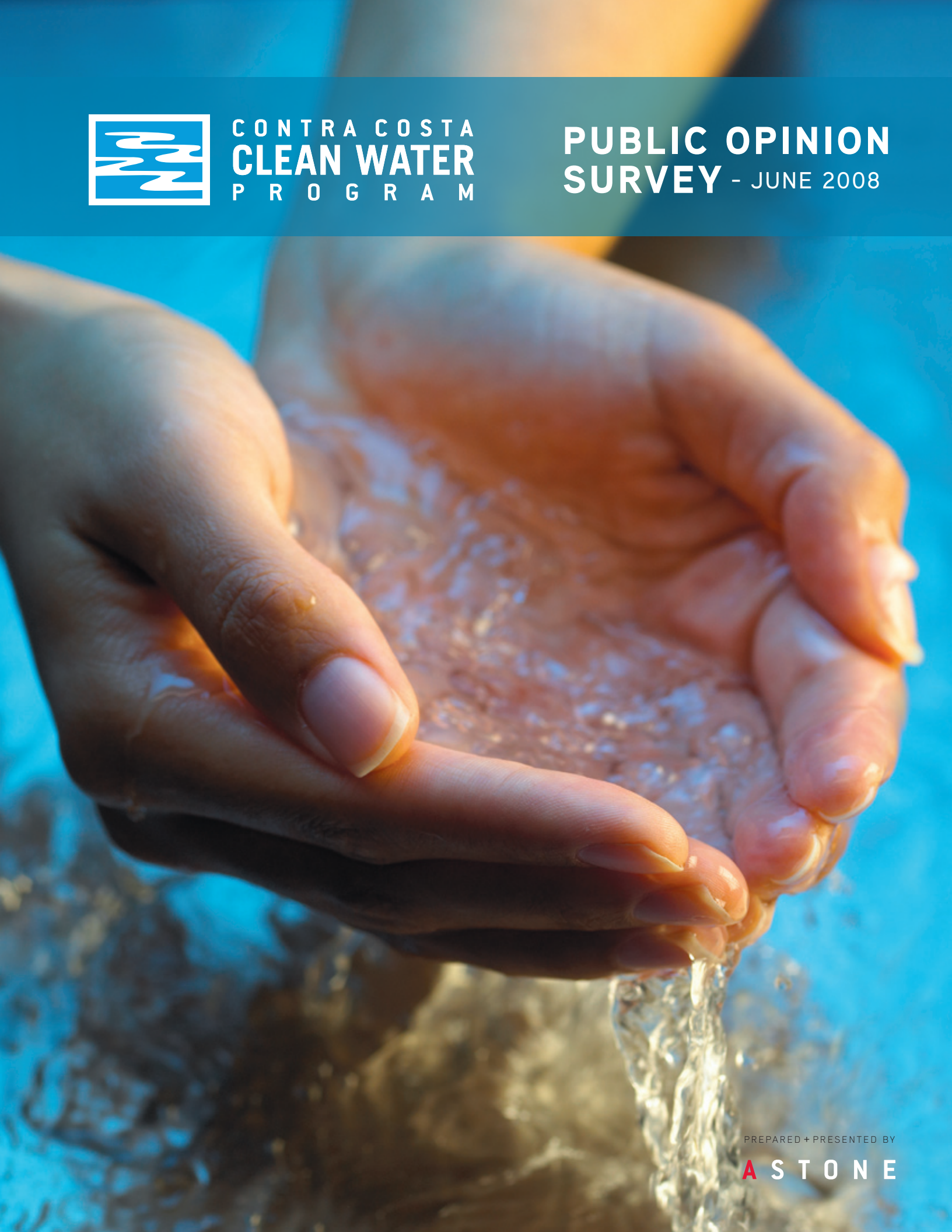
CONTRA COSTA
CLEAN WATER
PROGRAM

PUBLIC OPINION SURVEY - JUNE 2008



PREPARED + PRESENTED BY

ASTONE

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EXECUTIVE SUMMARY

Purpose

The purpose of this study was to provide the Contra Costa Clean Water Program Public Education and Industrial Outreach (PEIO) Committee with information about public attitudes, perceptions and behaviors that would be helpful in the continuing development and implementation of its outreach efforts.

Statistically reliable research has been conducted over a seven-year period. In 2000, a public opinion survey was implemented to establish a baseline measurement of public attitudes and behaviors towards stormwater issues. The significant findings and recommendations of that study are identified in the 2000 Contra Costa Clean Water Program Public Opinion Survey.

This study was implemented to measure changes in public awareness and actions. The research provided is statistically reliable in that all samples are within a 1 and 5 percent variance. Therefore, conclusions can be drawn as to similarities and changes in the attitudes and opinions of area residents concerning water conservation, water pollution, water awareness and pollution prevention behaviors.

This public opinion survey report presents detailed study methods, the questionnaire, data summary charts, data cross tabulations, verbatim responses and the principal conclusions of the survey

Content

More specifically, the survey provides information about the following issues:

1. Perceptions about the relative seriousness of environmental problems: water, air, transportation, growth and open space.
2. Knowledge of water bodies near respondents' homes.
3. Understanding of major contributors to water pollution.
4. Awareness of storm drains and storm drain system.
5. Disposal practices fertilizers, pesticides and other pollutants.
6. Disposal practices of cell phones, batteries and electronic waste.
7. Understanding of the litter problem in Contra Costa County.
8. Willingness to participate in pollution prevention practices.
9. Level of awareness and understanding of stormwater pollution prevention messages.
10. Willingness to support tax increases for stormwater pollution programs.
11. Level of awareness of the Program and its taglines.

Methodology

ASTONE (DBA Panagraph Inc.) collaborated with the PEIO Committee to update the interview questionnaire. A questionnaire was prepared and approved with revisions and several new questions.

ASTONE retained the services of Nichols Research, a Computer-Assisted Telephone Interviewing (CATI) facility, to implement the actual phone interviews with their computer-based tabulation system. The residential telephone numbers were drawn from a random digit dial sample to assure that customers with unlisted phone numbers could be included in the sample. Participant responses were entered directly into the computer while the interview was being conducted. The use of CATI software as a research tool significantly reduces sampling errors. All interviewers were trained by an experienced data collection supervisor and were monitored by an on-site supervisor during the entire course of the study.

Four hundred 12-15 minute interviews were conducted in May of 2008 to residents 18 years or older. A pre-test survey was conducted for the study to determine the effectiveness of the questionnaire in measuring the critical variables of the study. The pre-test showed that no changes were necessary.

1. Sample Rationale

ASTONE determined that the "random" method of sampling would be the most appropriate population from which to draw the sample for this study. The completed interviews represent a population sample of the entire county with cross tabulation tables prepared for the four Counties.

2. Reliability

A reliability criterion of .01 and .05, or 99 and 95 percent was utilized for this project. This level of reliability indicates significant findings that are both one percent and five percent chance, or less, that the statistical differences reported in the study are due to measurement error. Maintaining adequate reliability was the rationale for the number of interviews conducted.

3. Sample Stratification

To ensure the most representative sample of the county as possible, the sample was stratified by establishing quotas for specific geographic Counties and specified demographic variables, such as gender, age and ethnicity.

4. Sample Demographics

The sample demographics were reflective of the population of Contra Costa County. A complete listing of demographics can be found in Appendix A.

5. Frequencies and Cross Tabulations

Frequencies represent the exact number of times each response was given and the percentage of all responses to a particular question represented by that number. In simple terms, frequencies tell us how many times, and what percentage of the time, respondents gave specific responses.

Cross tabulation tables tell us how many times, and in what percentage of the time, a particular demographic group gave specific responses.

Fluctuations in cross tabulation analysis that are at the 99 percent confidence level are considered significant in this report. This means that only those groups that have a different opinion at the "highest" level, 99 percent, are mentioned in the report. These categories, or data cells, are indicated in the cross tabulation tables by uppercase letters (99% confidence level) or lower case letters (95% confidence level), which are of lower significance. These confidence levels have improved by 4%-5% from previous studies.

2007-2008 "At a Glance"

Public opinion surveys are conducted regularly and top of mind awareness can be affected by external influences such as social, political or global issues. Many times, life-changing events may overshadow environmental concerns, possibly affecting the publics' perception and awareness of the environment. Some of the top news stories for 2007-2008 are:

- On November 7, 2007 there was an oil spill in the Bay Area that affected beaches, wildlife and the environment. There was a significant amount of broadcast and print news coverage regarding this unfortunate incident.
- Dead birds washed up on the shores of Richardson Bay in Marin County. Experts believed it was due to a possible sewage spill.
- The nation is in an economic crisis and real estate downturn as affected homeowners nationwide.
- There have been ongoing reports in Bay Area papers regarding pharmaceuticals making it through sewage treatment plants into local waterways. Although there is currently no evidence of this having an effect on human health, they are looking at the effects of pharmaceuticals on fish and other aquatic life.
- Gas prices have continued to soar throughout California and the nation. Gas prices are currently over $4.50 per gallon. This is over a dollar more per gallon than this time last year. Disposable income continues to diminish to cover the cost of gasoline.

Principal Findings

Environmental Problems

- The environmental problems considered most serious in Contra Costa County were *Water Pollution*, *Growth, Transportation, Climate Change and Air Pollution* respectively. This differs significantly in ranking from the 2007 in which residents ranked the issues as follows; *Air Pollution*, *Water Pollution*, *Transportation*, *Growth* and *Open Space* respectively

- *Water Pollution* is the primary concern for homeowners, residents over 40, African Americans and those who have lived in the area less than one year or more than five years.

Water Bodies near Respondents' Home

- The majority of the population is aware of the surrounding bodies of water.

- Respondents were much more likely to answer that all water was important than in previous years.

- When asked for the reason why the identified body of water was personally important to them, respondents noted *recreation*, *nature* and *water supply*.

Water Quality

- Residents continue to indicate that the water quality of local water bodies falls somewhere between *Moderately Clean* and *Moderately Dirty*; however, there was a significant increase in those that said the water was *Moderately Dirty and Very Clean*.

Sources of Pollution

- In response to an unaided question respondents identified *Oil Refineries* as the primary cause for making the water dirty; however, there was a significant decrease in responses by 12-14% from previous years.

- Residents noted runoff as a source of pollution with a significant increase from 5% in 2007 to 14% in 2008.

Awareness of Storm Drains in Neighborhoods

- Residents continue to be highly aware of the presence of storm drains in their neighborhoods although there was a decrease from 2007. [2008: 82%; 2007: 86%]

- Residents are aware that water travels to bodies of water untreated; however confusion still remains.

- Although nearly half of the residents agree that the storm drain system and sewer system have different underground pipe systems, just as many residents responded that they don't know.

- When the statement was made about water being treated to remove pollutants, 35% correctly disagreed (8% fewer than in 2007). Over a third didn't know.

Household and E-waste Product Disposal

- More residents are taking their fluorescent bulbs to a *Household Hazardous Waste Facility* than in previous years. Significantly fewer residents are putting bulbs in the *Trash* [2006: 38%; 2008: 23%]
- Residents who use mercury thermometers were more likely to dispose of it at the *Household Hazardous Waste Facility*, or *recycle* it.

- Forty percent of respondents stated that they take their household batteries to the *Household Hazardous Waste Facility* and 15% stated that they *recycle* them. Fewer residents mentioned they are putting them in the *Trash*.

- Two-thirds of respondents dispose of their computers and televisions at the *Household Hazardous Waste Facility* or take it to an *E-waste Event.*

- A large number of respondents mentioned that they disposed of fertilizers or pesticides at a *Household Hazardous Waste Facility.*

Litter

- The large majority of residents see litter as a problem whether it is *Major* or *Minor.* Those living in West and East County were more likely to say litter is a *Major* problem. Those from South County and males the most likely to say litter was a *Minor* problem.

- African Americans, Asians and residents 18-29 years old were more likely to admit to *Rarely* littering.

- Respondents stated they were more likely to litter *scraps of paper* and *gum or gum wrappers*.

- The majority of respondents said they *never litter*. Only 3% admitted sometimes.

- Residents responded that the *belief that littering is wrong, mandatory clean up* and/or a *fine* would keep them from littering.

Advertisements

- There was an increase in respondents that remembered advertisements on stormwater pollution from previous years. [2008: 36%; 2007: 31%; 2006: 24%]

- There was a significant increase in respondents that said they saw information on the *Television* and in the *mail* or *bill inserts* as compared to 2007.

Program Awareness and Themes

- There was a slight (not significant) decrease in awareness of the Contra Costa Clean Water Program.

- Of those that answered that they had heard of "Water is Life" or "Healthy Environment, Healthy Economy or Healthy People" many respondents mentioned words used in the outreach and taglines.

Pollution Prevention

- Residents reported that they are most likely to engage in actions that promote reduction in stormwater pollution via individual measures, such as *Recycling*, *Not Dumping Pollutants* directly into storm drains, keeping their *Vehicle Tuned* and *Leak Free* and taking their pollutants to a *Disposal Site*.

- Residents continue to be likely to *Dispose of Trash and Cigarettes Properly* or *Participate in Community Events*.

Funding for Stormwater Programs

- Residents are *Very Willing* to pay more than the current $30 for programs that will assure improvements with drinking water and the environment and for recycling programs in their area.

