*	23
Q51 - Use non-toxic substances rather than pesticides and herbicides to control pests and weeds in your lawn and garden;	18	20	14	20
Q64 - Control erosion around your property;	*NA*	*NA*	*NA*	19
Q62 - Use kitty litter or other absorbent materials – not your hose – to clean up spills and leaks on paved surfaces;	*NA*	*NA*	*NA*	18
Q55 - Take used fluorescent lamps to a household hazardous waste facility or event;	*NA*	*NA*	*NA*	9
Q54 - Wash your car on an unpaved surface, instead of in the street or driveway;	15	12	9	8

Homeowners are more likely than renters to be performing nearly all of the preventative actions tested.

Table 15 – Percentage Saying "Do Now" to Protect Water Pollution: Home ownership

Preventative Actions	Home Owners (%)	Renters/ Others (%)
Q57 - Regularly maintain your car to avoid leaks of auto fluids;	55	27
Q49 - Get your car's oil changed at a service station rather than doing it yourself;	53	39
Q56 – Throw litter in a garbage can and not in the street;	49	37
Q54 - Wash your car on an unpaved surface, instead of in the street or driveway;	49	41
Q53 - Take your car to a car wash instead of washing it yourself in the street or driveway;	49	50
Q62 - Use kitty litter or other absorbent materials – not your hose – to clean up spills and leaks on paved surfaces;	39	18
Q50 – Take leftover paints, insecticides and other Hazardous Wastes to a Household Hazardous Waste collection center;	37	30
Q60 - Pick up leaves and yard clippings and recycle as green waste;	34	24
Q47 - Recycle used motor oil by placing it out for curbside collection;	30	20
Q64 - Control erosion around your property;	29	16
Q58 - Use low toxic ways to control pests in your home and garden such as using ant baits instead of poisonous sprays;	28	16
Q63 - Never pour paint or solvents into a storm drain, sink or onto the ground;	27	11
Q55 – Take used fluorescent lamps to a household hazardous waste facility or event;	26	17
Q61 - Pick up your pet droppings and dispose of them in the trash or in your toilet;	25	11
Q48 - Recycle used oil by taking it to a collection center;	23	16
Q59 - Clean up trash outside your home;	21	13
Q52 - Sweep down your driveway with a broom instead of hosing it down with water;	10	6
Q51 - Use non-toxic substances rather than pesticides and herbicides to control pests and weeds in your lawn and garden;	9	6

The willingness to change behavior to prevent water pollution remains similar to past studies.

Table 16 – Percentage Very Willing to Prevent Water Pollution

	% Saying Very Willing			
	1996	**1999**	**2002**	**2003**
Q63 - Never pour paint or solvents into a storm drain, sink or onto the ground;	*NA*	*NA*	*NA*	*50*
Q55 – Take used fluorescent lamps to a household hazardous waste facility or event;	*NA*	*NA*	*NA*	*49*
Q50 – Take leftover paints, insecticides and other Hazardous Wastes to a Household Hazardous Waste collection center;	56	*50*	*52*	*49*
Q58 - Use low toxic ways to control pests in your home and garden such as using ant baits instead of poisonous sprays;	*NA*	*NA*	*NA*	*47*
Q56 – Throw litter in a garbage can and not in the street;	*NA*	*NA*	*NA*	*45*
Q57 - Regularly maintain your car to avoid leaks of auto fluids;	*NA*	*NA*	*NA*	*45*
Q59 - Clean up trash outside your home;	*NA*	*NA*	*NA*	*43*
Q51 - Use non-toxic substances rather than pesticides and herbicides to control pests and weeds in your lawn and garden;	51	*43*	*45*	*43*
Q47 - Recycle used motor oil by placing it out for curbside collection;	44	*40*	*50*	*42*
Q64 - Control erosion around your property;	*NA*	*NA*	*NA*	*42*
Q62 - Use kitty litter or other absorbent materials – not your hose – to clean up spills and leaks on paved surfaces;	*NA*	*NA*	*NA*	*40*
Q48 - Recycle used oil by taking it to a collection center;	43	*38*	*44*	*38*
Q60 - Pick up leaves and yard clippings and recycle as green waste;	*NA*	*NA*	*NA*	*36*
Q52 - Sweep down your driveway with a broom instead of hosing it down with water;	40	*39*	*41*	*33*
Q61 - Pick up your pet droppings and dispose of them in the trash or in your toilet;	*NA*	*NA*	*NA*	*33*
Q49 - Get your car's oil changed at a service station rather than doing it yourself;	*NA*	*NA*	*40*	*32*
Q54 - Wash your car on an unpaved surface, instead of in the street or driveway;	30	*28*	*29*	*28*
Q53 - Take your car to a car wash instead of washing it yourself in the street or driveway;	29	*28*	*32*	*24*

Compared to previous studies, the percentage of people saying they take preventative actions to keep pollution out of the storm drains has declined slightly from previous surveys.

The 2003 survey tracked selected questions about water quality prevention actions asked in the 1996 and 1999 surveys.

- Recycle used motor oil by placing it out for curbside collection;
- Recycle used oil by taking it to a collection center;
- Take leftover paints, insecticides and other Hazardous Wastes to a Household Hazardous Waste collection center;
- Use non-toxic substances rather than pesticides and herbicides to control pests and weeds in your lawn and garden;
- Wash your car on an unpaved surface, instead of in the street or driveway;
- Sweep down your driveway with a broom instead of hosing it down with water;
- Take your car to a car wash instead of washing it yourself in the street or driveway;

EMC computed a scale based on the seven questions listed above. Responses were categorized into two possibilities: 1) do the water pollution prevention activity now, or 2) don't do the water pollution prevention activity now. Then the scores for these questions were added together, ranging from a minimum of 0 (those that don't do any of these seven water pollution prevention activities) to a maximum of 7 (those performing all seven of the activities).

Figure 5 below shows that in 2003 there has been a decrease in the percentages saying they perform at least one of the seven water pollution prevention measures. In 1996, 65% said they performed at least one action. In 1999, that percentage remained statistically similar at 67%. Recently in 2003, the percentage has declined slightly to 61%.

Figure 5 – Percentage of Respondents that Do Activities to Prevent Water Pollution

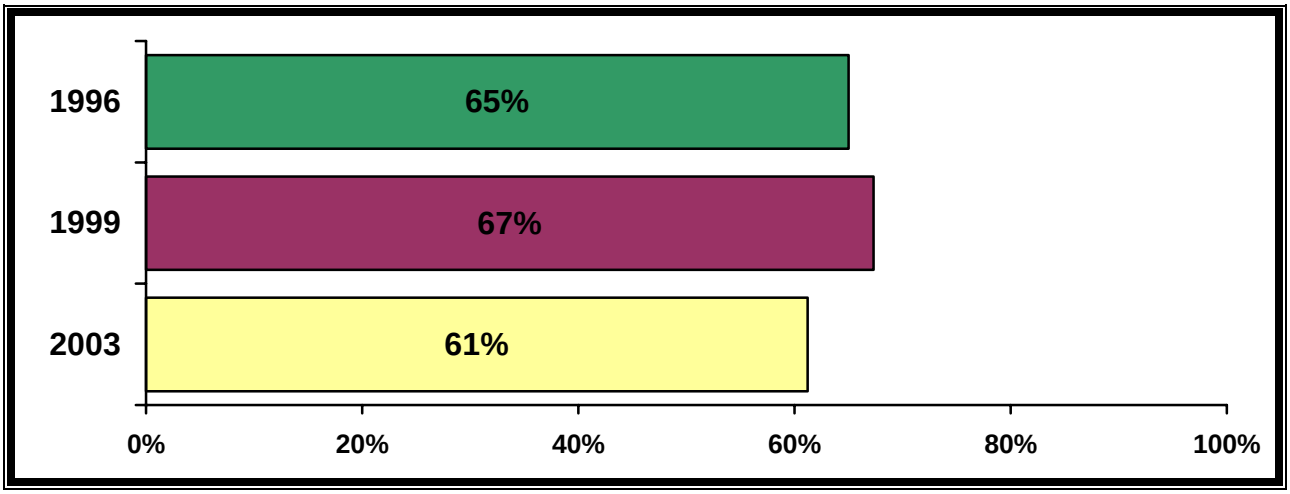
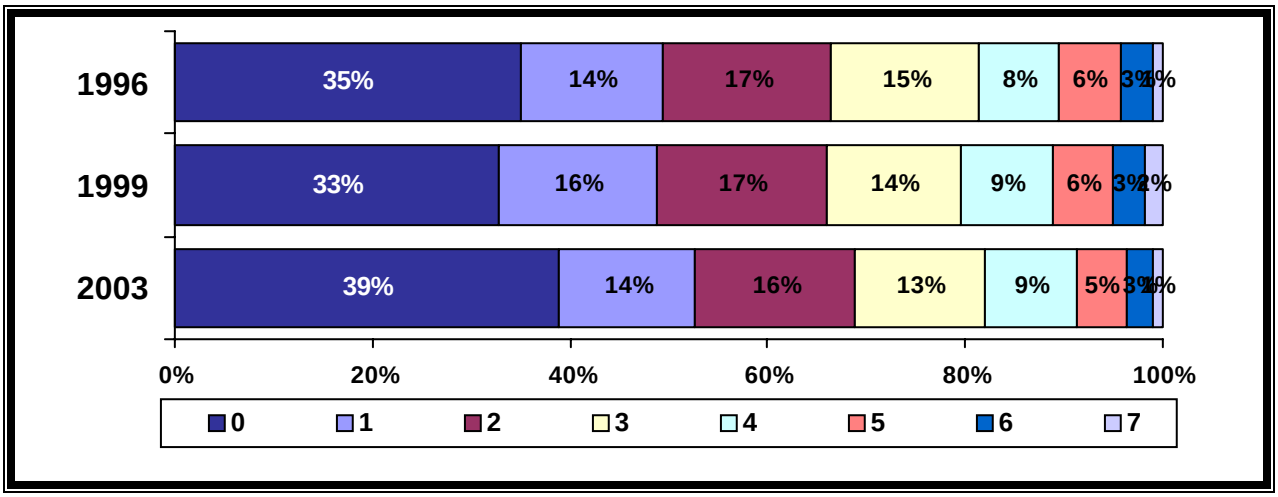


Figure 6 below shows the percentages that do not perform any activities to those that perform seven of the selected water pollution prevention activities.

Figure 6 – Water Pollution Prevention Activities Performed

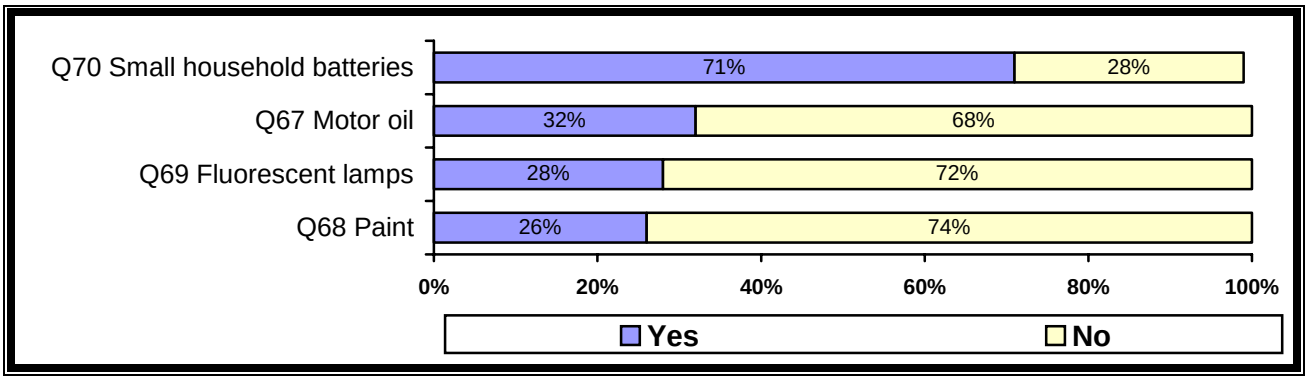


V. Household Hazardous Waste Disposal

In the past year, most residents have disposed of small household batteries, but fewer have disposed of oil, fluorescent lamps, or paint.

Figure 7 – Percentage that Have Disposed of Household Hazardous Items in Past Year

Which of the following have you disposed of during the last year?



Waste disposal companies (21%) and local governments (18%) are mentioned as the leading resources for information about hazardous household material disposal.

Table 17 – Information Sources

Where do you get information about disposal of hazardous household materials?

Information Source (open end response – multiple responses taken)	
Waste/Garbage disposal company	21
The city/county	18
Mailing/Flyer/Brochure	17
Newspaper	9
Recycling center/Company/Program	9
Don't get any info	8
Internet	7
Friends/Family/Word of mouth	7
All others	6
Utility bill/Garbage collection bill	5
School	4
Phone book	3
On the packaging/Product label	2
TV/News	2
Don't know	2
Landlord/Homeowner's association	1

VI. Do-It-Yourself Activity

Nearly half (47%) of those surveyed take their car to a service station to get their oil changed, 14% do it themselves but give their oil to a collection center or have it collected curbside, and 39% do not do either.

EMC determined the "do-it-yourself" activity based on three questions:

- Recycle used motor oil by placing it out for curbside collection (Q47)
- Recycle used oil by taking it to a collection center (Q48)
- Get your car's oil changed at a service station rather than doing it yourself (Q49)

Among those that do not do any of the above oil disposal activities, they indicate a strong willingness to dispose of oil correctly. Seventy seven percent (77%) say they are very willing to place used oil out for curbside collection, 68% say they are very willing to take it to a collection center, and 71% say they are very willing to take their cars to a service station.

Future surveys may consider rephrasing question 49 to include the wording "oil change stations" in addition to "service stations."

Table 18 below shows the how various demographic groups handle oil. Those most likely to take their oil to a service station are those over 35, Caucasian, live outside of San José, college educated, and/or own their homes.

Table 18 – Oil Change Behavior By Selected Demographic Groups

		Generation		Generation (x)			City		Race (collapsed)					Sex	
		<50	50+	15 to 34	35 to 54	55+	SJ	Oth	Caucasian	Afr. Amer/Black	Latino	Asian	Oth./Ref	Male	Female
Oil change	Service station	44	54	38	53	55	45	51	51	30	37	36	56	40	55
	Recycle curbside or take to collection center	14	13	14	16	10	14	14	15		14	14	16	18	10
	Neither	41	32	48	31	35	41	35	34	70	49	51	28	42	35

		Education (collapsed)		Marital status (collapsed)			Home ownership			Housing type		
		No coll.	Coll+	Married	Single	Oth	Own/buying	Rent	(DK)	Single family	Multi-unit	(Oth/DK)
Oil change	Service station	43	54	50	41	60	53	44	15	51	45	37
	Recycle curbside or take to collection center	18	10	16	14	8	14	14	31	17	7	21
	Neither	38	36	34	45	32	34	42	54	32	48	42

Just over a third (34%) take their car to a car wash, 3% wash their car on an unpaved surface, and 63% do not do either.

Table 19 below shows what various demographic groups do when washing their car. Women, respondents over 35 years of age, those that are widowed, divorced or separated, and those that are college educated are the most likely to take their cars to car washes.

Table 19 – Car Wash Behavior By Selected Demographic Groups

		Generation		Generation (x)			City		Race (collapsed)					1. Sex	
		<50	50+	15 to 34	35 to 54	55+	SJ	Oth	Caucasian	Afr. Amer/ Black	Latino	Asian	Oth./Ref	Male	Female
Car wash	Take to car wash	31	41	23	42	40	30	41	38	28	22	24	39	28	41
	Wash on unpaved surface	4	3	2	5	2	3	4	2	5	5	4	5	4	3
	Neither	65	56	75	52	58	68	55	59	67	73	73	56	68	57

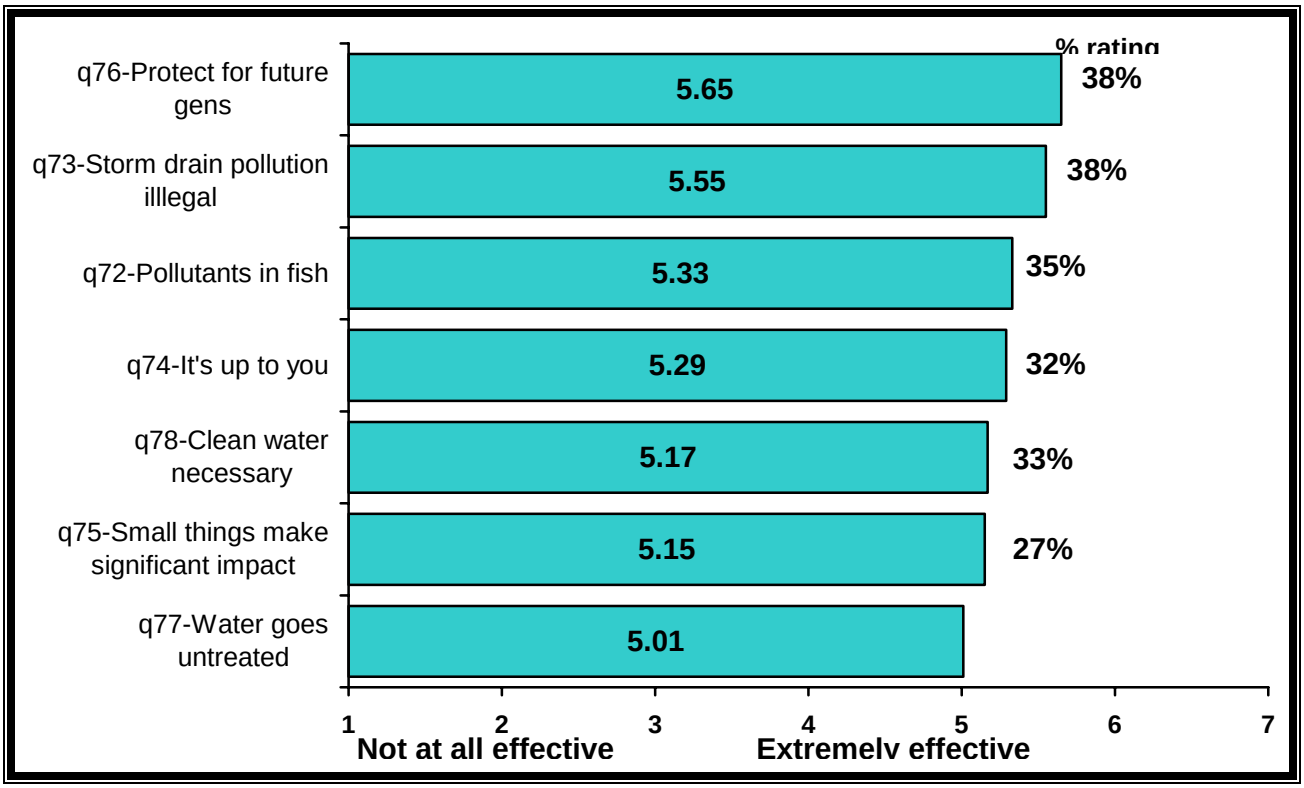
		Education (collapsed)		Marital status (collapsed)			Home ownership			Housing Type		
		No coll	Coll+	Married	Single	Oth	Own/buying	Rent	(DK)	Single family	Multi-unit	(Oth/DK)
Car wash	Take to car wash	30	40	38	24	51	37	33	25	36	34	32
	Wash on unpaved surface	4	3	4	2	2	4	2		4	1	9
	Neither	66	57	58	74	47	59	65	75	60	64	59

VII. Pollution Prevention Messages

Messages aimed at stopping water pollution are rated as effective, but there is little intensity.

Figure 8 – Public Education Messages (Averages on 7 point scale)

Now I will read you some messages that might be used in a public education campaign to convince people to help stop water pollution. Using a scale from 1 to 7 where one is not at all effective and 7 is extremely effective, please rate how effective you think this message would be in getting people to change.



DEMOGRAPHICS

- Just over three quarters (76%) have a garden. Of those, 69% (52% of the total) maintain that garden themselves.

- Less than 1% of survey respondents have called the Watershed Watch hotline.

- Approximately one in five (21%) have called the Household Hazardous waste hotline. Of those that have called, 81% (15% of the total) said they had an excellent or good experience calling the hotline.

- Watershedwatch.net is unknown, with only 1% of those surveyed having visited the site.

- A large majority (89%) have access to the internet at home, work, or both. A slightly smaller percentage (74%) has cable TV at home.

- Just under half (48%) read the Mercury News on a regular basis (almost every day, or a few days a week). A nearly identical percentage (47%) say they read their neighborhood community newspaper.

- Eighty six percent (86%) watch TV or listen to the radio only in English, 7% usually listen and watch in English but sometimes Spanish, 3% both English and Spanish equally, and the remaining 4% only listen in Spanish or another language.

- About a quarter (24%) of all respondents have children in elementary or middle school.

- About half (52%) have graduated from college.

- A majority (56%) are employed, 15% are retired, 13% say they are unemployed, and the remaining 16% are either students or homemakers.

- Over half (57%) have lived in Santa Clara County for at least 11 years, 12% were born here, and 31% have lived here fewer than 10 years.

- Over half (54%) report their household income as $50,000 or more, 11% earn between $35,000 and $50,000, 20% earn less than $35,000 and the rest (14%) refused to disclose their income group.

- The solid majority (58%) of respondents are Caucasian, 13% Latino, 13% Asian, 3% African American, and 13% say “other” or refused.

- The survey’s age distribution parallels data from the 2000 Census for the Basin area. Over a third (35%) are age 18 to 34, 38% are between 35 years of age and 54, 22% are over 55. Five percent (5%) of Basin residents are ages 15 to 17.

FOCUS GROUP SUMMARY

Methodology

This summary highlights the results of recently completed focus groups held on September 24, 2003 for The Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP).

Participants of the focus groups were adults ages 18 and older living in the Santa Clara Basin. Participants were recruited by telephone and were screened to include a mix of age group, ethnicity and city representation.

Each group lasted two hours. Ruth Bernstein of Evans/McDonough Company professionally moderated both focus groups. All groups were audio and videotaped. Copies have been provided to SCVURPPP.

When reading this report, please keep in mind that focus groups are by design, qualitative, not quantitative research, and the results should be compared with the quantitative survey. The participants of these groups are not a demographic cross-section of Santa Clara Basin adults.

Findings

I. Issue Environment – The current economic situation is overwhelming concerns about other issues that may have been more important to residents at other times.

- Participants remain primarily concerned about the economy and joblessness in Santa Clara County. Overcrowding, growth, and traffic congestion are secondary concerns. In the second group, there was some mention of environmental problems but the economy clearly overwhelms other concerns for most people.

- Participants needed prompting from the moderator before discussing water quality as a problem facing the county.

II. Water Quality – Focus group participants were only minimally concerned about water quality believing that drinking water quality is very good and that pollution was caused many years ago.

- Although some participants were aware of how individuals negatively influence water quality today, pollutants from now-closed or now-regulated factories appear to be the most commonly mentioned causes of water pollution in the area.

- Water conservation and other types of environmental issues are more of a concern to the participants than water quality. Although many say they use water filters, they do not think that the quality of the drinking water is a problem.

- Awareness or concern about the creeks appeared to be very low among focus group participants. Concern about the bay water also did not seem to be an immediate concern for most. While they realize that the Bay is polluted, only the avid fisherman in the groups seemed to have an in-depth concern about it.

- "Cleaning" the Bay may be a concept that is almost too foreign or too difficult an image for most people.

- The ability to define a watershed is very low although many have heard the word. Only one participant accurately defined a watershed.

III. Personal Actions – While a few participants are able to mention something they specifically do to protect water quality, most are more familiar with recycling and water conservation efforts.

- Although scare tactics may not be effective, educating the community about the problem of water pollution is probably necessary. Participants are not concerned about the issue so they are less likely to be receptive to change their habits.

- Based on the participants in the focus groups, residents will need some more information about why some actions (like washing the car on the pavement) is bad, or how their changing will really make a difference.

- Focus groups indicated that homeowners are more likely to be receptive to water quality prevention efforts. Renters do not see themselves as responsible for many of the suggested actions on the list.

- Recycling is something that residents can do every day. Water conservation is something residents can do every day. The way it is currently presented, water quality prevention is not a daily activity. You can't just change your habits if it is something you do only occasionally.

- Most participants were not aware that using pesticides, especially spraying inside the home, is harmful to water quality. Many are willing to use alternative, less-toxic methods, but they are not aware of the problem.

- The current list of "suggested actions" are reasonable to participants although a few key points emerged:

    - Homeowners were more receptive to most of the actions than renters. Renters do not typically have their own yards, do the painting or change the fluorescent bulbs.

- Few seemed to understand why washing a car on the pavement is a problem. Those who do it now are not really willing to stop unless there is a good reason.