- Although the *Not Willing* category was low, resident are least likely to pay additional taxes for storm water inspection and education programs.

- The majority of residents (78%) are *Very Willing* to pay $10-$14 more per year for a stormwater tax increase. This in encouraging since in 2007, residents were only *Willing*.

- Nearly half of the respondents were willing to support a 3% yearly annual inflation adjustment on stormwater taxes.

Recommendations

The following recommendations are made as a result of the 2008 Contra Costa Clean Water Program Public Opinion Survey:

1) Continue to promote an understanding among Contra Costa County residents that the environment can be protected and improved directly through changes in their individual behaviors. Empower residents to take personal action to address stormwater pollution.

2) Due to a difficult economic time, promote the benefit of saving money as a primary reason to not litter and protect the environment.

3) Residents knowledge remains the same when it comes to understanding runoff and stormwater and how runoff flows directly to the environment *untreated*. Continuing to educate the public though campaigns and outreach will continue to strengthen the message and the concept of water being untreated. Additionally, consider linking the drinking water/water supply importance to stormwater runoff to further grab the attention of residents.

4) Entice residents with outreach that connects water pollution with growth and transportation to get their attention.

5) "New media" outreach tools such as blogs, "you tube" type websites, social and business networking sites continue to be highly effective forms of communication. These internet type public relations efforts reach a larger percentage of younger residents such as teens and college students, as well as young professionals. Consider a "New media" campaign in the upcoming year to extend the education to a very important audience.

6) Actively support and collaborate with household hazardous waste education efforts.

7) Continue to brand the Program through watershed awareness to gain further trust from the public. This trust is necessary for greater behavioral changes for current and future pollutants of concern.

8) Create a new campaign focused on litter and other proper disposal practices while maintaining the branding of the Program.

9) Implement public relations outreach efforts that reach residents through press releases and articles. Outreach to the media and "pitch" targeted stories that support the messages used in the public outreach campaign. Specifically, select a familiar pollutant to residents that is found in the water.

10) Develop public/private partnerships to educate residents on targeted pollutants to extend the stormwater message.

SIGNIFICANT FINDINGS OF THE SURVEY

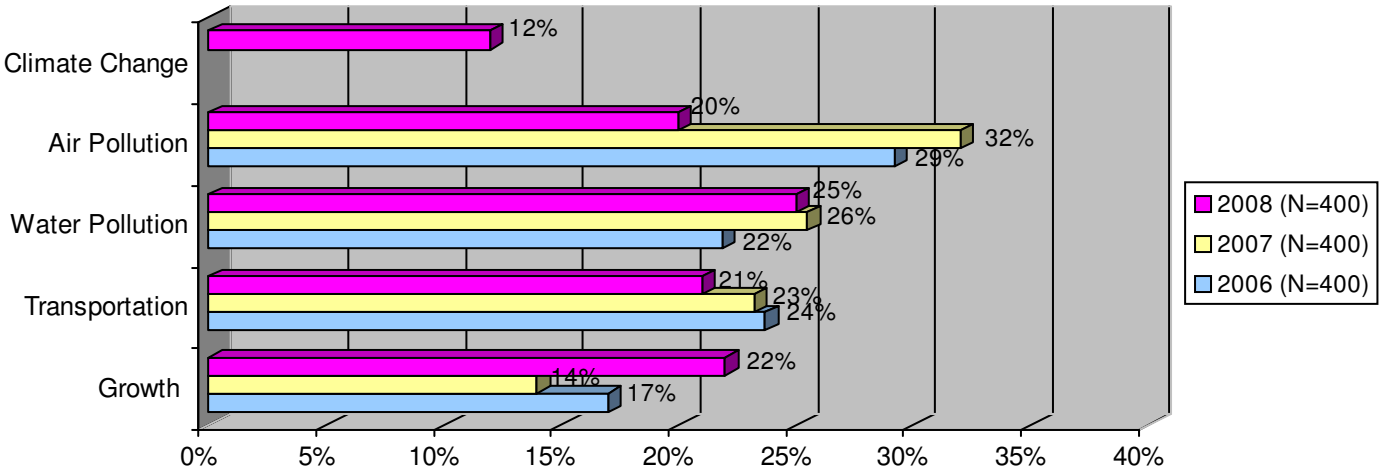
1. Environmental Problems

When asked about the most serious environmental problems facing Contra Costa County, *Air Pollution* has been perceived as the most serious problem for the past five years in a row, with 32% of respondents citing it as the number one issue in 2007. This year, however, *Water Pollution* (25%) became the primary concern, followed by *Growth* (22%), *Transportation* (21%), then *Air Pollution* (20%), with *Climate Change* (12%) being the least concerning. These findings show that there have been changes in the perceptions of residents in terms of the most serious environmental issues. Of note, the 4 primary concerns are within 5 percentage points of each other. Those in the West County feel that *Air Pollution* is the most serious problem by as much as 10% more than the other regions, and they consider *Growth* the least serious problem by 13-15% more than the other regions.

The statistically significant cross tabulations include the following:

- Males feel *Transportation* is the most serious environmental problem (12% more than females do), while (as in 2007) woman select *Air Pollution* more than men. Respondents with less than High School education also rate transportation the highest (41%).
- Homeowners and residents 40+ years of age select *Water Pollution* and *Growth* as the most serious problem, while renters choose *Air Pollution* and feel that *Growth* (35%) and *Climate Change* (39%) are the least serious.
- Those who have lived in the area less than one year feel that *Water Pollution* is the primary concern, as do those who have lived in the area 5-10 years.
- Caucasians are evenly split between *Water Pollution* (23%) and *Growth* (22%), while African Americans feel even stronger about *Water Pollution* (38%) and *Air Pollution* (30%).
- The lower the household income and education, the less important *Growth* becomes as the most serious issue, but the more that *Air* and *Water Pollution* is.
- Respondents 39 or younger feel that *Water Pollution* is the most serious, while rating *Growth* and *Air Pollution* much lower. Likewise, those who are 65+ years old do not consider *Air Pollution* the most serious environmental problem.
- Of the 87 respondents that select *Growth* as the most serious, only 23 have seen advertisement regarding water pollution.

Table 1. "Most Serious" Environmental Problem in Contra Costa County



	Most Serious	2nd Most Serious	3rd Most Serious	4th Most Serious	5th Most Serious
Water Pollution	**25%**	25%	20%	20%	9%
Growth	22%	13%	23%	17%	25%
Transportation	21%	22%	16%	**23%**	17%
Air Pollution	20%	**28%**	**24%**	20%	7%
Climate Change	12%	11%	16%	19%	**42%**
Refused/NA/DK	1%	1%	2%	2%	2%

NOTE: *Open space* was replaced with *Climate Change* in this years study.

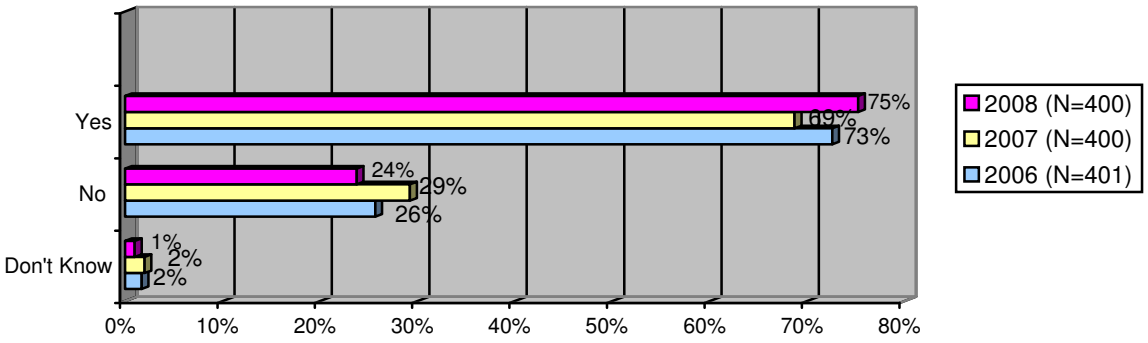
2. Awareness of Water Bodies Near Home

Most respondents (76%) indicate that there are water bodies such as creeks, rivers, reservoirs, lakes or bays near their home, compared to 69% last year; with those in the East and West being most aware. This overall finding demonstrates that residents continue to be highly aware of their surroundings and are more so than they were in 2006 and 2007. (In 2006 the awareness was slightly less than in 2007.) Those in the Central County are least likely to be aware of bodies of water; 65% compared to 75-81% in the other regions.

The statistically significant cross tabulations include the following:

- Residents who have lived in the area longer (5+ years) are more aware of bodies of water, as are Post Graduates.

Table 2. Water Bodies near Home



- Hispanics are less aware than Caucasians and African Americans.

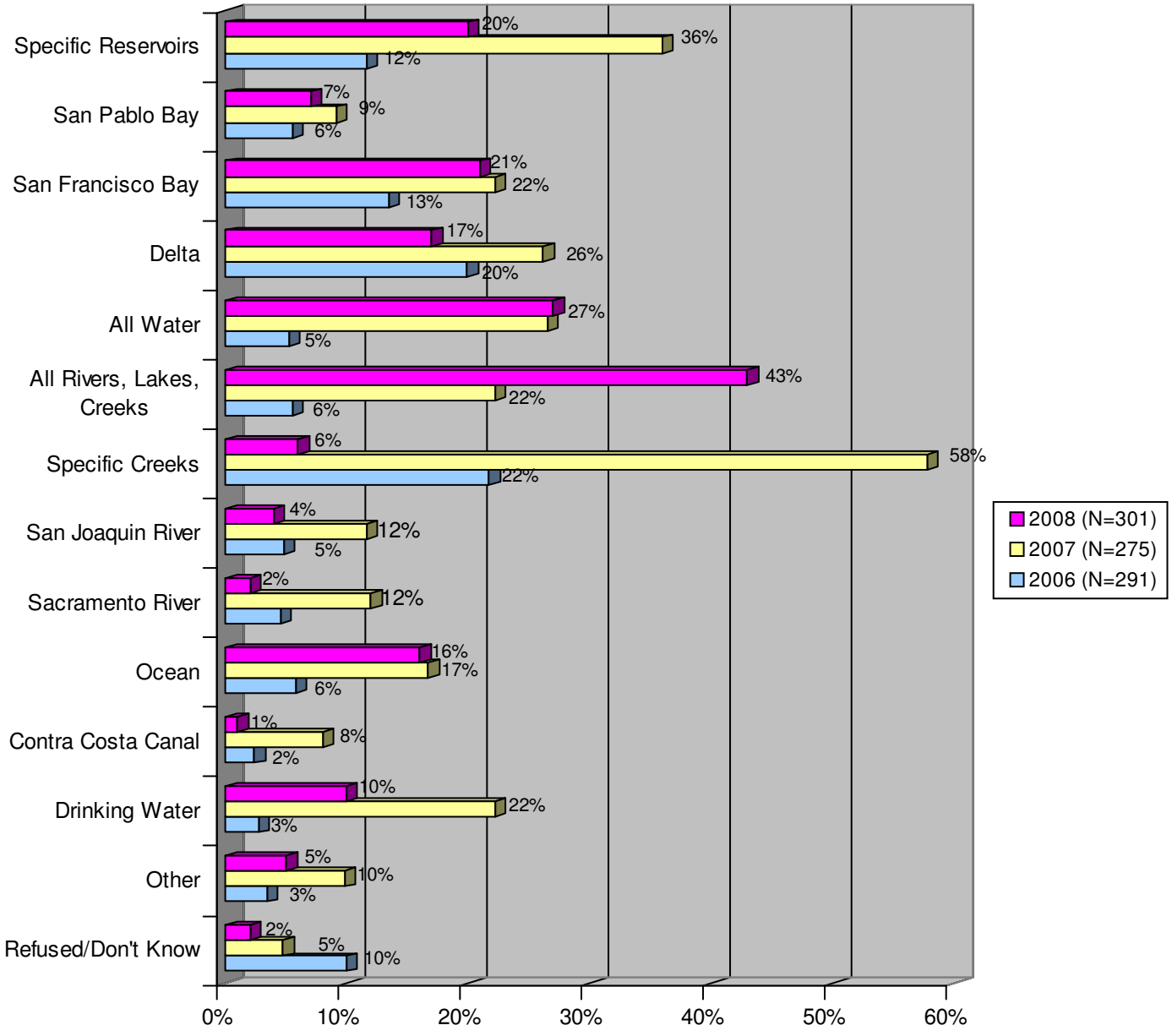
3A. Important Bodies of Water

The residents who were aware of bodies of water near their home were then asked to name all of the water bodies important to them. Respondents most frequently mention *All Rivers/Lakes/Creeks* (43%) and *All Water* (27%), compared to 2007 when *Specific Creeks* was the primary response (58%), followed by the *Delta* (26%). No other bodies of waters rate higher than 20%.

- Those in the West are more likely to be aware of *Pacific Ocean*, *San Francisco Bay*, *San Pablo Bay*, and are the more likely to feel *Our Drinking Water* is important.
- Those in the East are more likely to be aware of *Delta* and *San Joaquin River* and, in fact, are the only residents to mention *San Joaquin River*.
- Those in the Central are more likely to be aware of *Alhambra Creek*, *Delta*, and *All Rivers/Lakes/Creeks*.
- Those in the South are more likely to be aware of smaller bodies of water such as *Briones Reservoir*, *Lafayette Reservoir*, *San Ramon Creek*, and other *Specific Creeks*.
- When looking at specific bodies of water, almost all demographics mention *San Francisco Bay and Delta* most often. High School graduates mention *Delta* most often, while Post Graduates mention it less; those with lower education (High School graduates or less) mention *San Francisco Bay* the least, as do 50-59 year olds.

- Those with the lowest income level feel much more strongly that *All Water* is important (44%), as do those with less than High School education (47%); 30-39 year olds mention it the least (12%).
- Post Graduates do not feel that *All Rivers/Lakes/Creeks* are important (17%), nor do 65+ year olds; 30-39 year olds mention it most (42%).
- Fifty (50%) of Hispanics feel that *All Rivers/Lakes/Creeks* are important.

Table 3A. Important Bodies of Water by Percent of Total Responses

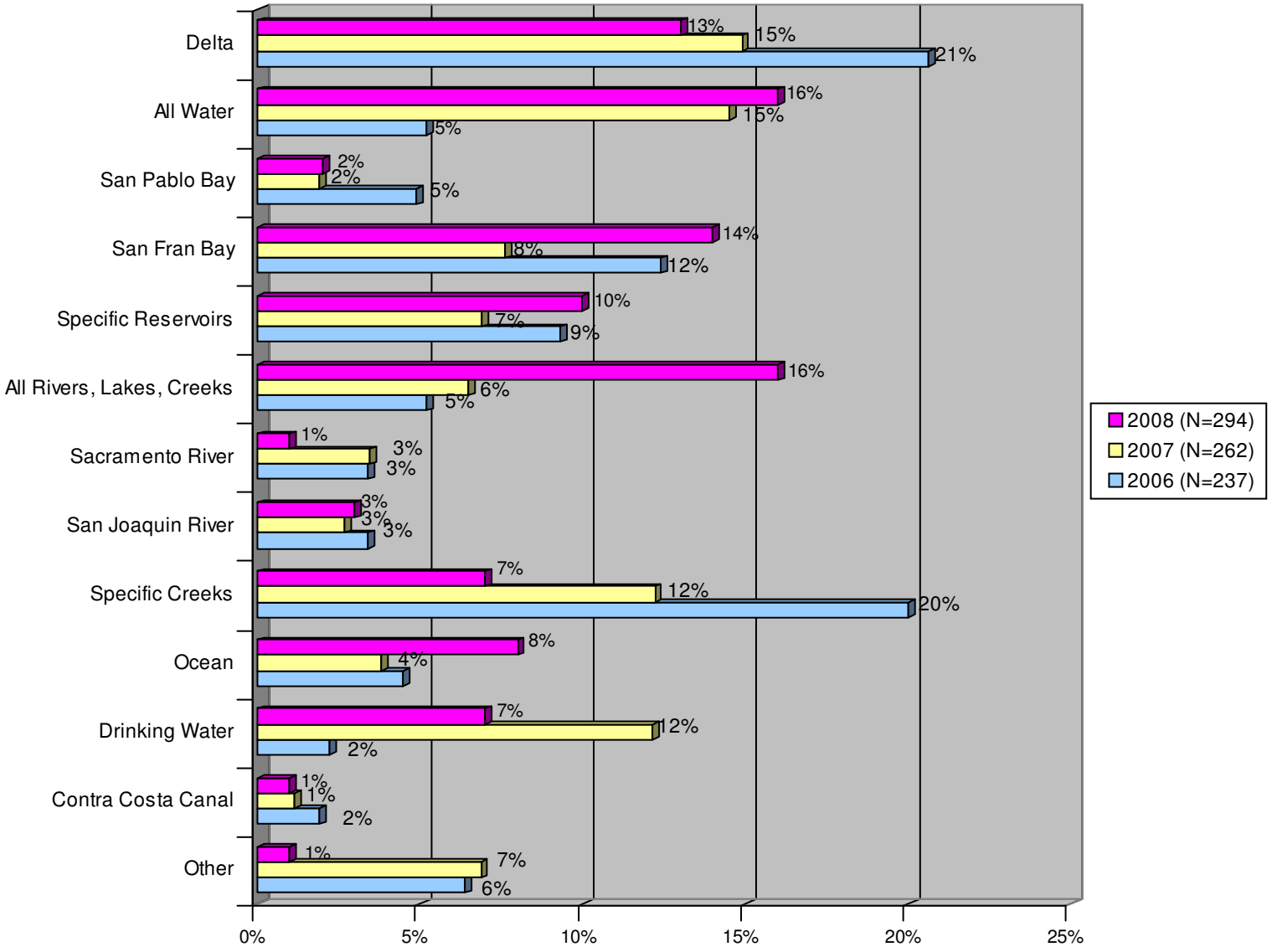


3B. Most Important Body of Water

When asked what body of water was most important from those previously named, respondents were very mixed with their choice and the percentages really evened out across most of the bodies of water. *All Rivers/Lakes/Creeks* is the most important (16% in 2008 vs. 6% in 2007) and *All Water* is the second most important (16%). In 2007, *Delta* (15%) and *Specific Creeks* (12%) were most important. The *Delta* still remains important to 13% of residents and *San Francisco Bay* is more important by 4% than in 2007.

- Lower educated respondents and those 50-59 years old mention *San Francisco Bay* as the most important body of water, but 30-39 year olds mention it even more. (Twenty-nine [29%] of residents who are 30-39 years old also strongly believe *All Rivers/Lakes/Creeks* are most important.)
- High School Graduates mention *Delta* (29%), as the second most important body of water, while only 7% of 65+ year olds mention it.
- Residents with Less Than High School education consider *All Water* important, as well as those who are Post Graduates; 30-39 year olds (3%) barely mention it and it is not mentioned at all as important by those 29 or younger.

Table 3B. Most Important Body of Water

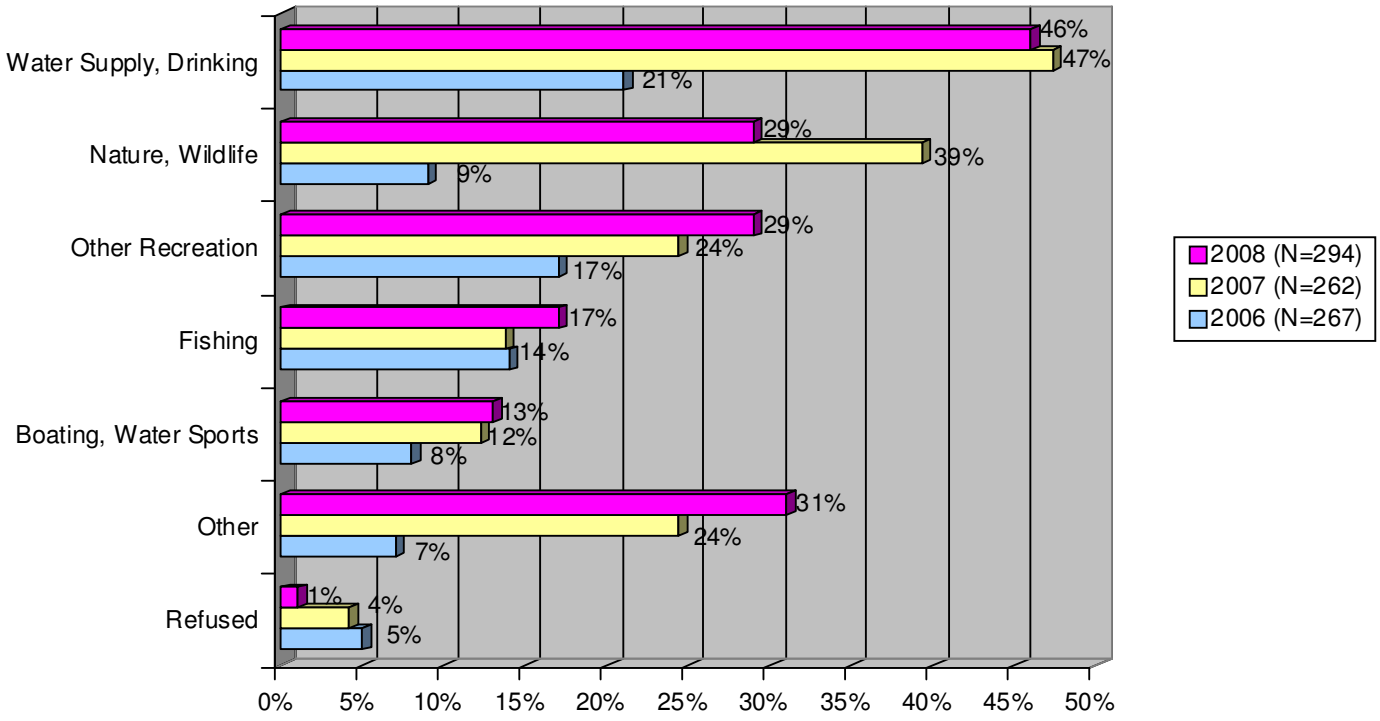


3C. Reasons the Body of Water Is Personally Important

As in 2007, when asked why the body of water they selected is most important to them, the top three responses are all non-recreational related, although *Recreation* was a very close fourth choice: 46% indicate *Water Supply/Drinking* (virtually no change from 2007; 47%), 29% because of *Nature/Wildlife* (a 10% decrease over 2007; 39%), and 31% *Other* (which in 2007 primarily related to proximity to respondent's homes, and in 2008 has a much more varying response, including *Source of Food Related*, *Ecosystem Related*, and *General Environmental Issues*).

- The most significant recreational response is *Sightseeing* (11%), although it is closely followed by *Fishing by Boat* (10%), which was the most significant response in 2007 at 11%.
- Lower educated respondents are much more likely to cite *Fishing/Boat* (24%) as why a body of water is important to them compared to other education levels, as are 18-29 year olds (38%).
- Those with lower education are much more likely to consider *Water Supply/Drinking* the main reason water is important (average for Vocational/Tech and lower combined is 56%); 30-39 year olds mention it less than any other age group (26%).
- *Wildlife Observation* is most important to those with a higher education and to residents who are 40-59 years old.

Table 3C. Why Is This Body of Water Important?



4. Water Quality

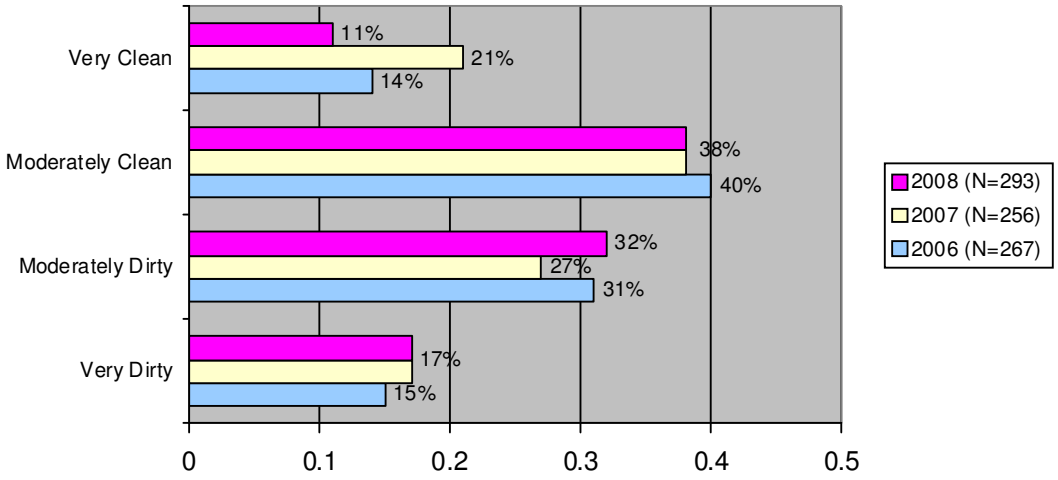
Almost half of respondents (49%) feel the body of water most important to them is either *Very Clean* or *Moderately Clean*, compared to 59% in 2007 and 54% in 2006. This indicates that residents feel that the water most important to them isn't as clean as in years past. The Central (56% *Very/Moderate combined*) and South (63% *Very/Moderate combined*) regions feel more positive about the perceived cleanliness of water than do those in the West (41% *Very/Moderate combined*) or East (38% *Very/Moderate combined*). As in 2007, the South County stands out as having more residents who feel the water is *Very Clean* (23%), in comparison to the next closest; West (10%).

The statistically significant cross tabulations include the following:

- Males are 16% more likely to feel that the body of water most important to them is *Moderately Clean* than are females, while females are 9% more likely to state *Very Dirty* when asked the same thing. Likewise, College Graduates (52%) and residents 18-29 and 40-49 years old are most likely to mention *Moderately Clean*, and Post Graduates (26%) are least likely.