- Most of the gardeners seemed very receptive to reducing pesticide use but they want specific, successful ways to do it. Having information in the gardening stores and places like Home Depot would be very useful.

- It was clear that most participants do not have a problem being told what to do. They were told to recycle and told to conserve water, but the actions need to be simple, the reason clear and it needs to be something fairly easy to get done.

IV. Materials – Participants offered some very useful feedback on the materials. It is clear that more segment targeted is probably needed. Participants were looking for a simple explanation of why actions were needed.

- Participants provided some useful feedback on the Watershed Watch kit:

  - Do not put the kit in the envelope. The envelope is less enticing than the brochure.

  - If using the envelope, change the emphasis to "protect our creeks and bays" rather than "Watershed Watch."

  - The Discount Card is confusing, although it was assumed that going to the web site would offer clarification.

  - The groups did not like the pledge card. They felt that having some other web-based feedback mechanism would be better. Someone suggested a short quiz rather than requiring someone to fill in blanks.

  - It was difficult for some participants to identify the key messages in the brochure. They felt it was too text-heavy and did not clearly state the problem.

- Using a number of Watershed definitions provided to them, the group suggested the use of the following definition.

  A watershed is the land that water flows over, under, or through on the way to a creek, aquifer, delta, or bay. You live in a watershed that flows to a local creek, and all of the runoff from your home, yard and neighborhood flows to that creek.

  It should be noted that the group did this exercise quickly so they may have suggested additional edits if more time was allowed.

- The jingle in the radio ads was not very popular. Although a few participants with children and younger participants thought it was catchy others were very much turned off by it. Use of the jingle should be targeted specifically to certain markets while a more serious ad would probably be more successful with older homeowners.

- It was mentioned that the phone number and web site address should be mentioned more than once in the ads.

- The radio spots seem to try "to do too much" by targeting both adults (message) and children (jingle). A radio advertisement with a parent and child talking about taking a car to a car wash or washing it on an unpaved surface may be more effective in targeting the key audiences.

- Homeowners appear to be an emerging target group (i.e. those with driveways, gardens, etc…). Homeowners were much more likely to be interested in information about pesticides and hazardous material disposal. Renters do not see most of the activities on the suggestion list as problems they need to worry about.

APPENDIX A: QUESTIONNAIRE WITH RESULTS

Conducted for EOA, Inc. and the Santa Clara Valley Urban Runoff Pollution Prevention Program
September 7 – 11, 2003
n=565; MOE: ± 4.2 points
EMC 03-2856

Phone survey of Santa Clara basin residents ages 15 and older
When applicable results are compared to previous surveys:

- **2002 Evans/McDonough Survey (Santa Clara Water Pollution Control Plant Service Area), February 2002, ages 18 and older**
- **1999 Fairbanks/Maslin/Maullin & Associates, (Santa Clara basin residents), May 1999, ages 16 and older**
- **1996 Fairbanks/Maslin/Maullin & Associates, (Santa Clara basin residents), March 1996, ages 16 and older**
- **1994 Fairbanks/Maslin/Maullin & Associates (San Jose Only), March 1994, ages 18 and older**
- **1991 Sievers Research Company (Santa Clara County), March 1991, ages 18 and older**

Survey Language	1991	1994	1996	1999	2002	2003
English	NA	NA	92	94	92	98%
Spanish			8	6	7	2%

---

1. Sex
   - Male **51%**
   - Female **49%**

2. Hello, my name is __, and I work for EMC Research Company. I'm conducting a survey to find out how people in the Santa Clara Valley feel about some local issues. We are not trying to sell anything. Your responses are completely confidential. For this survey, may I speak to the person who is **(15 years of age when quota for Q6 NOT filled /18 years of age when quota for Q6 filled)** or older and has the next birthday in the your household? Would that be you?
   - Yes ===> CONTINUE 100
   - No ===> "May I speak to someone who is **15/18** years of age or older, and has the next birthday?" IF NONE **TERMINATE** 0

3. **(Ask if needed)** Are you comfortable continuing in English/Spanish or would you prefer to speak in English/Spanish?

1. English===> CONTINUE	98
2. Spanish ===> CONTINUE	2
3. (Request another language) ===>**TERMINATE**	

4. To verify that I am calling in the right area, what is your zip code? (see list at end of questionnaire)

If zip is on list----------→ CONTINUE	100
Not on list ----------→ **TERMINATE**	
Don't Know----------→ **TERMINATE**	

5. What is your age? **(READ CODES IF NECESSARY)**

15-17– **ASK Q6** (IF Q6 QUOTA NOT FILLED. **TERMINATE** WHEN Q6 QUOTA FILLED)	5
18-19– A**SK Q6**	3
20-24	9
25-29	11
30-34	12
35-39	12
40-44	11
45-49	9
50-54	8
55-59	6
60-64	4
65+	10
(REFUSED)	1

IF Q5=20 years or older SKIP TO Q7.

6. Are you currently enrolled in high school?

Yes----------→	5
No ----------→	95

(RESUME ASKING EVERYONE)

7. Do you feel that things in Santa Clara County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right direction	48
Wrong track	43
(Don't know)	9

8. What is the most important problem facing Santa Clara County today? **(1 response)**

Unemployment/Economy/Businesses leaving the state	37
Education schools	13
Traffic/Transportation/Mass transit	10
Lack of affordable housing	8
High Cost of Living	3
Budget/Deficit	3
Crime/Drugs	3
Taxes Too High/Too many	2
Pollution/Environment	2
Overcrowding/Overpopulation	2
Recall Election	1
Immigration	1
None/No Problems/Don't Know	7
All Others	8

9. What is the most important <u>environmental</u> issue or problem facing Santa Clara County today? **(1 response)**

	1991	**1994**	**2003**
Traffic/Pollution from cars/Lack of Mass Transit	5		23
Air Pollution/Air Quality/Smog	30	33	21
Water quality/Ground water pollution	8	24	11
None/No problems	0		8
Preserving open space/Preventing loss of habitat	0		5
Littering/Trash	3	7	4
Overcrowding/Overpopulation	4	7	3
Pollution - general	1		3
Water Shortage/Drought	30		2
Energy/Electricity Generation/Cost			2
Landfill Space	1		1
More Recycling	0		1
Chemical toxic wastes	4	6	
All Others	3	10	4
Don't Know	9	16	14

Please tell me if you feel each of the following is a very serious problem facing the Santa Clara Valley region, is a somewhat serious problem, a not too serious problem or not a very serious problem at all in this region.

SCALE: 1. Very serious 2. Somewhat serious 3. Not too serious
4. Not at all serious 5. (Don't know)

(RANDOMIZE Q10-Q20)

SCALE:	**1**	**2**	**3**	**4**	**5**
10.	Traffic congestion;				
2003	48	38	13	2	-
2002	67	23	6	3	1
1999	72	23	4		1*
1996	59	32	8		1*
11.	Unemployment, the loss of jobs;				
2003	79	17	3	-	1
2002	57	26	11	2	4
1999	18	34	43		4*
1996	39	34	12		4*
12.	The quality of local public education;				
2003	48	29	13	5	5
1999	40	31	14		15*
1996	47	29	12		12*
1994	43	34	9	3	12
13.	The level of crime				
2003	20	39	34	5	2
1999	29	49	20		2*
1994	29	32	30	7	1
14.	Overdevelopment and lack of open space				
2003	36	33	21	7	2
1994	25	38	30	4	3
15.	Pollution of the San Francisco Bay				
2003	38	39	13	3	7
1999	50	31	10		9*
1996	51	32	9		8*
1994	26	45	14	2	13

** FMMA 1996 and 1999 surveys used a scale of "very serious, somewhat serious, and not serious"*

SCALE: 1. Very serious 2. Somewhat serious 3. Not too serious
4. Not at all serious 5. (Don't know)

(RANDOMIZE Q10-Q20)

SCALE:	**1**	**2**	**3**	**4**	**5**
16.	Pollution of water in local creeks				
2003	31	37	19	5	7
1999	43	32	14		11*
1996	40	37	14		8*
17.	Smog or air pollution;				
2003	37	44	16	3	0
2002	35	40	18	5	2
1999	46	35	19		1*
1996	46	40	13		0*
1994	23	51	23	2	0
18.	The quality of drinking water;				
2003	27	31	29	11	2
2002	28	26	29	13	4
1999	34	31	31		5*
19.	The supply of water;				
2003	19	31	31	14	5
2002	17	29	32	18	4
20.	Hazardous waste disposal				
2003	26	33	24	8	8
1999	43	27	16		14*
1996	51	28	13		8*

(END RANDOMIZE)

** FMMA 1996 and 1999 surveys used a scale of "very serious, somewhat serious, and not serious"*

21. Now, do you recall ever seeing or hearing anything about watersheds?

	1999	**2003**
Yes	27	46
No	71	53
(Don't Know)	2	1

(IF Q21=1, ASK Q22-Q26; ELSE SKIP TO Q27)

22. Can you tell me in a few words what you heard or saw?

	(n=230) 1999
It's a water resource	16
Concern that the water may be polluted	13
Heard something (non-specific)	10
They are getting low and drying out	10
Runoff water	9
Mudslides/erosions are destroying watersheds	3
Forest fires affects (pollutes) watershed	3
Developers want to reclaim it for development	3
They are increasing in volume	1
Wildlife refuge/open space	1
Don't Know/No answer	32

	(n=261) 2003
Can't recall specifically	26
Don't pour oil/chemicals down the drain	9
Protect Watersheds	9
Watersheds are polluted	7
Watersheds destroyed by development	6
Watersheds drain into the bay	5
Watersheds collect water	4
Water level down this year	4
Commercial on TV/Radio	4
Conservation/Preservation of water	4
Reservoir/Dam	3
Creek/River/Pond area	3
Diverts/Redirects water to other parts of the state	2
Crystal Springs mentions	2
Flows from the mountains	2
Opening for hiking use	2
Where water comes from/Fresh water	2
Watersheds damaged by fire	1
Ballot measure	1
In need of repair	1
All Others	15

23. Do you recall where you might have seen or heard that information (track 1999)? (**Do not read responses. Prompt for multiple responses)** **(n=261)**

	2003
(Newspaper)	38
(TV)	28
(Radio)	12
(Personal observation)	5
(Printed ads/flyers)	4
(Magazine)	4
(Community event)	4
(Friends/family/word of mouth)	4
(Bus Sign/On the bus)	3
(On the News)	3
(Water district/city government)	3
(At school)	2
(Child's school/school materials)	2
(Internet/website)	2
(Mail)	2
(Billboard)	1
(Ballot/voting measure)	1
(Printed on gutters/curbs/storm drains)	1
(Other)	6
(No/None/Nothing)	2
(I Don't Know/I Can't Recall)	10

24. Did the information you saw or heard include a website to visit? **(n=261)**

Yes	19
No	48
(Don't know/don't remember)	34

25. If you can remember it, what was the website? **(n=49)**

Can't remember	51
Watershedwatch.com	6
Santa Clara Water District	5
Watershed.org	4
Heynoah.com	3
All others	31

26. Did you see or hear that information in Spanish, in English or have you seen things in both languages? **(IF OTHER LANGUAGE, ASK WHICH ONE)** **(n=261)**

Spanish	0
English	85

Both Spanish and English	11
(Other language)	-
(Don't Know)	4

(RESUME ASKING EVERYONE)

27. In your own words, can you tell me what the term "watershed" means to you? (track 1999)

	1999
Don't Know/No answer	39
Area where water collects and then drains to lower elevation	27
A structure or building for holding or keeping water	26
An overhang that shades water	1
(Other)	6

	2003
Reservoir/Collects/Stores water	27
Don't Know	27
Drains/Runs off into larger body/Bay/Ocean	11
The water supply/fresh water for communities	9
Flow from the mountains	5
Drainage/Collection of Rain Water	5
Protected area of water	3
Polluted/Dirty/Waste Water	2
Area that permits water to be absorbed by soil	2
Divert/Redirect water	2
Water conservation	2
Shed/Covered building mentions	2
Filtration/Cleaning system	2
Underground water	2
Erosion/Flooding mentions	2
Ecosystem/Natural habitat	1
Creek/River system/Areas around body of water	1
All Others	5

For each of the following statements please tell me if you believe it is definitely true, probably true, probably not true or definitely not true.

1. Definitely true 2. Probably true 3. Probably not true
4. Definitely not true 5. (Don't know)

(RANDOMIZE Q28-Q29)

SCALE:	**1**	**2**	**3**	**4**	**5**
28.	Storm drains and sewers are part of the same underground system.				
2003	13	41	19	22	5
2002	19	30	13	17	21
1999	15	36	18	21	10
29.	The water and other substances that flow through the storm drain system are treated and filtered to remove wastes before they are discharged from the system.				
2003	13	43	24	19	2
2002	16	36	16	16	16
1999	11	30	25	24	10

(END RANDOMIZE)

30. What type of pollutants do you think enter the bay and affect its water quality **(DO NOT READ LIST) (RECORD VERBATIM RESPONSES)**

	1991 (2 resp.)	**2003 (2 resp.)**	**2003 (8 resp.)**
(Oil/grease from automobiles that leaks or is spilled/disposed of in storm drains)	16	44	48
(Chemicals)	14	25	30
(Pesticides, herbicides, and fertilizer from lawns, gardens, farms, etc.)	7	19	23
(Industrial wastes)	39	14	22
(Garbage/trash)	5	16	19
(Sewage)	4	8	11
(Metals found in vehicle exhaust, weathered paint, metal plating, tires, etc.)	10	7	10
(Biological contaminants from litter, organic matter, and animal wastes)	18	4	8
(Hazardous wastes/carcinogens)	4	6	7
(Soil erosions from lawns, hillsides, and construction activities)	2	2	4
(Medical/hospital waste)	2	0	0
(Oil from ships/boats)	2	3	4
(Other mentions)	5	12	19
(Don't Know)	18	7	7

31. What could you do personally to prevent Bay pollution and improve the water quality of the South San Francisco Bay? **(accept up to 5 responses)**

	1991	2003
Don't dump in sewers/street/drains		30
Dispose of chemicals/wastes properly	16	23
Recycle oil/paper/etc…	16	14
Push legislation, get involved in programs/committees	21	12
Use non-polluting/biodegradable products	6	12
Use public transportation/car pool/drive less	5	8
Educate the public	3	6
Save/conserve water	2	4
Not washing my car/not washing car at home		4
Patrol/catch people dumping	3	2
Don't do vehicle maintenance at home/take to shop		1
Electric car/fuel efficient/alternative fuel		1
Don't know	34	9
All other suggestions	12	6
Nothing/don't live near the bay	6	5

I'm going to read you a list of things that might or might not be harmful to our creeks and the Bay. For each one I read, please tell me if you think it is a very serious problem, a somewhat serious problem, not too serious problem, or not a problem at all for our creeks and Bay.

1. Very serious problem 2. Somewhat serious problem
3. Not too serious problem 4. Not a problem at all 5. (Don't Know)

… is it a very serious problem, a somewhat serious problem, not too serious a problem or not a problem at all for our creeks and Bay?

(RANDOMIZE Q32-Q46)

SCALE:	**1**	**2**	**3**	**4**	**5**
32. Paint thinner or motor oil poured into the street or storm drain					
2003	85	11	2	1	1
1999					
"paint thinner"	85	10	3	1	2
1999 "oil"	92	5	2	1	1
33. Hosing down your driveway (1999: Water from washing down your driveway)					
2003	9	33	40	16	2
1999	14	35	29	22	1
34. Washing your car in the street or driveway (1999: Soapy water from washing the car)					
2003	11	38	37	12	2
1999	19	41	27	12	1

1. Very serious problem 2. Somewhat serious problem
3. Not too serious problem 4. Not a problem at all 5. (Don't Know)

… is it a very serious problem, a somewhat serious problem, not too serious a problem or not a problem at all for our creeks and Bay?

(RANDOMIZE Q32-Q46)

SCALE:	**1**	**2**	**3**	**4**	**5**
35. Trash in the street (199: Trash including paper, plastic, Styrofoam and glass)					
2003	37	38	21	4	1
1999	72	21	5	1	1
36. Pet waste from dogs and cats that is not picked up (1999: did not include "that is not picked up")					
2003	23	37	29	10	1
1999	47	26	17	7	2
37. Pesticides and herbicides used in the yard or garden (1999: Pesticides, herbicides, and other garden chemicals)					
2003	45	39	12	4	1
1999	80	13	4	2	1
38. Mercury					
2003	66	17	8	4	4
39. Fluorescent lamps put in the garbage can					
2003	23	33	25	12	7
40. Fertilizers					
2003	37	40	16	6	2
41. Poorly maintained cars					
2003	48	35	12	3	2
42. Pesticides used inside the home					
2003	26	32	28	12	2
43. Washing hands with "anti-bacterial" soaps					
2003	7	17	36	35	5
44. Throwing away medication in the toilet or in the garbage					
2003	28	27	31	11	3
45. Rinsing latex paint brushes, pans and rollers in the sink					
2003	31	35	24	7	3
46. Washing your car on grass or dirt					
2003	8	28	42	20	3

(END RANDOMIZE)

In the Santa Clara Valley, the storm drain system is separate from the sewer system. The storm drain system empties into local creeks and wetlands and into the San Francisco Bay. The mixture of water, trash and everything else that ends up in storm drains is not treated or filtered before it is discharged. What flows through the storm drains pollutes local creeks, wetlands and the bay.

Here are some actions people can take to keep pollution out of storm drains so it won't harm local creeks, wetlands, and the San Francisco Bay. For each one I mention, please tell me how willing you would be to take that action. If it is something you already do, or it really doesn't apply to you, you can tell me that too. Would you be very willing, somewhat willing, not too willing, or not at all willing to **(RANDOMIZE ITEMS)** if you knew it would keep pollutants that harm local creeks, wetlands and the Bay out of local storm drains?

Scale: 1. Do now 2. Does not apply 3. Very willing
4. Somewhat willing 5. Not too willing 6. Not at all willing
7. (Don't know)

(RANDOMIZE Q47-Q66)

	Do now	Does not apply	Very willing	Somewhat willing	Not too willing	Not at all willing	(Don't Know)
47.	Recycle used motor oil by placing it out for curbside collection;						
2003	26	27	42	4	0	-	0
2002	25	13	50	7	2	1	2
1999	39	16	40	2	1	1	1
1996	35	16	44	2	1	0	1
48.	Recycle used oil by taking it to a collection center;						
2003	30	21	38	9	2	-	-
2002	15	18	44	13	4	4	2
1999	26	22	38	9	3	1	1
1996	27	20	43	6	2	1	1
49.	Get your car's oil changed at a service station rather than doing it yourself;						
2003	47	5	32	8	3	5	-
2002	33	4	40	9	7	6	1
50.	Take leftover paints, insecticides and other Hazardous Wastes to a Household Hazardous Waste collection center;						
2003	25	8	49	12	5	2	-
2002	18	8	52	14	3	3	2
1999	25	11	50	10	3	1	1
1996	21	11	58	7	2	1	1
51.	Use non-toxic substances rather than pesticides and herbicides to control pests and weeds in your lawn and garden;						
2003	20	14	43	18	3	3	-
2002	14	13	45	16	6	4	3
1999	20	15	43	16	4	1	1
1996	18	14	51	12	2	2	2

| | Do now | Does not apply | Very willing | Somewhat willing | Not too willing | Not at all willing | (Don't Know) |

52.	Sweep down your driveway with a broom instead of hosing it down with water;						
2003	29	14	33	18	3	3	0
2002	24	10	41	16	5	3	2
1999	30	12	39	13	3	1	1
1996	30	13	40	9	3	3	1
53.	Take your car to a car wash instead of washing it yourself in the street or driveway;						
2003	34	6	24	22	9	6	0
2002	29	6	32	17	8	6	2
1999	38	7	28	12	7	6	1
1996	36	9	29	11	8	7	1
54.	Wash your car on an unpaved surface, instead of in the street or driveway;						
2003	8	28	28	19	8	8	2
2002	9	25	29	14	10	9	3
1999	12	32	28	13	8	6	1
1996	15	28	30	10	6	9	2
55.	Take used fluorescent lamps to a household hazardous waste facility or event;						
2003	9	13	49	18	7	3	1
56.	Throw litter in a garbage can and not in the street;						
2003	50	3	45	2	-	1	0
57.	Regularly maintain your car to avoid leaks of auto fluids;						
2003	46	4	45	5	-	-	-
58.	Use low toxic ways to control pests in your home and garden such as using ant baits instead of poisonous sprays;						
2003	23	10	47	14	3	2	1
59.	Clean up trash outside your home;						
2003	44	5	43	7	1	-	-
60.	Pick up leaves and yard clippings and recycle as green waste;						
2003	43	11	36	8	1	1	0
61.	Pick up your pet droppings and dispose of them in the trash or in your toilet;						
2003	23	36	33	5	2	2	-
62.	Use kitty litter or other absorbent materials – not your hose – to clean up spills and leaks on paved surfaces;						
2003	18	24	40	15	2	1	1
63.	Never pour paint or solvents into a storm drain, sink or onto the ground;						
2003	30	11	50	6	-	2	-

	Do now	**Does not apply**	**Very willing**	**Somewhat willing**	**Not too willing**	**Not at all willing**	**(Don't Know)**
64.	Control erosion around your property;						
2003	19	21	42	15	1	1	3

65. Provide landscaping next to sidewalks and driveways;

2003	30	17	36	13	2	1	1

66. Divert rainspouts and garden hoses away from paved surfaces;

2003	21	16	39	19	2	4	1

(END RANDOMIZE)

Which of the following have you disposed of during the last year?

(RANDOMIZE Q67-Q70)

SCALE:	**1. Yes**	**2. No**	**3. (Don't know)**
67. Motor oil	32	68	-
68. Paint	26	74	-
69. Fluorescent lamps	28	72	-
70. Small household batteries	71	28	-

(END RANDOMIZE)

71. Where do you get information about disposal of hazardous household materials?
(ACCEPT 1 RESPONSE)

Waste/Garbage disposal company	21
The city/county	18
Mailing/Flyer/Brochure	17
Newspaper	9
Recycling center/Company/Program	9
Don't get any info	8
Internet	7
Friends/Family/Word of mouth	7
All others	6
Utility bill/Garbage collection bill	5
School	4
Phone book	3
On the packaging/Product label	2
TV/News	2
Don't know	2
Landlord/Homeowner's association	1

Now I will read you some messages that might be used in a public education campaign to convince people to help stop water pollution. Using a scale from 1 to 7 where one is not at all effective and 7 is extremely effective, please rate how effective you think this message would be in getting people to change.

… Using a scale from 1 to 7 where 1 is not at all effective and 7 is very effective please rate this message.

(RANDOMIZE Q72-Q78)

SCALE:	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Mean**
	Not at all effective						**Extremely effective**	**(DK)**	

72. Pollutants, such as mercury, contaminate fish in the Bay and then harm people who eat those fish frequently;

4	4	8	12	19	16	35	1	**5.33**

73. Storm drain pollution is illegal. You could be fined or even jailed for dumping or allowing anything other than rainwater to go down a storm drain;

3	2	8	12	15	21	38	1	**5.55**

74. The everyday actions of individuals are what cause or prevent pollution. It is up to you to make a difference;

3	4	9	12	22	18	32	1	**5.29**

75. It is not difficult to prevent pollution in the Bay. If everyone in the area would do a few small things like avoid pesticides and wash their car at a car wash, it would make a significant improvement in our long term water quality;

3	6	7	13	27	17	27	-	**5.15**

76. By protecting the watershed, creeks and the Bay, you are protecting the environment for yourself, your children and future generations;

3	2	6	9	17	24	38	-	**5.65**

77. We all live in a watershed, which means that water from our yards and streets flow into a creek, river or other body of water without being treated;

6	4	8	15	24	16	24	2	**5.01**

78. Clean water is necessary to support a healthy habitat for plants and animals;

4	4	10	15	20	13	33	-	**5.17**

(END RANDOMIZE)

79. Now I'd like to ask you about landscaping and yard waste. Do you have a yard or garden?

Yes → ask Q80	76
No → skip to Q81	24
(Don't Know/Don't Remember) → skip to Q81	

80. Do you maintain your landscaping or garden yourself?

	(n=430)
Yes	69
No	31
Don't have yard or garden	
(Don't know)	-

(RESUME ASKING EVERYONE)

81. Have you ever called the Watershed Watch Hotline?

Yes → ask Q82	1
No → skip to Q83	99

(Don't Know/Don't Remember) → skip to Q83	1

82. Would you rate your experience calling the Hotline as excellent, good, only fair or poor?

	(n=3)
Excellent	0
Good	35
Only fair	65
Poor	0
(Don't Know)	0

(RESUME ASKING EVERYONE)

83. Have you ever called the Household Hazardous Waste Program?

Yes → ask Q84	21
No → skip to Q85	77
(Don't Know/Don't Remember) → skip to Q85	2

84. Would you rate your experience calling the Program as excellent, good, only fair or poor?

	(n=121)
Excellent	29
Good	52
Only fair	11
Poor	5
(Don't Know)	3

(RESUME ASKING EVERYONE)

85. Have you ever visited the website (*watershed watch dot net*) watershedwatch.net?

Yes	1
No	98
(Don't Know)	1

86. Would you rate the quality of the watershedwatch.net website as excellent, good, only fair or poor?

	(n=6)
Excellent	28
Good	40
Only fair	0
Poor	0
(Don't Know)	32

(RESUME ASKING EVERYONE)

Now I'd like to ask you a few questions for statistical purposes only.