- Renters select *Moderately Dirty* (40%) most, while Homeowners choose *Moderately Clean* by the same percentage (40%). This category (*Moderately Dirty*) is a prominent selection by those with less than a High School education and 30-39 year olds.
- African Americans and Hispanics are not willing to state *Very Clean*, but have the highest response rate for *Moderately Clean* (54-55%). Residents who are 18-49 also have a very low response rate for *Very Clean* (0-6%).
- Those with a $200K+ household income (26%) and <$15K income (17%) are the only categories that believe *Very Clean* more than 8%.
- Households with less than $30K income also rate *Very Dirty* significantly higher than others (28-33%), as do 30-49 year olds and High School graduates, although interesting, none of the 17 Less than High School graduates mention *Very Dirty*.

Table 4. Would you say that the most important one is very clean, moderately clean, moderately dirty, or very dirty?



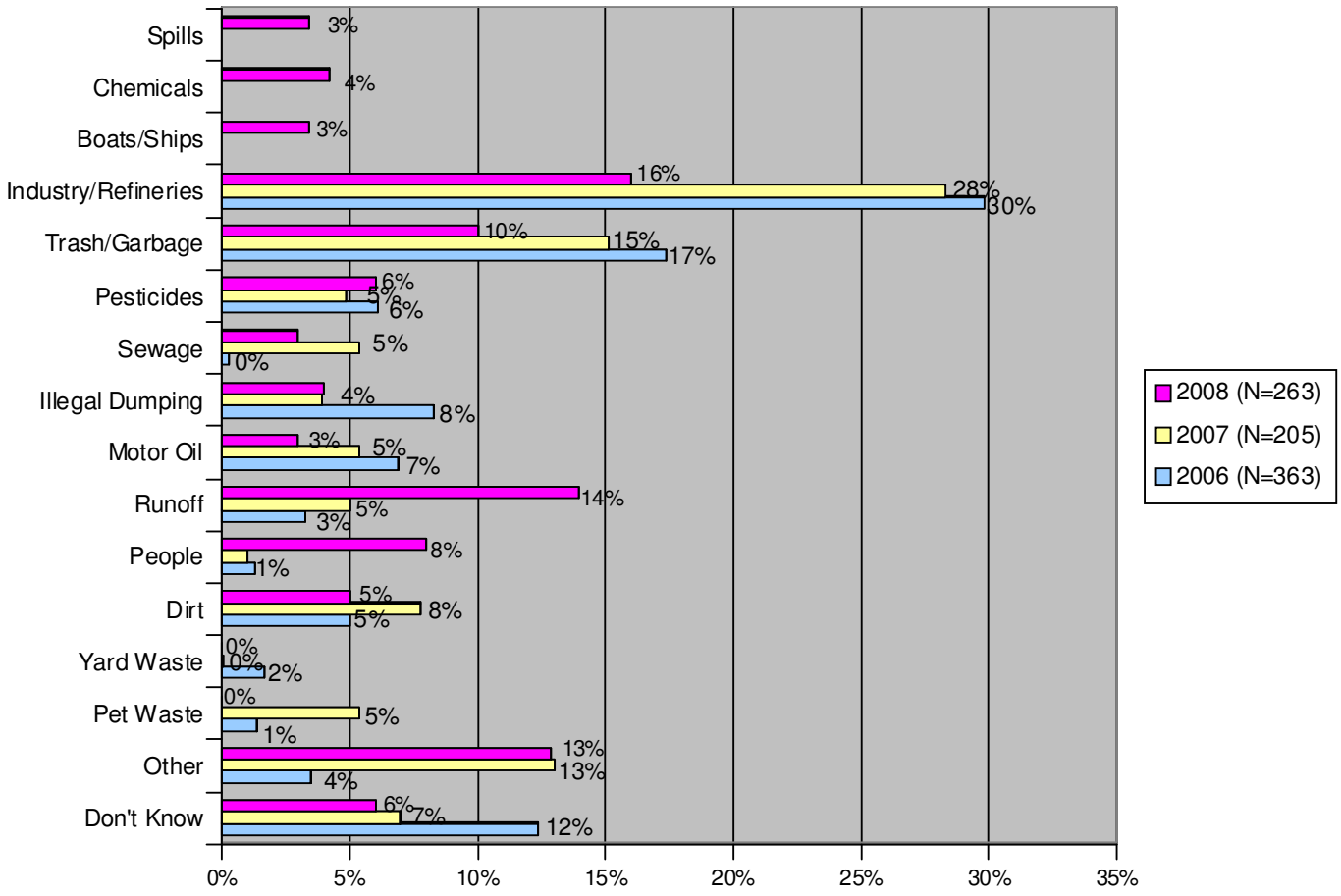
5. Pollutants Causing Dirty Water

Respondents who evaluated the body of water near their home to be most important to them as *Moderately Clean*, *Moderately Dirty*, or *Very Dirty*, were asked what pollutant is causing their water to be dirty. This was tracked by first response, then by all responses.

While *Other* responses outnumber all listed responses (24%) when looking at 'first responses', similarly to the previous year's surveys, *Industry/Refineries* (16%) is the single primary cause, although by a much lower percentage than in 2007 (28%). For the first time, *Runoff* was the second most unaided response (14%), compared to *Trash/Garbage* at 15% last year. The most common *Other* responses include causes surrounding *Chemicals*, *Oil Spills*, and *Ships*.

It's important to note that residents in the West and East provided more pollutants (after their first response) than did those in the Central or South. (57 West respondents provided more than 1 pollutant and 42 in the East, while only 20 in the Central and 23 in the South did.)

Table 5. What Pollutant Is Making the Water Dirty?



The statistically significant cross tabulations include the following:

- As in 2007, South County residents choose *Discharge from Industry/Refineries* significantly less that the other three regions. Those in the West (29%) believe it by 13-24% more than the other regions.
- Respondents in Central and South County mention *Runoff* more than those in the West or East.
- Residents in each of the four lower income groups (less than $60K cumulatively) feel that *Discharge From Industry/Refineries* is the primary cause by a much higher percentage than all other income groups (24-33%), as do renters (26%) in comparison to Homeowners (14%), and lower educated respondents.
- Those specifically with <$15K household income choose *Trash/Garbage* by 11% more than the average; Less than High School graduates mention it 23% more than average, and 18-29 year olds mention it 17% more than average.
- Caucasians are the only primary ethnicity to mention *Runoff* (19%); Homeowners cite and more educated residents also mention it more, while 18-29 year olds mention it less.

6. Pollution Contributors

Respondents were then asked to rate various contributors to water pollution according to how much they contributed to pollution: *A Lot*, *Some*, *Little* or *Not at all*. The contributors include business offices, manufacturing businesses, residents, commercial businesses, oil refineries, streets/highways/freeways and medical/dental facilities.

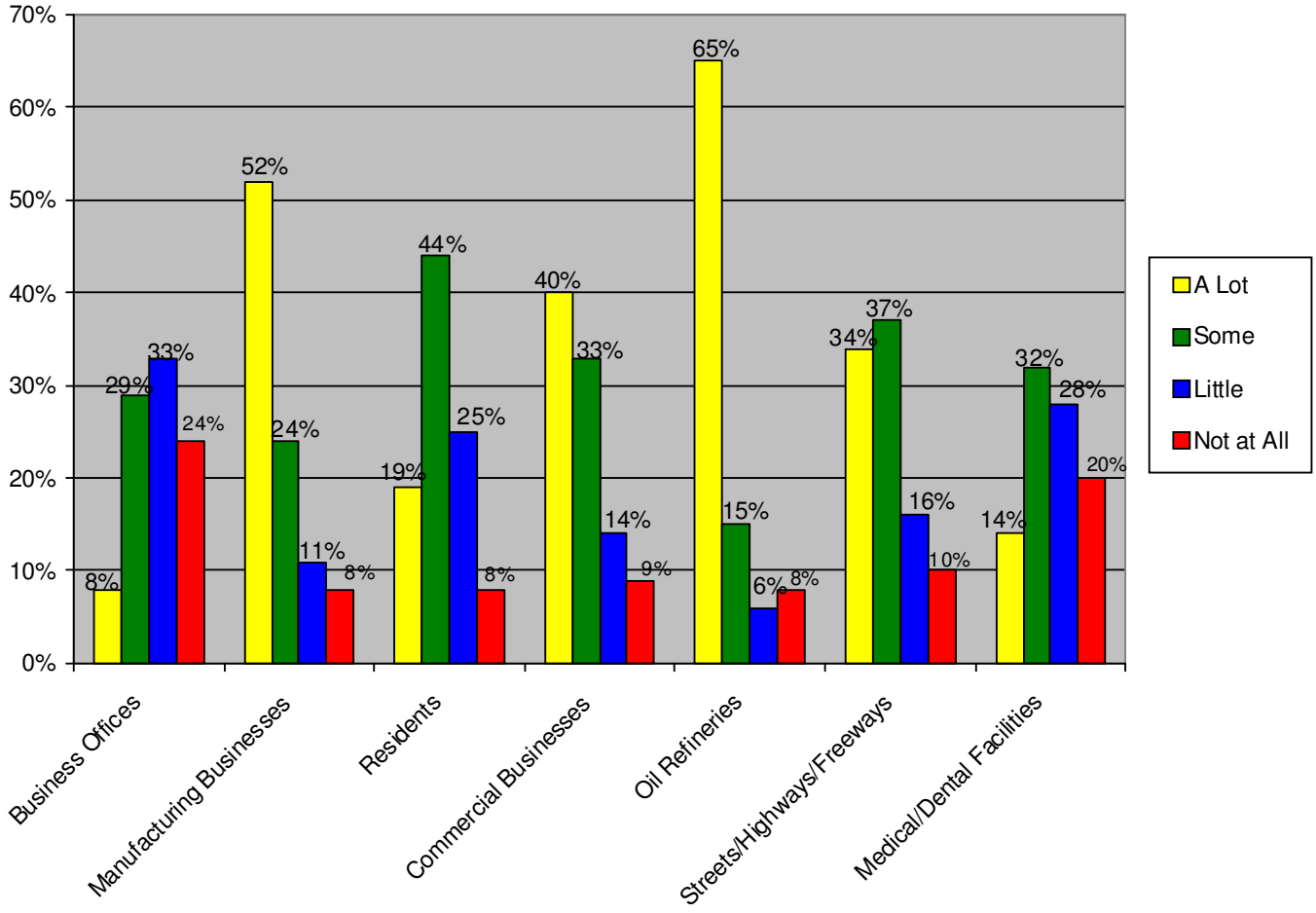
More than half (65%) of respondents indicate that *Oil Refineries* contribute *A Lot* to water pollution, a decrease of 9% in comparison to the 2007 study, and a decrease of 5% to 2006. Just over half of the respondents (52%) also feel that *Manufacturing Businesses* contributes *A Lot.* Only 14% of respondents feel that *Oil Refineries* contribute a *Little* or *Not at All* to water pollution. When looking at top box only (*A Lot*), *Business Offices* (8%) and *Medical/Dental Offices* (14%) have the fewest responses and are consider the least of the offenders.

The statistically significant cross tabulations include the following:

- West County residents are by far the most opinionated when it comes to pollution contributors, while South is the least educated in this area. When combining *all* of the *Refused/Don't Know* responses for the listed 7 contributors, there are only 6 *Don't Know* responses from the West, with 28 from the East, 43 from the Central, and 68 from the South.
- Respondents from the South feel less strongly than any other region that *Oil Refiners* are a big contributor (*A Lot* or *Some*) by 14-22%, and less strongly that Manufacturing Businesses are a big contributor by 8-12%.

- Renters, those who have lived in the area for less than one year, 18-29 year olds and females are more likely to state that Business Offices pollute *Some*; homeowners and males are more likely to feel *Little*, African Americans (47%), Less than High School graduates (36%) and Post Graduates (42%) feel *Not at All*.
- Residents with lower income (<$15K) feel much more strongly that Manufacturing Businesses contribute *A Lot* (74%), as do renters (62% vs. 50% Homeowners), 18-29 year olds (71% vs. 52% average) and those with Some College (64%), while those who have lived in the area less than one year select *Some* by 41% (17% more than the average).
- Renters are 10% more likely to state that Residents pollute *Some*, in comparison to Homeowners; 18-49 year olds are more likely to believe *A Lot*.
- Those with <$15K household income and residents who have lived in the area for 1-3 years state that Commercial Businesses pollutes *A Lot*, while males provide this response 9% less than females and 65+ year olds cited it as *A* Lot 15% less than any other age group. Lower educated respondents have the highest response of *Little*.
- Females, renters, those with <$15K household income, lower educated, 18-29 year olds and African Americans are more likely to state that Oil Refineries pollute *A Lot*; Post graduates indicate *Not at All* by a much larger percentage than other education levels (24% vs. 8% average).
- Caucasians, females and those that have lived in the County for less than one year are most likely to say that Streets and Highways contribute *Some* to water pollution; Less than High School graduates and 30-39 year olds cite *Not at All* more than other education and age ranges.
- Residents who are 18-29 years old state that Medical/Dental Facilities contribute *A Lot* (24% vs. 14% average), as do Less than High School graduates by the same percentage.