87. Do you have access to the Internet either at home or at work?

	2003
Yes, Home	34
Yes, Work	5
(Yes, Both)	50
No	11
(Don't Know)	-

88. Do you have cable TV in your home?

	2003
Yes	75
No	20
(Satellite/Dish/Direct TV)	6
(Don't Know)	0

89. Do you read the Mercury News almost every day, a few days a week, occasionally or almost never?

Almost every day	32
A few days a week	16
Occasionally	22
Almost never	29
(Don't Know)	1

(ASK Q90 IF INTERVIEW IN SPANISH, ELSE SKIP TO Q91)

90. Do you read *Nuevo Mundo* almost every day, a few days a week, occasionally or almost never?

	(n=9)
Almost every day	
A few days a week	
Occasionally	20
Almost never	68
(Don't Know)	13

(RESUME ASKING EVERYONE)

91. Do you read your neighborhood or community newspaper regularly?

Yes	47
No	53
(Don't Know)	1

92. Which neighborhood or community newspaper do you read regularly?

Palo Alto Daily News/Weekly News	10
Santa Clara Papers - all mentions	9
Mountain View Voice	8
Los Altos Town Crier	7
Evergreen Times	6
San Jose Mercury News	6
Sunnyvale Sun	6
Campbell Papers - all mentions	5
Almaden Times	4
Los Gatos Daily News/Los Gatos Weekly Times	4
Willow Glen Resident	4
Don't know	4
Milpitas Post	3
San Francisco Chronicle	2
Santa Teresa Times	2
Blossom Valley Times/Blossom Hill Times	2
Viet Mercury	1
Cupertino Courier	1
Mountain Network News	1
Saratoga News	1
All others	20

(RESUME ASKING EVERYONE)

93. Do you watch television programs and listen to the radio in? **(READ RESPONSES)**

Only English	86

Usually English but sometimes Spanish	7
Both Spanish and English Equally	3
Usually Spanish but sometimes English	1
Only Spanish	-
(Other language)	2
(Don't Know/Refused)	1

(IF Q5=1 SKIP TO Q102)

94. Do you have any children in elementary or middle school? **(n=539)**

Yes	24
No	75
(Don't Know)	1

95. What is your marital status? Are you married, living with someone, single, separated, divorced?

	1991	1994	1996	1999	2002	2003 (n=539)
Married	NA	NA	NA	NA	55	51
Living with someone					3	3
Single					27	31
Separated					2	1
Divorced					5	8
(Widowed)					4	5
(Don't know/Refused)					2	2

96. What is the last grade you completed in school? **(n=539)**

	1991	1994	1996	1999	2002	2003
Some grade school		2	1	2	4	1
Some high school	10	3	7	7	8	4
Graduated High School	25	21	22	20	17	15
Technical/Vocational				2	2	
Some College	24	35	23	23	22	26
Graduated College	27	27	31	30	31	31
Graduate/Professional	12	11	15	16	14	20
(Other)					0	1
(Don't Know/Refused)		1	1	1	1	-

97. In terms of your current job status, are you employed, unemployed but looking for work, retired, a homemaker or a student? **(n=539)**

	1991	1994	1996	1999	2002	2003
Employed	54	61	NA	NA	61	56
Unemployed		7			12	13
Retired	21	14			15	15
Student		7			3	6
Homemaker		10			6	8
Other					2	3
(Don't Know/Refused)	1	1			1	1
Not Employed outside the home	24				NA	NA

98. Do you own or rent your apartment or home? **(n=539)**

	1991	1994	1996	1999	2002	2003
Own/buying	NA	72	NA	NA	60	62
Rent		25			38	35
(DK/Refused)		3			2	3

99. Do you live in a detached single family residence or a multi-unit building? **(n=539)**

	1991	1994	1996	1999	2002	2003
Single family			70	67		66
Multi-unit/Apartment			20	23		31
(Other/Condominium)			9	10		2
(Don't Know)			1	1		1

100. How long have you lived in the Santa Clara Valley?

(n=539)

	1991	1994	1996	1999	2002	2003
(<1 yrs)		3	NA	NA	NA	4
(1 yr)						3
(2-3 yrs)		(1-3) 4				7
(4-6 yrs)		(4-5) 5				9
(7-10 yrs)	(0-10 yrs) 29	(7-10) 13				9
(11-14 yrs)		(11-15) 11				4
(15-20 yrs)	(11-20 yrs) 25	(16-20) 15				10
(20+ yrs)	45	49				42
(Born here)						12
(Refused)		1	1			-

101. Please stop me when I read the category that includes your annual household income before taxes: less than $25,000, at least 25,000 but less than 35,000, at least 35,000 but less than 50,000, at least 50,000 but less than 75,000, at least 75,000 but less than 100,000, at least 100,000 but less than 200,000 or more than 200,000?

(n=539)

	1991	1994	1996	1999	2002	2003
<$25,000	16	NA			12	12
$20,000-34,999	18					
$25,000-34,999	-				6	8
$35,000-49,999	17				11	11
$50,000-74,999	19				17	14
$75,000-99,999 (1991: $75k+)	19				11	15
$100,000-$200,000					17	21
$200,000+					4	4
(Don't Know)					5	4
(Refused)	10				17	10
<$20,000		NA	8	9		
$20,001-30,000			10	11		
$30,001-40,000			10	10		
$40,001-50,000			12	11		
$50,000-70,000			15	15		
$70,001-$90,000			10	12		
$90,000+			15	16		
(Refused/NA)			20	16		

(RESUME ASKING EVERYONE)

102. Would you classify yourself as African-American, white, Hispanic, Vietnamese, Chinese, Korean, Filipino, or something else:

	1991	1994	1996	1999	2002	2003
Afr-Amer/Black	NA	4	5	4	3	3
White		68	60	57	48	58
Hispanic/Latin-Am		12	16	19	21	14
Asian		10				
Vietnamese			2	1	4	4
Chinese			3	4	4	5
Korean					0	-
Filipino					2	2
Other Asian			7	7	7	2
(Multiracial)					2	3
(Other__)		2	4	4	4	6
(Refused)		4	4	5	4	4

103. What city do you live in? **(Do not read list)**

	1991	1994	1996	1999	2002	2003
Campbell	NA			-	3	2
Cupertino			4	3	4	3
Los Altos				2	0	2
Los Altos Hills			6	1	0	-
Los Gatos			6	2	2	2
Milpitas			4	4	3	4
Monte Soreno				-	-	-
Mountain View			11	5	0	5
Palo Alto			7	4	0	4
San Jose	100		32	59	76	60
Santa Clara			11	7	8	7
Saratoga				-	4	2
Sunnyvale			16	9	0	9
Unincorporated Santa Clara County				-	0	1
Smaller cities			3			

What is your age? **(READ CODES IF NECESSARY)**

	1991	1994	1996	1999	2002	2003
15-17						5
18-19						3
20-24	(< 25)	11	(18-24) 10	(16-24) 12	10	9
25-29			10	10	12	11
30-34	(25-34)	23	11	13	12	12
35-39			14	10	10	12
40-44	(35-54)	20	11	10	10	11
45-49			11	9	10	9
50-54	(45-54)	13	8	7	10	8
55-59			6	6	6	6
60-64	(55-64)	11	6	6	5	4
65+		21	10	15	12	10
(REFUSED)		-	3	2	3	1

THANK YOU!

APPENDIX B: QUESTIONNAIRE WITH RESULTS HIGH SCHOOL STUDENTS

Conducted for EOA, Inc. and the Santa Clara Valley Urban Runoff Pollution Prevention Program
September 7 – 11, 2003
High school oversample (HS): n=75; MOE: ± 11.3 points
Non-high school respondents (NHS): n=490; MOE: ± 4.5 points
EMC 03-2856

Phone survey of Santa Clara basin residents ages 15 and older
When applicable results are compared to previous surveys:

Survey Language	**2003**
English	98%
Spanish	2%

---

1. Sex

	HS	**NHS**	**Overall**
Male	55	51	52%
Female	45	49	48%

2. Hello, my name is __, and I work for EMC Research Company. I'm conducting a survey to find out how people in the Santa Clara Valley feel about some local issues. We are not trying to sell anything. Your responses are completely confidential. For this survey, may I speak to the person who is **(15 years of age when quota for Q6 NOT filled /18 years of age when quota for Q6 filled)** or older and has the next birthday in the your household? Would that be you?

Yes ===> CONTINUE	100
No ===> "May I speak to someone who is **15/18** years of age or older, and has the next birthday?" IF NONE **TERMINATE**	0

3. **(Ask if needed)** Are you comfortable continuing in English/Spanish or would you prefer to speak in English/Spanish?
   4. English===> CONTINUE 99
   5. Spanish ===> CONTINUE 1
   6. (Request another language) ===>**TERMINATE**

4. To verify that I am calling in the right area, what is your zip code? (see list at end of questionnaire)
   If zip is on list----------→ CONTINUE 100
   Not on list ----------→ **TERMINATE**
   Don't Know----------→ **TERMINATE**

5. What is your age? **(READ CODES IF NECESSARY)**
   15-17– **ASK Q6** (IF Q6 QUOTA NOT FILLED. **TERMINATE** WHEN Q6 QUOTA FILLED) (see page 24)
   18-19– A**SK Q6**
   20-24
   25-29
   30-34
   35-39
   40-44
   45-49
   50-54
   55-59
   60-64
   65+
   (REFUSED)

IF Q5=20 years or older SKIP TO Q7.

6. Are you currently enrolled in high school?
   Yes----------→ 100
   No ----------→

(RESUME ASKING EVERYONE)

7. Do you feel that things in Santa Clara County are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

	HS	NHS	Overall
Right direction	74	47	48
Wrong track	18	44	43
(Don't know)	8	9	9

8. What is the most important problem facing Santa Clara County today? **(1 response)**

	HS	NHS	Overall
Unemployment	28	30	30
Education/Schools	13	14	14
Lack of affordable housing	10	8	8
Traffic	7	6	6
Transportation/Mass transit	2	4	4
Businesses leaving the state		4	4
Crime/Drugs	4	2	3
Budget/Deficit	3	3	3
High Cost of Living	4	3	3
Economy	1	3	3
Taxes Too High/Too many	1	2	2
Pollution/Environment	1	2	2
None/No Problems	3	2	2
Overcrowding/Overpopulation		2	1
Immigration	2	1	1
Recall Election		1	1
All Others	14	7	8
Don't Know	8	5	5

9. What is the most important <u>environmental</u> issue or problem facing Santa Clara County today? **(1 response)**

	HS	NHS	Overall
Traffic/Pollution from cars/Lack of Mass Transit	23	18	23
Air Pollution/Air Quality/Smog	21	21	21
Water quality/Ground water pollution	11	12	10
Preserving open space/Preventing loss of habitat	5	10	5
Littering/Trash	4	2	4
Overcrowding/Overpopulation	3	3	3
Pollution - general	3	5	3
Energy/Electricity Generation/Cost	2		3
Water Shortage/Drought	2	3	2
Landfill Space	1	1	1
More Recycling	1	4	1
All Others	4	4	4
Don't Know	14	11	14
None/No problems	8	8	8

Please tell me if you feel each of the following is a very serious problem facing the Santa Clara Valley region, is a somewhat serious problem, a not too serious problem or not a very serious problem at all in this region.

SCALE: 1. Very serious 2. Somewhat serious 3. Not too serious
4. Not at all serious 5. (Don't know)

(RANDOMIZE Q10-Q20)

SCALE:	**1**	**2**	**3**	**4**	**5**
10.	Traffic congestion;				
2003	48	38	13	2	-
HS	33	47	20		
NHS	49	37	12	2	0
11.	Unemployment, the loss of jobs;				
2003	79	17	3	-	1
HS	71	24	5		
NHS	79	17	3	0	1
12.	The quality of local public education;				
2003	48	29	13	5	5
HS	51	29	15	5	1
NHS	48	28	13	5	6
13.	The level of crime				
2003	20	39	34	5	2
HS	24	31	41	3	1
NHS	20	39	33	5	2
14.	Overdevelopment and lack of open space				
2003	36	33	21	7	2
HS	31	46	20	1	2
NHS	37	32	21	7	2
15.	Pollution of the San Francisco Bay				
2003	38	39	13	3	7
HS	32	52	10	1	5
NHS	38	38	13	3	7
16.	Pollution of water in local creeks				
2003	31	37	19	5	7
HS	33	38	23	3	2
NHS	31	37	19	5	7

SCALE: 1. Very serious 2. Somewhat serious 3. Not too serious
4. Not at all serious 5. (Don't know)

(RANDOMIZE Q10-Q20)

SCALE:	**1**	**2**	**3**	**4**	**5**
17.	Smog or air pollution;				
2003	37	44	16	3	0
HS	29	47	19	5	2
NHS	38	43	16	3	
18.	The quality of drinking water;				
2003	27	31	29	11	2
HS	18	22	45	12	3
NHS	27	31	28	11	2
19.	The supply of water;				
2003	19	31	31	14	5
HS	19	16	48	18	
NHS	19	32	30	14	5
20.	Hazardous waste disposal				
2003	26	33	24	8	8
HS	32	29	26	10	3
NHS	19	32	30	14	5

(END RANDOMIZE)

** FMMA 1999 survey used a scale of "very serious, somewhat serious, and not serious"*

21. Now, do you recall ever seeing or hearing anything about watersheds?

	HS	**Not HS**	**Overall**
Yes	19	48	46
No	79	51	53
(Don't Know)	1	1	1

(IF Q21=1, ASK Q22-Q26; ELSE SKIP TO Q27)

22. Can you tell me in a few words what you heard or saw?

	HS	NHS	Overall
Can't recall specifically	19	26	26
Don't pour oil/chemicals down the drain	3	9	9
Protect Watersheds	16	9	9
Watersheds are polluted	16	7	7
Watersheds destroyed by development		7	6
Watersheds drain into the bay	5	5	5
Water level down this year	12	4	4
Watersheds collect water		5	4
Commercial on TV/Radio	5	4	4
Conservation/Preservation of water	2	4	4
Reservoir/Dam	5	3	3
Creek/River/Pond areas		4	3
Diverts/Redirects water to other parts of the state	3	2	2
Crystal Springs mentions	3	1	2
Flows from the mountains		2	2
Opening for hiking use		2	2
Where water comes from/Fresh water	2	2	2
Ballot Measure		1	1
Watersheds damaged by fire		1	1
In need of repair	3	1	1
All Others	9	15	15

24. Do you recall where you might have seen or heard that information (track 1999)? (**Do not read responses. Prompt for multiple responses)** **(n=14)**

	HS	NHS	Overall
Newspaper	42	38	38
TV	38	27	28
Radio	19	12	12
Personal observation	5	5	5
Printed ads/flyers	5	4	4
Magazine		4	4
Community event	2	4	4
Friends/Family/Word of mouth	3	4	4
Bus Sign/On the bus		3	3
On the News	3	3	3
Water District/City Government	5	3	3
Mail	4	2	2
At school	2	2	2
Child's school/school materials		2	2
Internet/Website	5	1	2
No/None/Nothing		2	2
Billboard	8	1	1
Ballot/Voting measures		1	1
Painted on gutters/curbs/storm drains		1	1
I Don't Know/I Can't Recall	3	11	10
Other (specify)	2	6	6

24. Did the information you saw or heard include a website to visit?

	HS	Not HS	Overall
Yes	29	29	19
No	35	35	48
(Don’t know/don’t remember)	36	36	34

25. If you can remember it, what was the website?

	HS	Not HS	Overall
Can't remember	60	50	51
Watershedwatch.com		6	6
Santa Clara Water District	28	4	5
Watershed.org	12	3	3
Heynoah.com		3	3
All others		33	31

26. Did you see or hear that information in Spanish, in English or have you seen things in both languages? **(IF OTHER LANGUAGE, ASK WHICH ONE)**

English	87	86	86
Both Spanish and English	13	10	11
(Other language)	-	0	0
(Don't Know)	-	4	4

(RESUME ASKING EVERYONE)

27. In your own words, can you tell me what the term "watershed" means to you? (track 1999)

	HS	NHS	Overall
Reservoir/Collects/Stores water	32	27	27
Don't Know	29	27	27
Drains/Runs off into larger body/Bay/Ocean	6	12	11
The water supply/fresh water for communities	9	9	9
Flow from the mountains	4	5	5
Drainage/Collection of Rain Water	2	5	5
All Others	8	5	5
Protected area of water	3	3	3
Polluted/Dirty/Waste Water		2	2
Area that permits water to be absorbed by soil	3	2	2
Divert/Redirect water	3	2	2
Water conservation	2	2	2
Shed/Covered building mentions		3	2
Filtration/Cleaning system		3	2
Underground water	5	1	2
Erosion/Flooding mentions	1	2	2
Ecosystem/Natural habitat	2	1	1
Creek/River system/Areas around body of water	1	1	1

For each of the following statements please tell me if you believe it is definitely true, probably true, probably not true or definitely not true.

1. Definitely true 2. Probably true 3. Probably not true
4. Definitely not true 5. (Don't know)

(RANDOMIZE Q28-Q29)

SCALE:	**1**	**2**	**3**	**4**	**5**
28. Storm drains and sewers are part of the same underground system.					
2003	13	41	19	22	5
HS	8	59	26	6	0
NHS	13	40	19	23	5
29. The water and other substances that flow through the storm drain system are treated and filtered to remove wastes before they are discharged from the system.					
2003	13	43	24	19	2
HS	18	41	25	12	4
NHS	12	43	23	19	2

(END RANDOMIZE)

30. What type of pollutants do you think enter the bay and affect its water quality **(DO NOT READ LIST) (RECORD VERBATIM RESPONSES)**

	HS	**NHS**	**Overall**
Oil/grease from autos that leak or spilled/disposed of in storm drains	48	48	48
Chemicals	33	30	30
Pesticides/herbicides and fertilizer from lawns, gardens, farms	10	23	23
Industrial wastes	12	22	22
Garbage/trash	33	18	19
Other mentions	12	19	19
Sewage	3	11	11
Metals found in vehicle exhaust, weathered pain, metal plating	7	10	10
Biological contaminants from litter, organic matter, and animals	5	8	8
Hazardous wastes/carcinogens	7	7	7
(Don't Know)	13	6	7
Soil erosions from lawns, hillsides, and construction activities		4	4
Oil from ships/boats	1	4	4
Medical/hospital waste		0	0

31. What could you do personally to prevent Bay pollution and improve the water quality of the South San Francisco Bay? **(accept up to 5 responses)**

	HS	NHS	Overall
Don't dump in sewers/street/drains	29	30	30
Dispose of trash/waste properly/No littering	26	22	23
Recycle	11	14	14
Stop using pesticides/Non-biodegradable chemicals at home	17	12	12
Carpool/Use public transportation	5	8	8
Vote/Political activity	4	6	6
Volunteer/Donate to organizations/Clean up days	9	6	6
Get educated/Educate others	12	5	6
Prevent run off from my lawn/Driveway	3	7	6
Keep vehicles maintained/No oil leaks	9	5	5
Nothing/Can't do anything	5	5	5
Don't waste water	6	4	4
Not washing my car/Not washing car at home	2	4	4
Report violators	1	2	2
Don't do vehicle maintenance at home/Take it to a shop		1	1
Electric car/Fuel efficient/Alternative fuel	3	1	1
Don't know	6	9	9
All others	3	6	6

I'm going to read you a list of things that might or might not be harmful to our creeks and the Bay. For each one I read, please tell me if you think it is a very serious problem, a somewhat serious problem, not too serious problem, or not a problem at all for our creeks and Bay.

1. Very serious problem 2. Somewhat serious problem
3. Not too serious problem 4. Not a problem at all 5. (Don't Know)

… is it a very serious problem, a somewhat serious problem, not too serious a problem or not a problem at all for our creeks and Bay?

(RANDOMIZE Q32-Q46)

SCALE:	**1**	**2**	**3**	**4**	**5**
32.	Paint thinner or motor oil poured into the street or storm drain				
2003	85	11	2	1	1
HS	82	16	-	2	
NHS	85	10	3	1	1
33.	Hosing down your driveway (HS: Water from washing down your driveway)				
2003	9	33	40	16	2
HS	8	28	42	22	0
NHS	9	33	40	16	2
34.	Washing your car in the street or driveway (HS: Soapy water from washing the car)				
2003	11	38	37	12	2
HS	8	34	45	13	-
NHS	11	39	37	12	2
35.	Trash in the street (199: Trash including paper, plastic, Styrofoam and glass)				
2003	37	38	21	4	1
HS	49	38	11	1	0
NHS	36	38	22	4	1
36.	Pet waste from dogs and cats that is not picked up (HS: did not include "that is not picked up")				
2003	23	37	29	10	1
HS	13	45	34	7	0
NHS	24	36	28	11	1
37.	Pesticides and herbicides used in the yard or garden (HS: Pesticides, herbicides, and other garden chemicals)				
2003	45	39	12	4	1
HS	36	45	18	1	0
NHS	45	39	11	4	1

1. Very serious problem 2. Somewhat serious problem
3. Not too serious problem 4. Not a problem at all 5. (Don't Know)

… is it a very serious problem, a somewhat serious problem, not too serious a problem or not a problem at all for our creeks and Bay?

(RANDOMIZE Q32-Q46)

SCALE:	**1**	**2**	**3**	**4**	**5**
38.	Mercury				
2003	66	17	8	4	4
HS	61	25	12	2	1
NHS	67	17	8	4	4
39.	Fluorescent lamps put in the garbage can				
2003	23	33	25	12	7
HS	21	41	29	8	1
NHS	23	33	25	12	8
40.	Fertilizers				
2003	37	40	16	6	2
HS	14	45	35	7	0
NHS	38	39	15	6	2
41.	Poorly maintained cars				
2003	48	35	12	3	2
HS	34	46	18	0	2
NHS	49	35	12	3	2
42.	Pesticides used inside the home				
2003	26	32	28	12	2
HS	34	44	23	0	0
NHS	26	31	29	12	2
43.	Washing hands with "anti-bacterial" soaps				
2003	7	17	36	35	5
HS	7	16	34	43	0
NHS	7	17	36	35	5
44.	Throwing away medication in the toilet or in the garbage				
2003	28	27	31	11	3
HS	20	46	32	2	0
NHS	29	26	30	12	3

1. Very serious problem 2. Somewhat serious problem
3. Not too serious problem 4. Not a problem at all 5. (Don't Know)

… is it a very serious problem, a somewhat serious problem, not too serious a problem or not a problem at all for our creeks and Bay?

(RANDOMIZE Q32-Q46)

SCALE:	**1**	**2**	**3**	**4**	**5**
45.	Rinsing latex paint brushes, pans and rollers in the sink				
2003	31	35	24	7	3
HS	30	46	17	6	0
NHS	31	35	24	7	3
46.	Washing your car on grass or dirt				
2003	8	28	42	20	3
HS	2	30	52	15	2
NHS	8	8	42	20	3

(END RANDOMIZE)

In the Santa Clara Valley, the storm drain system is separate from the sewer system. The storm drain system empties into local creeks and wetlands and into the San Francisco Bay. The mixture of water, trash and everything else that ends up in storm drains is not treated or filtered before it is discharged. What flows through the storm drains pollutes local creeks, wetlands and the bay.

Here are some actions people can take to keep pollution out of storm drains so it won't harm local creeks, wetlands, and the San Francisco Bay. For each one I mention, please tell me how willing you would be to take that action. If it is something you already do, or it really doesn't apply to you, you can tell me that too. Would you be very willing, somewhat willing, not too willing, or not at all willing to **(RANDOMIZE ITEMS)** if you knew it would keep pollutants that harm local creeks, wetlands and the Bay out of local storm drains?