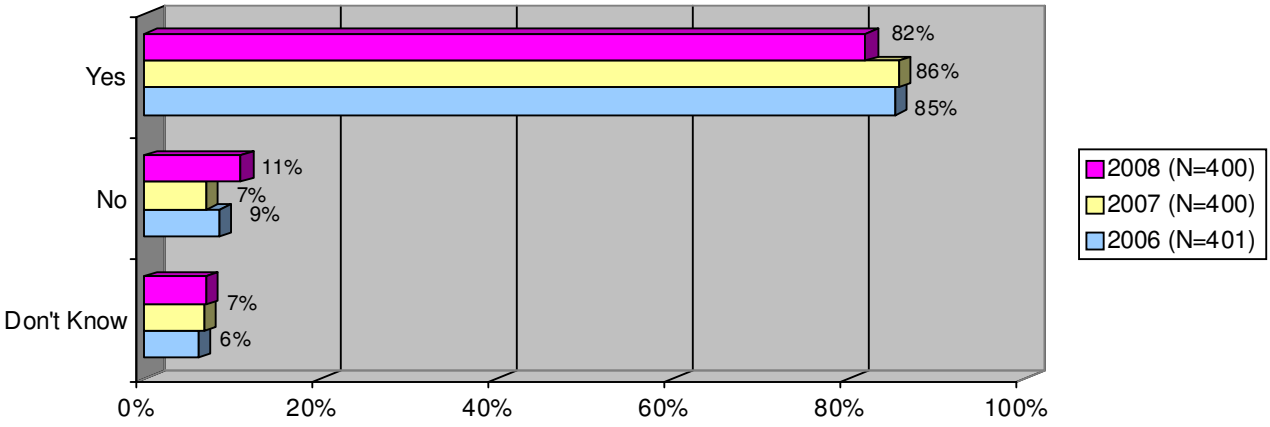
Table 6. Water Pollution Contributors, 2008 (N=400)



7. Storm Drains in Neighborhood

As in past years, the majority of respondents (82% in 2008 vs. 86% in 2007)) state that there are storm drains in their neighborhood. Responses are consistent across the 4 regions with 11% stating there are no drains in their neighborhood, and 7% indicating that they don't know.

Table 7. Do you have stormdrains in your neighborhood?



8. Where the Contents of the Storm Drains Go

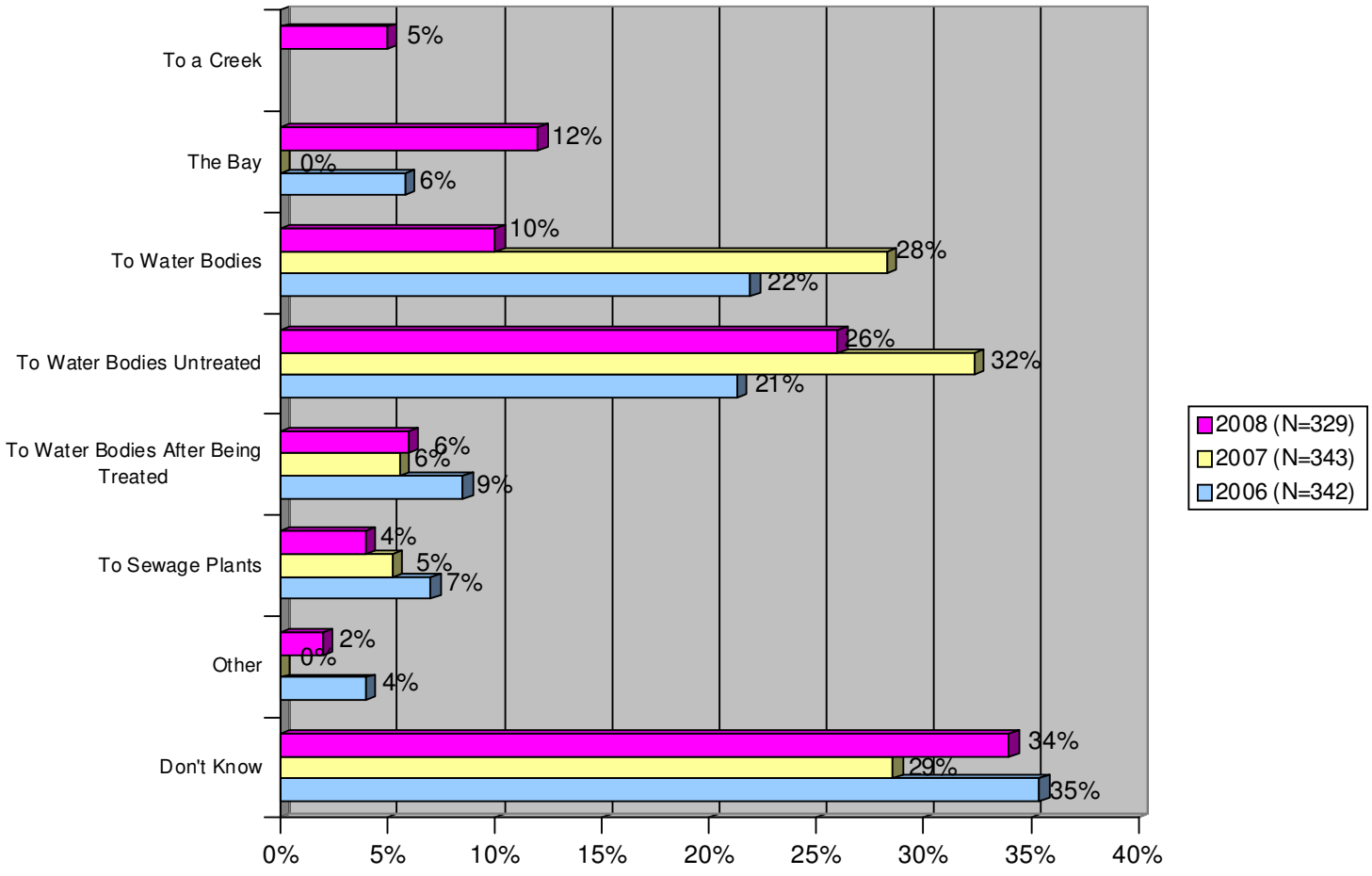
The 329 respondents (82%) who answer *Yes* to whether or not there are storm drains in the neighborhoods are also asked about where the contents of these storm drains go. As in years prior to 2007, respondents again respond *Don't Know* most (34%). The second highest choice is *To Water Bodies Without Being Treated* (26%). The two most common *Other* responses are *Oceans* and *Canals*.

The statistically significant cross tabulations include the following:

- The West County residents make up the highest percentage (44%) of residents who indicate *To Water Bodies Without Being Treated*.
- South respondents have the highest *Don't Know* (41%) and have a much higher number of people choose *Creek* than any other region.
- Respondents who have lived in their current residence for 1-3 years are more likely to state W*ater Bodies Without Being Treated*, while 50-59 year olds provide this response least (19% vs. 26% average).
- Females *Don't Know* (39%) where contents of storm drains go more often than males (27%), and 40-49 year olds state *Don't Know* less than other age groups (22% vs. 34% average).
- Although *Creek* is only cited by 5% of the base, it is interesting to note that a high percentage of that response is from residents with Post Graduate work (15% vs. 5% average).

NOTE: *To a Creek*, *To the Delta*, *Don't Know*, and *Other* were added to the table in 2008. They were coded, if possible, from all 'other' responses.

Table 8. Where do the contents of storm drains go?



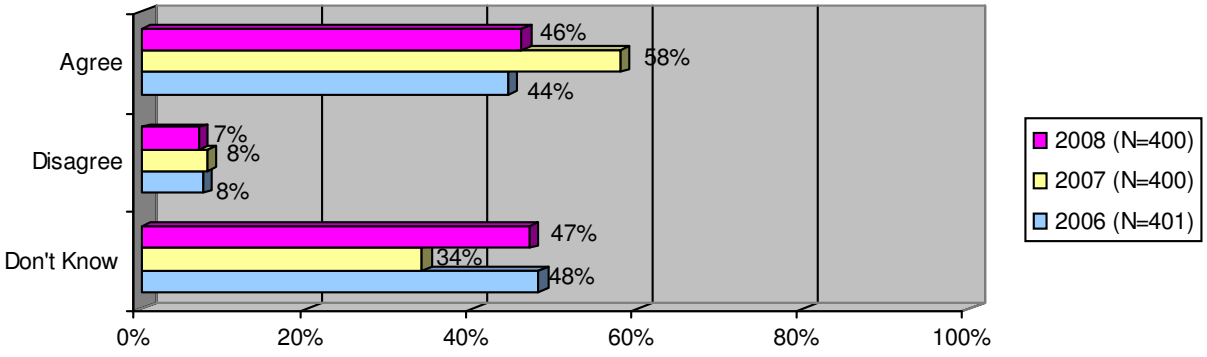
9A. Contra Costa County's Storm Drain and Sewer System

When asked if the storm drain and sewer system had different underground pipe systems, almost half of the respondents correctly agreed (46%), in comparison to 58% in 2007, making the response more in line with that of 2006. Even more residents state *Don't Know* this year (47%) than last year (34%), with only 7% stating *Disagree*.

The statistically significant cross tabulations include the following:

- Those in the Central are more in agreement with this statement.
- Hispanics *Disagree* with the statement by 17% more than the average for all ethnicities combined.
- Respondents with Less than High School education and those 30-39 years old are less likely to cite *Agree*, however, both of these segments also have the highest percentage of *Don't Know* responses.
- The majority of residents who *Agree* have seen or heard water pollution advertisement. Of the 47% who *Don't Know*, 66% have not seen or heard advertisement.

Table 9a. Storm drain and sewer systems have different underground pipe systems.



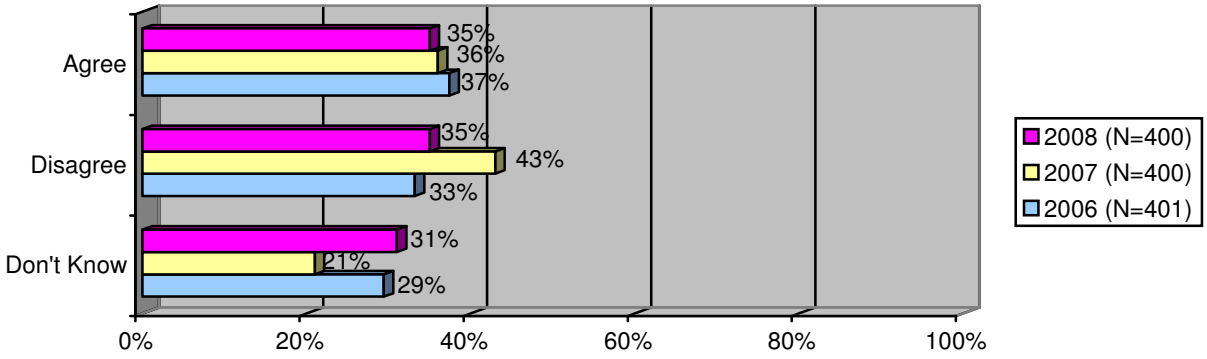
9B. Water goes to a Treatment Plant to Remove Pollutants

When respondents were asked if stormwater was sent to a treatment plant to remove pollutants, the same exact number/percentage agree that disagree (139 respondents/35% of the base of 400), while almost one-third (31%) state *Don't Know*. This indicates a drop in awareness of 8% from 2007.

The statistically significant cross tabulations include the following:

- Renters, Hispanics, those with lower education levels and 18-29 year olds incorrectly state *Agree* to this statement the most.

Table 9B. Water and other substances go to a treatment plant to remove pollutants.



10. Disposal Methods for Mercury Thermometers

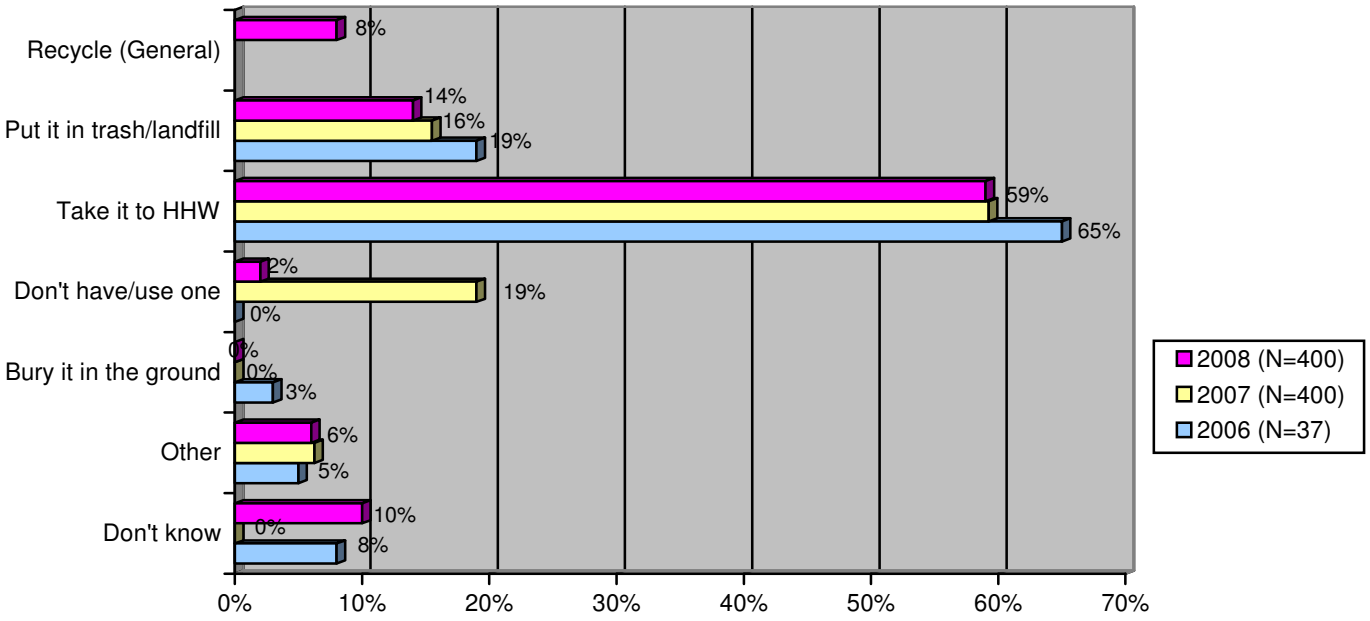
Respondents were asked how they would dispose of a mercury thermometer. The same exact percentage of residents (59%) claim to dispose of them by taking them to a *Household Hazardous Waste Facility* as did in 2007. Only 2% indicate *Don't Have or Use One*, a decline of 17% from one year ago. Another 14% *Put in the Trash/Landfill*. Of the 33 *Other* responses, there are several responses regarding *calling someone (unspecified) to find out how/where to dispose*, *going online,* and *calling the city*.