Scale: 1. Do now 2. Does not apply 3. Very willing
4. Somewhat willing 5. Not too willing 6. Not at all willing
7. (Don't know)

(RANDOMIZE Q47-Q66)

	Do now	Does not apply	Very willing	Somewhat willing	Not too willing	Not at all willing	(Don't Know)
47.	Recycle used motor oil by placing it out for curbside collection;						
2003	26	27	42	4	0	-	0
HS	23	11	46	20		0	0
NHS	26	28	42	3		0	
48.	Recycle used oil by taking it to a collection center;						
2003	30	21	38	9	2	-	-
HS	26	7	36	26	3	1	
NHS	30	22	38	7	2	0	0
49.	Get your car's oil changed at a service station rather than doing it yourself;						
2003	47	5	32	8	3	5	-
HS	20	11	35	23	11	1	
NHS	49	4	32	7	3	5	
50.	Take leftover paints, insecticides and other Hazardous Wastes to a Household Hazardous Waste collection center;						
2003	25	8	49	12	5	2	-
HS	9	5	43	37	4	1	0
NHS	26	8	49	11	4	2	0
51.	Use non-toxic substances rather than pesticides and herbicides to control pests and weeds in your lawn and garden;						
2003	20	14	43	18	3	3	-
HS	11	5	44	33	4	2	0
NHS	20	14	43	17	2	3	0

	Do now	Does not apply	Very willing	Somewhat willing	Not too willing	Not at all willing	(Don't Know)
52.	Sweep down your driveway with a broom instead of hosing it down with water;						
2003	29	14	33	18	3	3	0
HS	13	5	43	32	8	0	0
NHS	30	15	33	17	3	3	
53.	Take your car to a car wash instead of washing it yourself in the street or driveway;						
2003	34	6	24	22	9	6	0
HS	10	8	27	34	15	5	0
NHS	35	6	23	21	9	6	
54.	Wash your car on an unpaved surface, instead of in the street or driveway;						
2003	8	28	28	19	8	8	2
HS	6	12	35	32	12	3	
NHS	8	28	27	19	8	9	2
55.	Take used fluorescent lamps to a household hazardous waste facility or event;						
2003	9	13	49	18	7	3	1
HS	4	9	38	42	6	1	0
NHS	9	13	50	17	7	3	1
56.	Throw litter in a garbage can and not in the street;						
2003	50	3	45	2	-	1	0
HS	31	2	60	6	0	0	0
NHS	51	3	44	1	0	1	
57.	Regularly maintain your car to avoid leaks of auto fluids;						
2003	46	4	45	5	-	-	-
HS	21	12	52	14	0	0	0
NHS	47	4	44	4	0	0	
58.	Use low toxic ways to control pests in your home and garden such as using ant baits instead of poisonous sprays;						
2003	23	10	47	14	3	2	1
HS	11	11	46	32	1	0	0
NHS	23	10	47	13	3	2	1
59.	Clean up trash outside your home;						
2003	44	5	43	7	1	-	-
HS	25	1	56	17	1	0	0
NHS	45	6	42	6	1	0	0
60.	Pick up leaves and yard clippings and recycle as green waste;						
2003	43	11	36	8	1	1	0
HS	30	3	43	20	4	0	0
NHS	44	11	35	7	1	1	

	Do now	Does not apply	Very willing	Somewhat willing	Not too willing	Not at all willing	(Don't Know)
61.	Pick up your pet droppings and dispose of them in the trash or in your toilet;						
2003	23	36	33	5	2	2	-
HS	21	20	38	17	3	1	0
NHS	23	37	31	5	1	2	0
62.	Use kitty litter or other absorbent materials – not your hose – to clean up spills and leaks on paved surfaces;						
2003	18	24	40	15	2	1	1
HS	23	11	46	20		0	0
NHS	23	37	31	5	1	2	0
63.	Never pour paint or solvents into a storm drain, sink or onto the ground;						
2003	30	11	50	6	-	2	-
HS	19	6	59	12	2	1	0
NHS	30	11	50	6	0	2	1
64.	Control erosion around your property;						
2003	19	21	42	15	1	1	3
HS	7	14	36	33	6	3	3
NHS	20	21	42	14	0	0	3
65.	Provide landscaping next to sidewalks and driveways;						
2003	30	17	36	13	2	1	1
HS	14	7	34	38	6	1	0
NHS	31	18	36	12	2	1	1
66.	Divert rainspouts and garden hoses away from paved surfaces;						
2003	21	16	39	19	2	4	1
HS	7	4	36	43	5	3	1
NHS	22	16	39	17	2	4	1

(END RANDOMIZE)

Which of the following have you disposed of during the last year?
(RANDOMIZE Q67-Q70)

	SCALE:	**1. Yes**	**2. No**	**3. (Don't know)**
67.	Motor oil			
2003		32	68	-
HS		40	57	3
NHS		31	69	0
68.	Paint			
2003		26	74	-
HS		28	71	1
NHS		26	74	0
69.	Fluorescent lamps			
2003		28	72	-
HS		21	78	1
NHS		28	72	0
70.	Small household batteries			
2003		71	28	-
HS		81	19	0
NHS		71	29	0

(END RANDOMIZE)

71. Where do you get information about disposal of hazardous household materials? **(ACCEPT 1 RESPONSE)**

	HS	NHS	Overall
The city/county	18	18	18
Waste/Garbage disposal company	28	21	21
Internet	5	7	7
Phone book	2	3	3
Newspaper	8	9	9
Don't get any info	5	8	8
Recycling center/Company/Program	8	9	9
Mailing/Flyer/Brochure	27	16	17
On the packaging/Product label	6	2	2
TV/News	5	2	2
Utility bill/Garbage collection bill	1	5	5
Friends/Family/Word of mouth	4	7	7
School	2	4	4
Landlord/Homeowner's association	2	1	1
Don't know	1	2	2
All others	4	6	6

Now I will read you some messages that might be used in a public education campaign to convince people to help stop water pollution. Using a scale from 1 to 7 where one is not at all effective and 7 is extremely effective, please rate how effective you think this message would be in getting people to change.

… Using a scale from 1 to 7 where 1 is not at all effective and 7 is very effective please rate this message.

(RANDOMIZE Q72-Q78)

SCALE:	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Mean**
	Not at all effective						**Extremely effective**	**(DK)**	
72. Pollutants, such as mercury, contaminate fish in the Bay and then harm people who eat those fish frequently;									
Overall	4	4	8	12	19	16	35	1	**5.33**
HS	1	1	4	14	20	24	37	0	**5.72**
NHS	4	4	8	12	20	16	35	1	**5.27**
73. Storm drain pollution is illegal. You could be fined or even jailed for dumping or allowing anything other than rainwater to go down a storm drain;									
Overall	3	2	8	12	15	21	38	1	**5.55**
HS	0	1	9	8	27	21	34	0	**5.61**
NHS	3	2	8	12	15	21	39	1	**5.52**
74. The everyday actions of individuals are what cause or prevent pollution. It is up to you to make a difference;									
Overall	3	4	9	12	22	18	32	1	**5.29**
HS	1	0	8	16	25	27	24	0	**5.40**
NHS	3	4	9	12	22	17	32	1	**5.27**
75. It is not difficult to prevent pollution in the Bay. If everyone in the area would do a few small things like avoid pesticides and wash their car at a car wash, it would make a significant improvement in our long term water quality;									
Overall	3	6	7	13	27	17	27	-	**5.15**
HS	2	1	7	20	23	30	16	0	**5.16**
NHS	3	6	7	13	27	16	28	0	**5.14**
76. By protecting the watershed, creeks and the Bay, you are protecting the environment for yourself, your children and future generations;									
Overall	3	2	6	9	17	24	38	-	**5.65**
HS	1	5	12	26	27	30	0		**5.62**
NHS	3	2	6	9	17	24	39	0	**5.64**
77. We all live in a watershed, which means that water from our yards and streets flow into a creek, river or other body of water without being treated;									
Overall	6	4	8	15	24	16	24	2	**5.01**
HS	3	1	9	18	32	23	13	0	**4.95**
NHS	6	4	8	15	24	16	25	2	**4.96**
SCALE:	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**Mean**
	Not at all effective						**Extremely effective**	**(DK)**	

78. Clean water is necessary to support a healthy habitat for plants and animals;

Overall	4	4	10	15	20	13	33	-	**5.17**
HS	0	1	2	19	24	28	26	0	**5.55**
NHS	4	5	11	15	20	13	33	0	**5.14**

(END RANDOMIZE)

79. Now I'd like to ask you about landscaping and yard waste. Do you have a yard or garden?

	HS	**Not HS**	**Overall**
Yes → ask Q80	83	76	76
No → skip to Q81	17	24	24
(Don't Know/Don't Remember) → skip to Q81			

80. Do you maintain your landscaping or garden yourself?

Yes	53	70	69
No	47	30	31
Don't have yard or garden			
(Don't know)	0		

(RESUME ASKING EVERYONE)

81. Have you ever called the Watershed Watch Hotline?

Yes → ask Q82	0	0	0
No → skip to Q83	99	99	99
(Don't Know/Don't Remember) → skip to Q83	1	1	1

82. Would you rate your experience calling the Hotline as excellent, good, only fair or poor?

Excellent	-		
Good		35	35
Only fair		65	65
Poor			
(Don't Know)			

(RESUME ASKING EVERYONE)

83. Have you ever called the Household Hazardous Waste Program?

	HS	Not HS	Overall
Yes → ask Q84	5	22	21
No → skip to Q85	95	76	77
(Don't Know/Don't Remember) → skip to Q85	0	2	2

84. Would you rate your experience calling the Program as excellent, good, only fair or poor?

Excellent	0	30	29
Good	63	52	52
Only fair	14	11	11
Poor	0	5	5
(Don't Know)	22	2	3

(RESUME ASKING EVERYONE)

85. Have you ever visited the website (*watershed watch dot net*) watershedwatch.net?

Yes	5	1	1
No	95	98	98
(Don't Know)	1	1	1

86. Would you rate the quality of the watershedwatch.net website as excellent, good, only fair or poor?

Excellent		36	28
Good	100	23	40
Only fair			0
Poor			0
(Don't Know)		41	32

(RESUME ASKING EVERYONE)

Now I'd like to ask you a few questions for statistical purposes only.

87. Do you have access to the Internet either at home or at work?

Yes, Home	60	33	34
Yes, Work	1	5	5
(Yes, Both)	32	51	50
No	7	11	11
(Don't Know)	-	0	-

88. Do you have cable TV in your home?

Yes	64	75	75
No	26	19	20
(Satellite/Dish/Direct TV)	10	5	6
(Don't Know)		0	

89. Do you read the Mercury News almost every day, a few days a week, occasionally or almost never?

Almost every day	12	34	32
A few days a week	20	16	16
Occasionally	41	20	22
Almost never	27	29	29
(Don't Know)	1	1	1

(ASK Q90 IF INTERVIEW IN SPANISH, ELSE SKIP TO Q91)

90. Do you read *Nuevo Mundo* almost every day, a few days a week, occasionally or almost never?

Almost every day			
A few days a week			20
Occasionally	100	16	68
Almost never		71	13
(Don't Know)			13

(RESUME ASKING EVERYONE)

91. Do you read your neighborhood or community newspaper regularly?

Yes	42	47	47
No	58	52	53
(Don't Know)		1	1

92. Which neighborhood or community newspaper do you read regularly?

	HS	No HS	Overall
All others	26	20	20
Palo Alto Daily News/Weekly News	15	10	10
Santa Clara Papers - all mentions	5	9	9
Mountain View Voice	5	9	8
Los Altos Town Crier	2	7	7
Evergreen Times	4	6	6
San Jose Mercury News	6	6	6
Sunnyvale Sun	5	7	6
Campbell Papers - all mentions	2	5	5
Almaden Times	9	3	4
Los Gatos Daily News/Los Gatos Weekly Times	7	4	4
Willow Glen Resident	2	4	4
Don't know	6	4	4
Milpitas Post	2	3	3
San Francisco Chronicle	2	2	2
Santa Teresa Times		2	2
Blossom Valley Times/Blossom Hill Times	4	2	2
Viet Mercury	2	1	1
Cupertino Courier	3	1	1
Mountain Network News		2	1
Saratoga News	2	1	1

(RESUME ASKING EVERYONE)

93. Do you watch television programs and listen to the radio in? **(READ RESPONSES)**

Only English	85	86	86
Usually English but sometimes Spanish	6	7	7
Both Spanish and English Equally	4	3	3
Usually Spanish but sometimes English	1	1	1
Only Spanish	-	0	-
(Other language)	4	1	2
(Don't Know/Refused)	1	0	1

(IF Q5=1 SKIP TO Q102) ***(OVERALL ONLY)***

94. Do you have any children in elementary or middle school? **(n=)**

Yes	26	24	24
No	74	75	75
(Don't Know)		1	1

95. What is your marital status? Are you married, living with someone, single, separated, divorced?

	(n=539)
Married	51
Living with someone	3
Single	31
Separated	1
Divorced	8
(Widowed)	5
(Don't know/Refused)	2

96. What is the last grade you completed in school? **(n=539)**

Some grade school	1
Some high school	4
Graduated High School	15
Technical/Vocational	2
Some College	26
Graduated College	31
Graduate/Professional	20
(Other)	1
(Don't Know/Refused)	-

97. In terms of your current job status, are you employed, unemployed but looking for work, retired, a homemaker or a student? **(n=539)**

Employed	56
Unemployed	13
Retired	15
Student	6
Homemaker	8
Other	3
(Don't Know/Refused)	1
Not Employed outside the home	

98. Do you own or rent your apartment or home? **(n=539)**

Own/buying	62
Rent	35
(DK/Refused)	3

99. Do you live in a detached single family residence or a multi-unit building? **(n=539)**

Single family	66
Multi-unit	31
(Other)	2
(Don't Know)	1

100. How long have you lived in the Santa Clara Valley? **(n=539)**

(<1 yrs)	4
(1 yr)	3
(2-3 yrs)	7
(4-6 yrs)	9
(7-10 yrs)	9
(11-14 yrs)	4
(15-20 yrs)	10
(20+ yrs)	42
(Born here)	12
(Refused)	-

101. Please stop me when I read the category that includes your annual household income before taxes: less than $25,000, at least 25,000 but less than 35,000, at least 35,000 but less than 50,000, at least 50,000 but less than 75,000, at least 75,000 but less than 100,000, at least 100,000 but less than 200,000 or more than 200,000?

	(n=539)
<$25,000	12
$20,000-34,999	
$25,000-34,999	8
$35,000-49,999	11
$50,000-74,999	14
$75,000-99,999 (1991: $75k+)	15
$100,000-$200,000	21
$200,000+	4
(Don't Know)	4
(Refused)	10

(RESUME ASKING EVERYONE)

102. Would you classify yourself as African-American, white, Hispanic, Vietnamese, Chinese, Korean, Filipino, or something else:

	HS	Not HS	Overall
Afr-Amer/Black	3	3	3
White	52	58	58
Hispanic/Latin-Am	11	14	14
Asian	25	12	
Vietnamese			4
Chinese			5
Korean			-
Filipino			2
Other Asian			2
(Multiracial)			3
(Other__)	9	13	6
(Refused)			4

103. What city do you live in? **(Do not read list)**

	HS	Not HS	Overall
Campbell	2	2	2
Cupertino	7	3	3
Los Altos	1	2	2
Los Altos Hills	2	0	-
Los Gatos	2	2	2
Milpitas	6	4	4
Monte Soreno	2	0	-
Mountain View	5	5	5
Palo Alto	59	4	4
San Jose	4	60	60
Santa Clara	1		7
Saratoga	9	2	2
Sunnyvale	1	9	9
Unincorporated Santa Clara County		1	1

What is your age? **(READ CODES IF NECESSARY)**

	HS	Not HS	Overall
15-17	88		5
18-19	12	3	3
20-24		9	9
25-29		11	11
30-34		13	12
35-39		12	12
40-44		11	11
45-49		9	9
50-54		8	8
55-59		6	6
60-64		5	4
65+		11	10
(REFUSED)		1	1

THANK YOU!

APPENDIX C: MEDIA & NON-MEDIA PARTNER REPORT

METHODOLOGY

Below are key findings from 13 surveys completed by media and non-media partners of the Santa Clara Valley Urban Runoff Pollution Prevention Program's Watershed Watch media and public awareness campaign (The Campaign). Of the 13 surveys, 5 are from media partners, and 8 are from non-media partners. The questionnaire with results follows the key findings.

KEY FINDINGS

Overall, media and non-media partners have favorable impressions of the Watershed Watch campaign.

- Media partners give positive ratings to Watershed Watch's advertisements and materials. Non-media partners also rate the Campaign's activities and materials positively.
- Three out of five media partners rate the Campaign's advertisements as effective (2 rating very effective/1 somewhat effective) with two saying they don't know. Six out of eight non-media partners rate the Campaign's materials and activities as effective (2 very effective/4 somewhat effective) and two say they don't know.
- Nearly all media and non-media partners give either excellent or good ratings to the Campaign for the job it does promoting its goals.
- Increasing the number of partners (9 responses) is the most popular suggestion for improving the effectiveness of Campaign activities and materials in order to meet its goals. Using a prominent spokesperson (6 responses) and increasing advertising and publicity of activities (4 responses) were slightly less popular.
- In an open-ended follow up question, respondents suggested that the Campaign should continue to foster its existing media and non-media relationships, maintain its current activities, and increase its visibility through the media by using a prominent spokesperson or mascot.
- Nearly all non-media partners say The Campaign provides enough information about its activities, and only one says it does not.
- All media partners say they carry advertisements for other environmental groups. Two say that the Campaign's ads are better than the other ads, one says they are worse, and the other two say they are about the same.
- Most of the non-media partners say their organization should have the same amount of input for determining the activities and materials used by the Campaign.
- Five non-media partners say they spend the right amount of time distributing campaign materials, and three say they spend too little time.
- Media and non-media partners can name positive benefits from partnering with the Campaign.

Santa Clara Valley
Urban Runoff Pollution Prevention Program
(SCVURPPP)

September – October 2003

Total completed surveys: 13 (Media partners: 5; Non-media partners: 8)

Hello, the ***Santa Clara Valley Urban Runoff Pollution Prevention Program (SCVURPPP)*** is conducting a survey to get your feedback on ***Watershed Watch***, its media and public awareness campaign. Please complete the survey and email a copy to our independent researcher at surveys@evansmcdonough.com. Thank you for partnering with Watershed Watch!

For each of the following, please place an **(X)** for the response that best describes your experience as a Watershed Watch partner:

All responses reported in counts, not percentages.

1. How would you rate the **overall quality** of the activities and materials used by Watershed Watch?

	Non media
Excellent	4
Good	3
Only Fair	
Poor	
Don't Know	1

1. **(MEDIA)**: How would you rate the **overall quality** of the advertisements and materials used by Watershed Watch?

	Media
Excellent	1
Good	4
Only Fair	
Poor	
Don't Know	

2. How **effective** are Watershed Watch activities and materials at conveying its message(s)?

	Non media
Very effective	2
Somewhat effective	4
Not very effective	
Not at all effective	
Don't Know	2

2. **(MEDIA)** How **effective** are Watershed Watch advertisements and materials at conveying its message(s)?

	Media
Very effective	2
Somewhat effective	1
Not very effective	
Not at all effective	
Don't Know	2

Please rate the job Watershed Watch is doing in promoting each of the following goals. **(ASKED IDENTICALLY TO MEDIA AND NON MEDIA PARTNERS)**

3. Educate the community about the definition of a watershed

	Media	**Non media**	**Total**
Excellent	3	3	**6**
Good	2	3	**5**
Only Fair		1	**1**
Poor			
Don't Know		1	**1**

4. Encourage behaviors that protect, preserve, and restore the watershed

	Media	**Non media**	**Total**
Excellent	3	4	**7**
Good	2	2	**4**
Only Fair		1	**1**
Poor		1	**1**
Don't Know			

5. Inform audiences about the impacts of improper disposal of contaminants

	Media	**Non media**	**Total**
Excellent		3	**3**
Good	5	3	**8**
Only Fair			**1**
Poor			
Don't Know		1	**1**

6. Inform audiences that daily indoor or daily outdoor activities impact our watershed

	Media	Non media	Total
Excellent	2	2	**4**
Good	3	3	**6**
Only Fair		2	**2**
Poor			
Don't Know		1	**1**

7. What can Watershed Watch do to make activities and materials more **effective** to meet its **goals**? **(Check all that apply)**

	Media	Non media	Total
Increase advertising and publicity of activities	2	2	**4**
Increase the number of partners	4	5	**9**
Improve the overall quality of their materials		2	**2**
Use a prominent spokesperson	2	4	**6**
Don't Know		1	**1**

8. How can Watershed Watch improve the effectiveness of partnerships to help meet its goals?
(ASKED IDENTICALLY TO MEDIA AND NON MEDIA PARTNERS)

Continuing to work on encouraging partners to collaborate better by incorporating them in more effectively with the watershed watch kit and the programs under the watershed watch campaign. Another suggestion would be to host an annual meeting of all of the partners to see how we can help each other out better, and work together more effectively.
Work through and support schools.
By keeping its media partners informed about its programs and fostering media/community events throughout the campaign.
Keep California Beautiful is preparing a power point presentation and creating a speakers bureau in order to educate folks outside the San Diego area. They are requesting our input into the presentation and asking for names of people willing to be included in the speakers bureau. They anticipate that the presentation will be requested by rotary clubs, schools, newspapers, other community groups, etc...They would appreciate receiving all Watershed Watch campaign materials so they can incorporate the information into their power point presentation.
Provide more details for distribution. Meet the newsletter deadline (20th of each month) so they can publish more information about Watershed Watch. Provide longer turn-around times.
Have a spokesperson or mascot that is available to make appearances at community events to create more of an impact than just brochures. Also, have some logoed items with the message that will remain in the home such as magnets, flyswatters, something that might attach to a hose bib, etc
Continue to educate the public
KFOX/Sharks radio sponsorship; tie in with radio station booths at more events; tip oriented commercials. Improve the radio jingle-some people think it's a turn off.
Throughout time, choosing the right spokesperson, has proven to be an effective component in "spreading your message". Downside: very costly

9. Does Watershed Watch provide your organization with enough information about its activities?

	Non media
Yes, enough information	6
No, not enough information	1
Don't know	1

9 **(MEDIA)** Do other environmental groups advertise with your media organization?

	Media
Yes, others advertise	5
No, others do not advertise	
Don't Know	

10. What level of input do you think your organization should have for determining the activities and materials used by Watershed Watch?

	Non media
More input	
Same amount of input	6
Don't Know	2

10. **(MEDIA)** How do Watershed Watch materials compare to other environmental issue materials? Are they better, worse, or about the same as other environmental groups materials?

	Media
Better	2
Worse	1
About the same	2
Don't know	

11. Thinking about the time spent distributing Watershed Watch materials, does your organization spend too much, too little, or the right amount of time distributing Watershed Watch materials?

	Non media
Too much time	
Too little time	3
Right amount of time	5
Don't Know	

11. **(MEDIA)** What value or benefit does your organization receive by being a Watershed Watch Partner? Please include any other comments or suggestions.

"Win-win" situation. WW conveys its message and our listeners reap the benefits of info. That relates directly to their personal habits. The station thusly performs a public service.
It allows us to offer our listeners valuable information and promote a cleaner safer environment.
This is a great community service for the local radio stations. Might want to consider younger audiences (KCNC 104.9 OR KSJO92 OR KYLD SF) as well since 18-30 somethings should be aware of these issues as they are the future carrying the torch 10-20 years from now.

12. What value or benefit does your organization receive by being a Watershed Watch partner? Please include any other comments or suggestions.

Our organization receives many benefits from this campaign. Some suggestions for other improvements include, to increase awareness of programs offered in the South Bay, to help increase usage and visitation. It would also be nice if people could do more with the pledge cards in the watershed watch kits so people can be more involved (i.e. connect them to more local resources). In addition it would be beneficial to create garden kits to pass out to citizens in the South Bay, to encourage active IPM.
Support existing goals of BioSITE program
Benefit from gaining knowledge of what is happening in other communities. They have a statewide 800 number and can do a better job of referring folks when they are aware of programs like Watershed Watch.
Feeling that they are doing more for the community. Helping to preserve and protect the watershed. Helping to maintain the quality of the watershed. More partners would help spread the word.
We are a community newspaper and our readers like to be informed and educated on anything that effects their families as well as their environment. It's a different type of ad because it's not promoting a business but instead the welfare of something that is very critical in everyone's life.
Bonafante Gardens was not an active partner. The partnership was based on donation of tickets. They feel the theme/mission is a good match, but felt they had limited involvement. They want to continue the partnership and are willing to donate tickets in the future. Lizz did not want her answers to provide negative input for the campaign. She was just not that familiar with the materials and activities.
The use of bus billboards are a good bang for the buck! I see them each time I drive home - many impressions per driver. They are best placed on the rear of the bus vs the sides. What do you receive discounts on when using the Watershed Watch discount card? It would be helpful to list them on the card. I keep one in my wallet, but I have no idea what to use it for.
They successfully educate the public about proper management of products with hazardous constituents.

Thank you very much for taking time to respond. Your input is very valuable.