The statistically significant cross tabulations include the following:

- Residents with lower education level and 18-29 year olds are more likely to *Put it in the Trash/Landfill* but residents in the South are least likely to state this (9%).
- Caucasians take it to a *Household Hazardous Waste Facility*, as well as residents with a higher education level.
- More educated respondents are less likely to respond *Don't Know*, as are 18-59 year olds.
- Of the 59% who choose *Hazardous Waste Facility*, 67% have seen or heard advertisement.

Please note that this question was asked in a different manner in 2007 than 2006 and was originally used as a follow up question. Therefore, in 2006, the 37 respondents were ones that stated "yes" to having a mercury thermometer. In the 2007-2008 survey, all respondents were asked this question and could have skewed the results. *Recycle (General)* and *Refused* were added in 2008 from 'other' responses.

Table 10. How would you normally dispose of a mercury thermometer?



11. Disposal Methods for Fluorescent Bulbs

Respondents were asked how they normally dispose of fluorescent bulbs. Forty-three (43%) of respondents dispose of fluorescent light bulbs by taking them to a *Household Hazardous Waste Facility* (a 7% increase from 2007), while 23% put them in the *Trash/Landfill*. Of the 400 respondents, 23 provide *Other* responses which include *give them to somebody else to dispose of, take to work/recycling program, or call someone to ask where/how to dispose of them*.

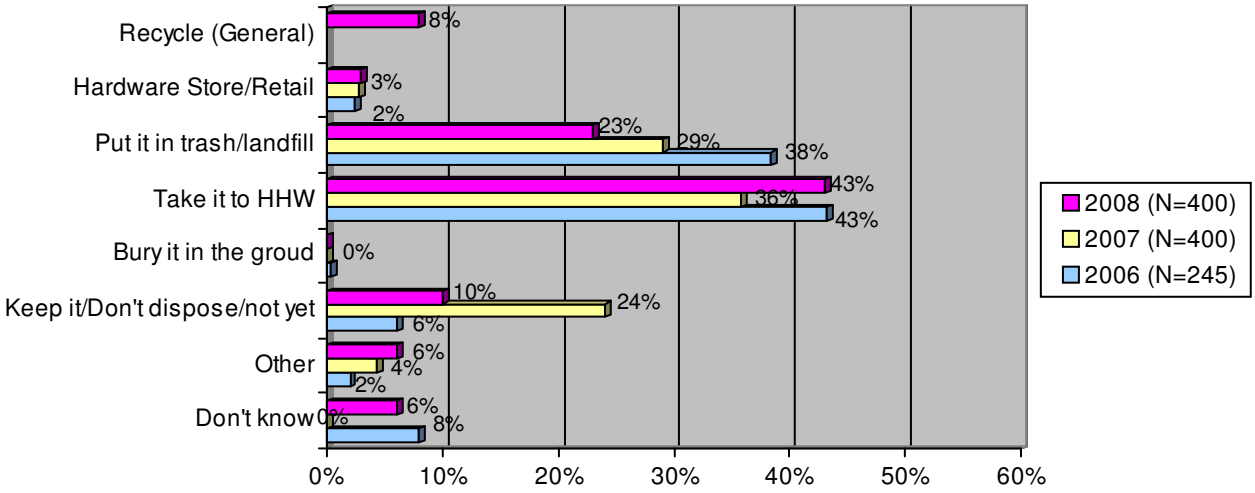
The statistically significant cross tabulations include the following:

- Central has the highest percentage of respondents who dispose via a *Hazardous Waste Facility* (49%), while the West has the least (34%).
- West has the highest percentage of respondents who *Never Had/Don't Use*.
- Of the 43% who take it to a *Hazardous Waste Facility*, 51% have seen advertisement.
- Caucasians, Homeowners, and residents who have lived in their current home for 3+ years are the most likely to dispose of fluorescent bulbs by *Hazardous Waste Facility*.

- African Americans state *Never Had/Don't Use* 11% more than the average response rate.
- Non-Caucasians *Recycle/General* much more than Caucasians.

Please note that this question was asked in a different manner from 2006 and was originally used as a follow up question. Therefore, in 2006, the 245 respondents were those that stated "yes" to having fluorescent bulbs. In the 2007-2008 survey, all respondents were asked this question and could have skewed the results. Also, in 2008, *Refused* and *Recycle (General)* were added based on 'other' responses.

Table 11. How do you normally dispose of fluorescent light bulbs?



12. Disposal of Household Batteries

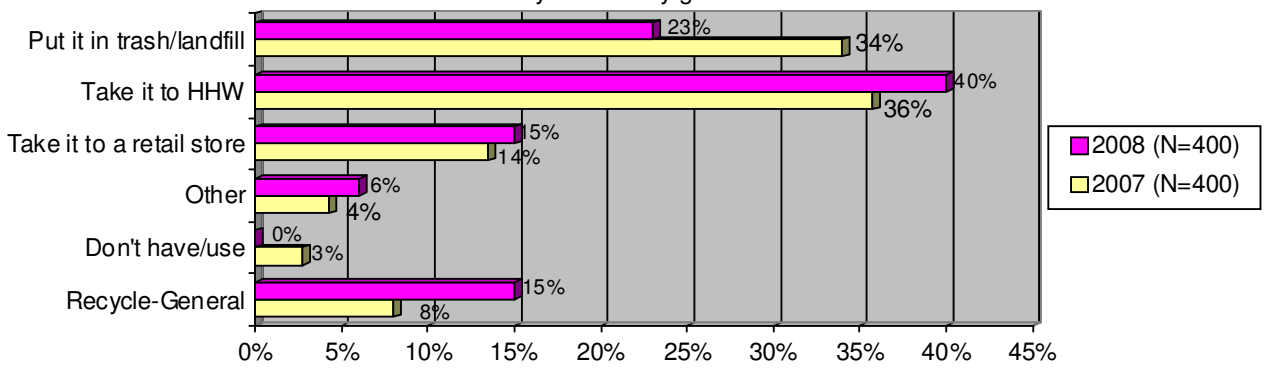
Respondents were asked how they dispose of household batteries. In 2007, over a third (36%) of respondents dispose of household batteries by taking them to a *Household Hazardous Waste Facility*; in 2008 that increased to 40%. The next closest disposal method is *Trash/Landfill* (23%), followed by 15% who *Take to Retail Store* and 15% who *Recycle/General*. Other responses include *Give to Someone Else to Dispose Of* and *Investigate How/Where to Dispose*.

The statistically significant cross tabulations include the following:

- South County residents dispose of their batteries through *Retail Stores* by 15-22% more than the other three regions.
- African Americans are much more likely to *Put it in the Trash* (44% vs. 23% average) and are much less likely to *Recycle/General* (6%). Renters (35%), those who have lived in their current residence for less than one year (32%), lower income households and respondents with lower education levels are also more likely to dispose of batteries via this method.

- Respondents who have lived in there current home for more than 3 years cite *Household Hazardous Waste Facility* more than those who are newer residents; 18-29 year olds (24% vs. 40% average) are the least likely to dispose via this method.
- Almost half (49%) of the 160 respondents who chose *Household Hazardous Waste Facility* are aware of advertising regarding water pollution.

Table 12. How do you normally get rid of household batteries?



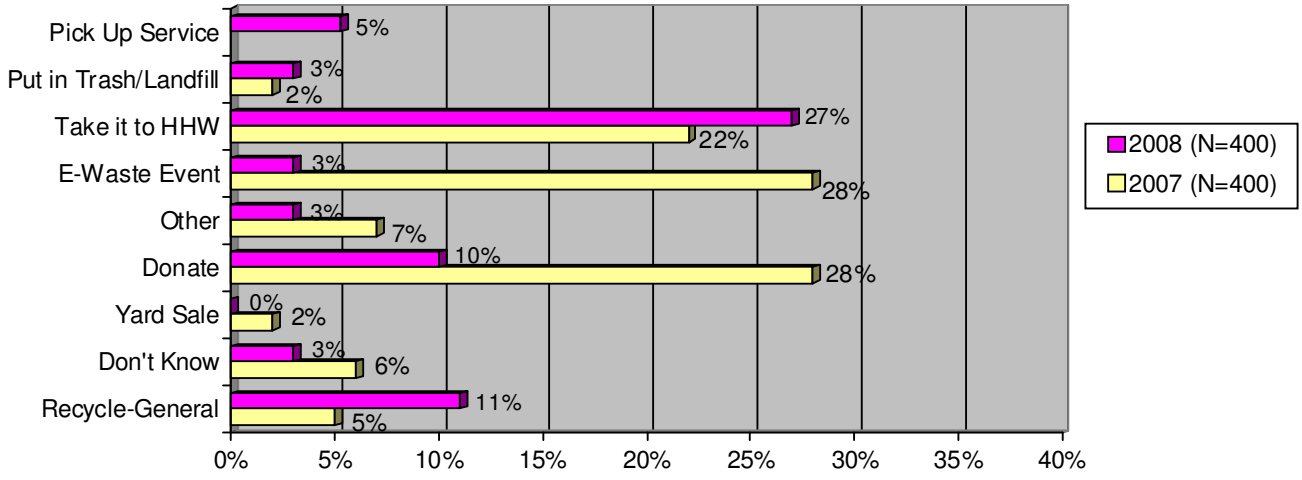
13A. Disposal of Electronic Devices: Computers

Respondents were asked how they usually dispose of their computers. As in 2007, the top answer is *Take to an E-Waste Event* (35%), but the second most chosen answer changed from *Donate* to *Household Hazardous Waste Facility* (27%). Respondents in the South provide the most *Other* responses, which include: *Various 'Pick Ups'* and *Give Away*. Ten percent of West residents state they *Don't Have* a computer.

The statistically significant cross tabulations include the following:

- West region residents have a response rate of 10% to *Don't Have*, in comparison to East (4%), and zero in the Central and South.
- Those in the East and Central regions are approximately 10% more likely to go to *Take to an E-Waste Event* than residents in the West and South. Respondents who are 40-49 and who own their home are also more likely to take to this type of event.
- Again, for respondents who take their computers to an *E-Waste Event* (35%), one-third (33%) of them have seen advertisement.
- Those in the Central County are less likely to *Donate*.
- Non-Caucasians are more likely than Caucasians to *Recycle/General*, but Caucasians are more likely to state *Don't Have*.
- Renters and those who have lived in their current residence for 1-5 years have the most responses for *Put it in the Trash/Landfill*.
- Those who are High School graduates are much more likely to *Donate*, as are 18-39 year olds.

Table 13A. Disposal of Computers



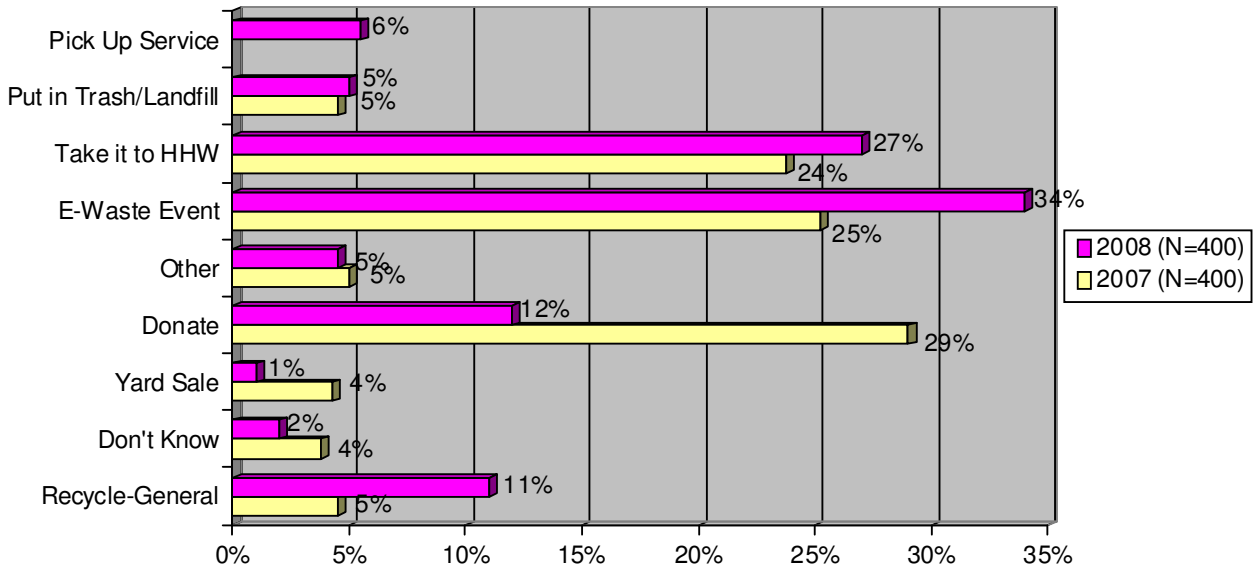
13B. Disposal of Electronic Devices: Televisions

When respondents were asked how they dispose of televisions, the highest response is *Take it to an E-Waste Event* (34%), compared to *Donate* last year. The second highest response is *Hazardous Waste Facility* (27%). Some of the *Other* responses include: *Call Someone*, *Special Pick Up*, and *Research Where to Take*.

The statistically significant cross tabulations include the following:

- While all regions are likely to *Take it to an E-Waste Event*, those in Central County are most likely, as are Homeowners (compared to renters).
- Residents in the South are the least likely of the 4 regions to take to a *Hazardous Waste Facility* (22%). Residents who are 50-59 are likely to use this method (37% vs. 27% average), while those with Less than High School education are not (14%). Those who select this as a means of disposing of their television have seen or heard water pollution advertising.
- The response for *Donate* has significantly decreased since last year (12% vs. 28% in 2007). High School graduates and 30-39 year olds are the most likely to *Donate*, while College graduates and 50-59 year olds are the least likely to.

Table 13B. Disposal of Televisions



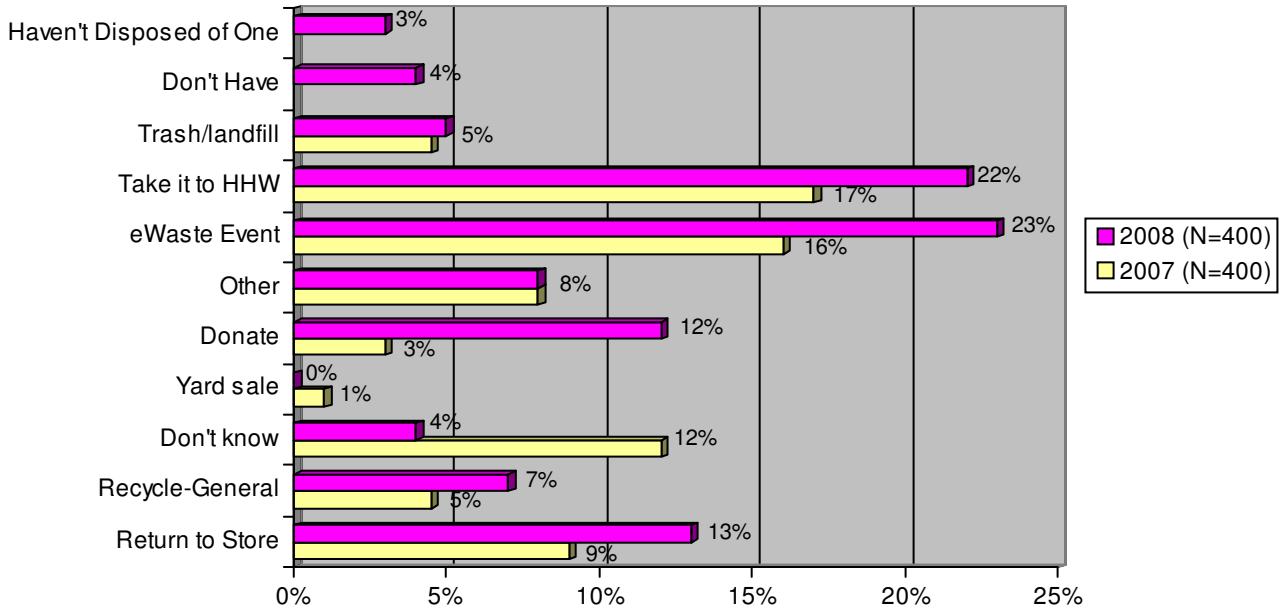
13C. Disposal of Electronic Devices: Cell Phones

Of the respondents that dispose of their cell phones, 23% respond that they take then to an *E-Waste* Event (compared to 29% that responded that they *Donate* in 2007). This is very closely followed by *Hazardous Waste Facility* (22%), *Return to Store* (13%), and *Donate* (12%). Based on 'Other' responses, *Don't Have* (4%) and *Haven't Disposed of One* (3%) was an added category this year with 7%.

The statistically significant cross tabulations include the following:

- A significant number of those who state 'Other', don't know if they have seen advertisement in the past year.
- Those in the Central and East are more likely to take their cell phones to an *E-Waste Event*, while those in the West and South are more likely to *Donate* than are the other regions. As a whole, those with a higher education also prefer this method, as do 40-49 year olds.
- Those in the South state *Return to Store* more than the other areas of the county (22% vs. 13% average), and those in the West state *Don't Have* more than the East, Central or South regions.
- Not surprisingly, Renters are more likely to *Put in the Trash/Landfill*, as are those with a lower education, non-Caucasians and those who are 18-29 years old.
- Respondents who are 59-64 years old are more likely to dispose at a *Hazardous Waste Facility*.
- Renters are more likely to state *Recycle/General* (14%) than are Homeowners (6%).

Table 13C. Disposal of Cell Phones



14. Disposal Methods for Fertilizers and Pesticides

All respondents were asked how they usually dispose of fertilizers and pesticides. This is the second year the question was asked different than in previous years. (In 2006 and earlier, it was a follow-up question to those respondents who indicated that they used fertilizers and pesticides during the last year.)

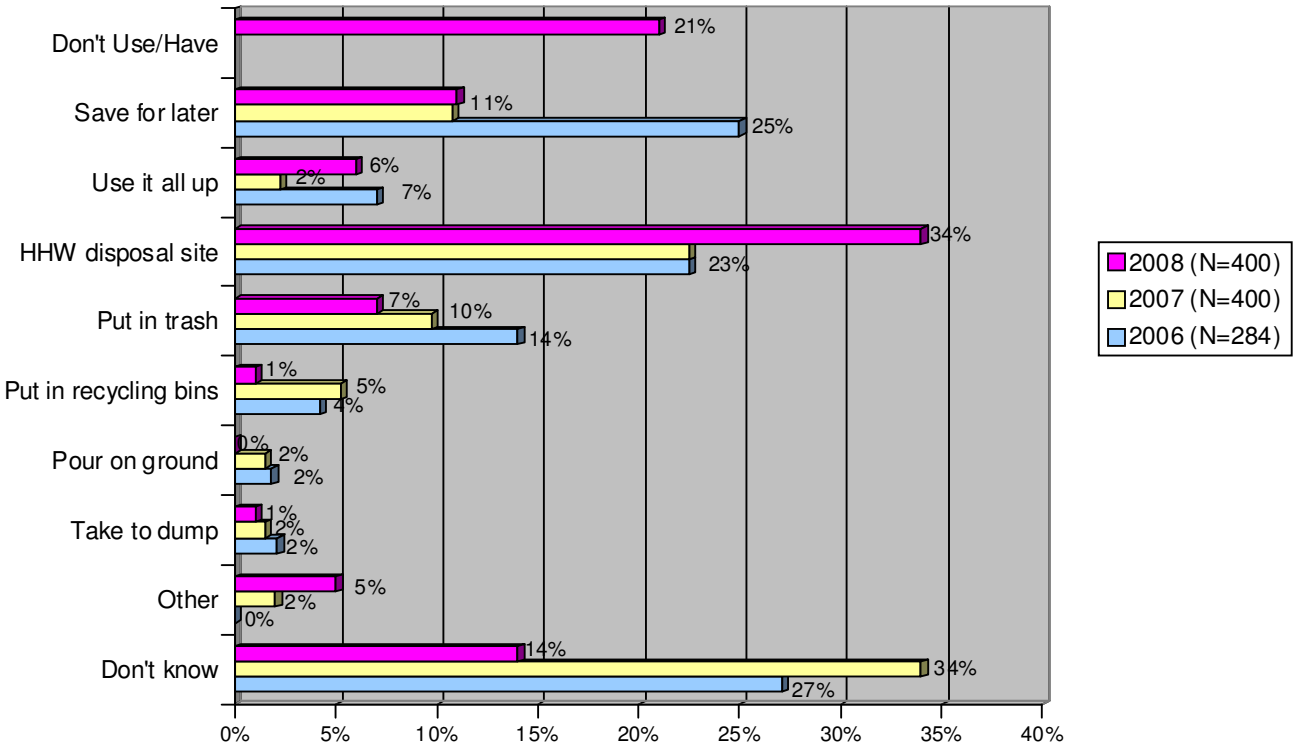
In 2008, thirty-four percent (34%) stated that they dispose of fertilizers and pesticides by *Taking to Recycling/Hazardous Waste Site.* In 2007, a third (34%) of respondents indicated that they *Don't Know* how they dispose of old or excess fertilizers or pesticides. The second highest category (21%) is *Don't Use/Don't Have*, followed by *Don't Know* at 14%. From the *Other* responses, *Don't Use/Don't Have* was such a prominent response that it was coded and added to the table. The two *Other* prominent responses are *Various 'Pick Ups'* and *Gardener Disposes Of*.

The statistically significant cross tabulations include the following:

- Those in the West and East regions are more likely to *Save Them for Later*.
- South resident *Take to Recycling/Hazardous Waste Site* most (41%), while those in the West do so the least (28%).
- The highest *Don't Know* response came from Central County (21%).
- Respondents who have only lived in the area for less than one year, 30-39 year olds and females are more likely than others to not know how to dispose of this product.

- Homeowners are 18% more likely to take excess fertilizers or pesticides to *Recycling/Hazardous Waste Site*, as are those in the 2 highest income brackets and Caucasians, while those with Less than High School education and 18-39 year olds are much less likely to.
- Renters and African Americans have a much higher incidence of *Don't Use/Don't Have*.
- Non-Caucasians, renters and those with <$15K household income are most likely to *Place Then in the Trash*.

Table 14. Disposal of old or excess fertilizers or pesticides



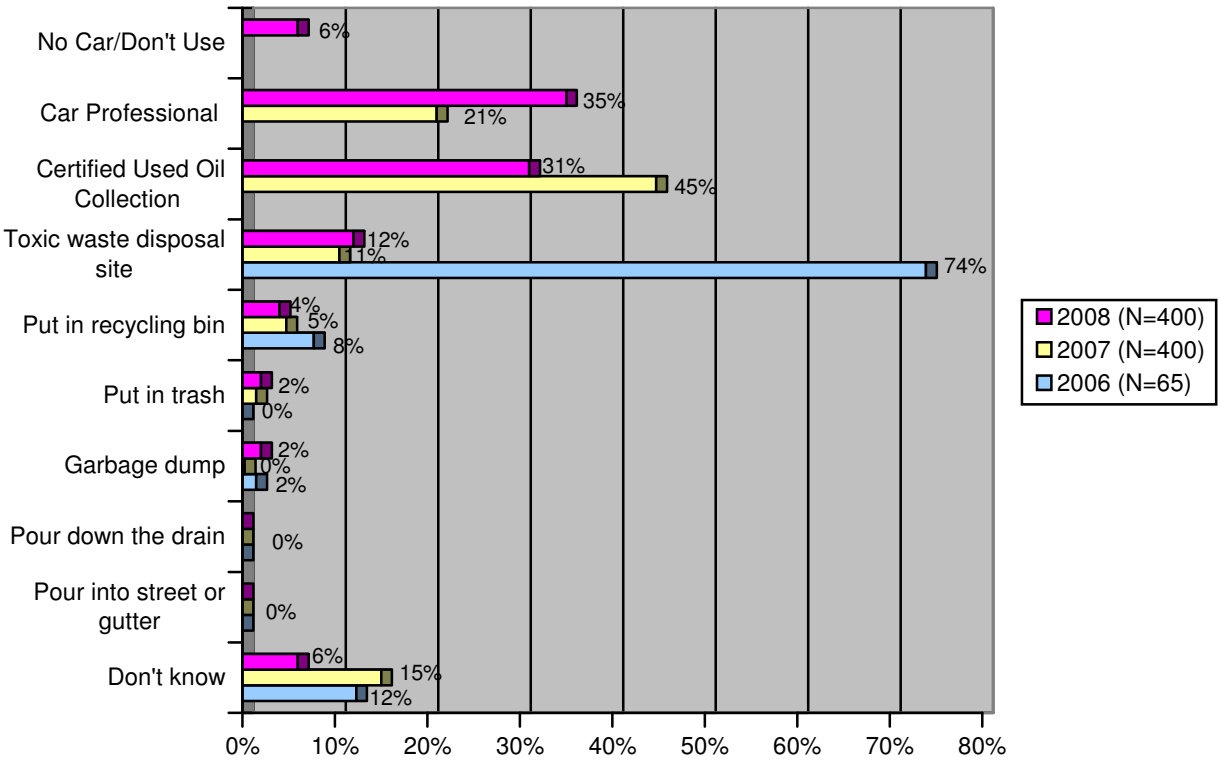
15. Disposal Methods for Used Motor Oil

As opposed to 2007, when residents primarily continued to take their used motor oil to a facility that accepts the oil (76%), responses are now more spread across many of the methods for disposal of used motor oil. *Take Car to Professional* (35%) now leads the methods, followed by *Take to Certified Used Collection* Center, then a distant 12% who *Take to Toxic Waste Disposal*. Based on 'Other" responses, *No Car/Don't Use* (6%) was added as a category.

- Those in the West are most likely to *Take Car to Professional*, although the response is high for all regions; High School graduates are least likely to do so.
- Residents who are 40-49 years old state *Take to Toxic Waste Disposal* most (21% vs. 12% average).
- The age group that states *No Car/Don't Use* most is 65+ (13%).

NOTE: This is the second year that this question was asked to all respondents rather than just those that change their own motor oil in 2006 and earlier.

Table 15. When you have excess motor oil , how do you usually dispose of it?



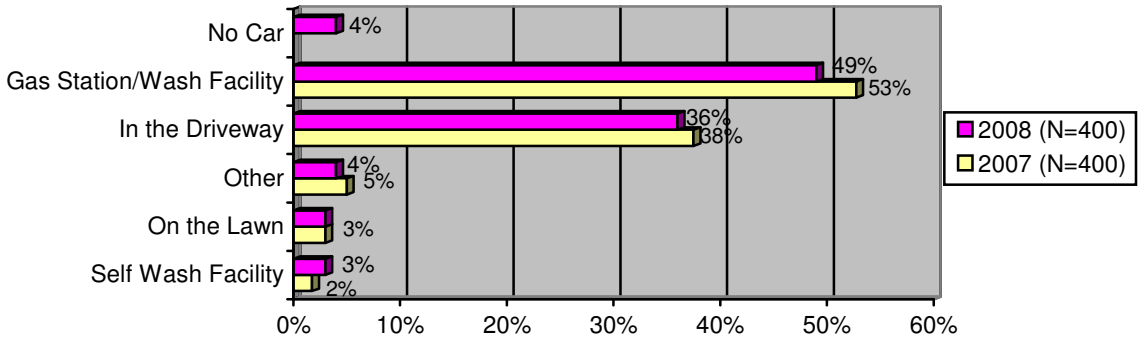
16. Method for Washing Vehicles

All respondents were asked where they usually wash their vehicle. As in 2007, A *Gas Station/Car Wash Facility* is the most popular response with 49% (in comparison to 53% last year), and washing it in the *Driveway* is the second most popular with 36%. *No Car* was coded and added to the table from the *Other* responses; *On the Street* and *Don't Wash* were also mentioned but were not coded.

The statistically significant cross tabulations include the following:

- South County residents are more likely to wash their car at *A Gas Station/Car Wash Facility*, as are African Americans and females.
- Homeowners, those who have lived in their current home for more than one year, males and Caucasians are most likely to wash their car *In the Driveway* and those who are 18-29 years old are least likely.
- Not surprisingly, those with <$15K household income have the highest incidence of No Car (22% vs. 4% average).

Table 16. Where do you usually wash your vehicle?



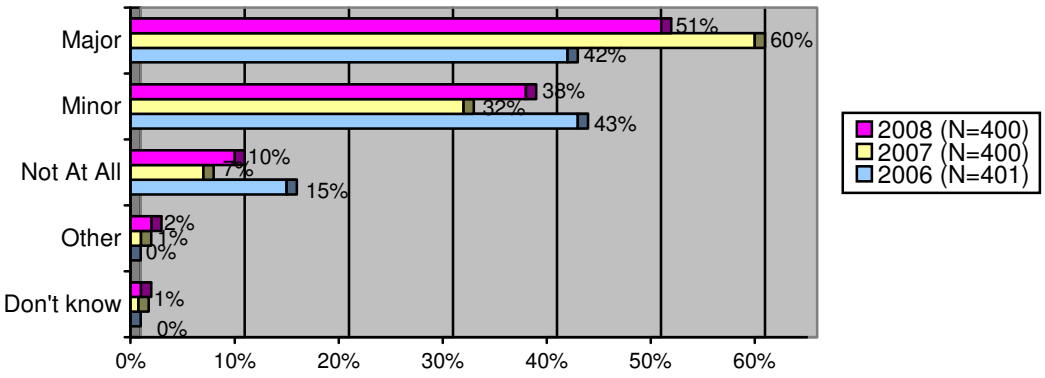
17. Littering Problem

When respondents were asked their opinion about littering, half (51%) feel it is a Major issue. This is down 9% from last year. Thirty-eight (38%) consider it a *Minor* issue, which is down 6%. This indicates a slight change in perception; more positive than in 2007, but still not as positive as 2006.

The statistically significant cross tabulations include the following:

- Respondents in the West and East feel that littering is a *Major* problem.
- Respondents in the South feel that littering is a *Minor* problem (58%).
- Non-Caucasians, 30-39 year olds and those with a household income lower than $30K are more likely to consider littering a *Major* problem.
- Those who have lived in the area 5-10 years and males are more likely to feel littering is a *Minor* issue.

Table 17. What kind of problem is litter?



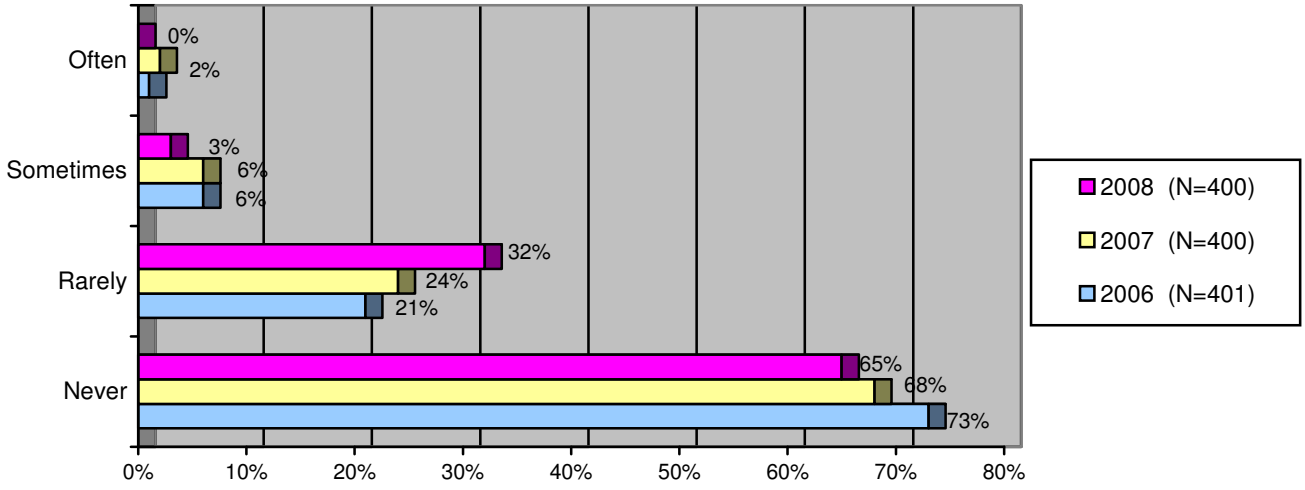
18. How often do you litter?

In the past, respondents were asked how often they saw others litter and how often they personally littered. In 2008, this was changed and respondents were only asked about their personal littering habits, not those of others. Sixty-five (65%) of residents *Never* litter; in comparison to 68% in 2007. Of interest, 32% state *Rarely*, an 8% increase from 2007. There are no significant differences by region.

The statistically significant cross tabulations include the following:

- Non-Caucasians are more likely to admit to *Rarely* littering, particularly African Americans and Asians, as are 18-29 year olds (48% vs. 32% average).

Table 18. How often do you litter?



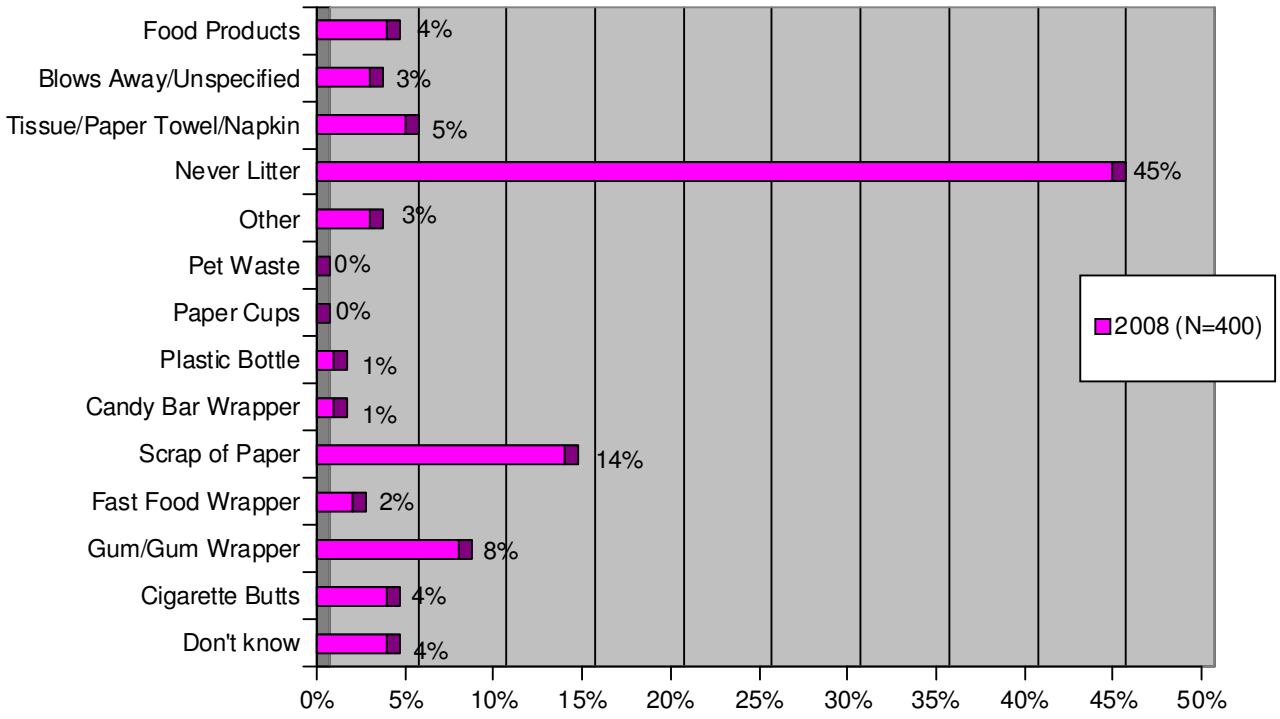
19. Items Littered

A new follow-up question was asked in 2008 of all respondents, regardless of how they answered Q18, asking what items they have littered. This was an unaided question that tracked first response, then 'all others'. Of interest, when asked, "Whether unintentionally or intentionally, would you say that you often, sometimes, rarely or never litter?" in Q18, 261 respondents indicated *Never*. When asked (in Q19), "When you have littered, intentionally or unintentionally, what items were they?", the number of respondents who stated *Never* was reduced to 179 (a reduction of more than 20%). Of the 179, only 35% were residents in the East, versus 55% in the Central.

Scrap of Paper (14%) is the most cited item, followed by *Don't Know* (10%) and *Gum/Gum Wrapper* (8%). Hispanics (22%) state *Don't Know* 13% more than the average.

When asked about "All Other Items", only 110 respondents (of the 179 base) provide additional items; those in the West (44/100) and East (37/100) were the most forthcoming, while those in the Central (6/100) and South (23/100) were the least.

Table 19. When you have littered, intentionally or unintentionally, what items were there?
(FIRST RESPONSE)



Q20. Litter Prevention

A new question was asked in 2008 to determine what would prevent residents from littering. This was an aided question (see chart below), and *A Belief That Littering Is Wrong* (71%) is the option that's most strongly chosen as "Very Likely". The second choice is *Mandatory Clean Up/Community Service* (57%), followed by *Ticket/Fine*. Not surprisingly, only 14% of respondents indicate *Nothing Would Get Me To Change*.

The motivational factors did vary by region:

West: The highest choice is *Mandatory Trash Clean Up/Community Service* (66% vs. 57% average), followed by *Point on Driving Record* (64% vs. 50% average). Only 3% separate the top 4 factors for this region.

East: The highest choice is *A Belief That Littering is Wrong* (76% vs. 71% average), followed by a tie between *Mandatory Trash Clean Up/Community Service* (61% vs. 57% average), and *Ticket/Fine* (61% vs. 52% average). There is a larger percentage gap that separates the top 4 factors for this region of 22%.

Central: The highest choice is *A Belief That Littering is Wrong* (75% vs. 71% average), followed by *Mandatory Trash Clean Up/Community Service* (49% vs. 57% average), and *More Trash Cans* (37% vs. 42% average). This region has the most diversity in terms of percentage points between top 4 factors; 29%.

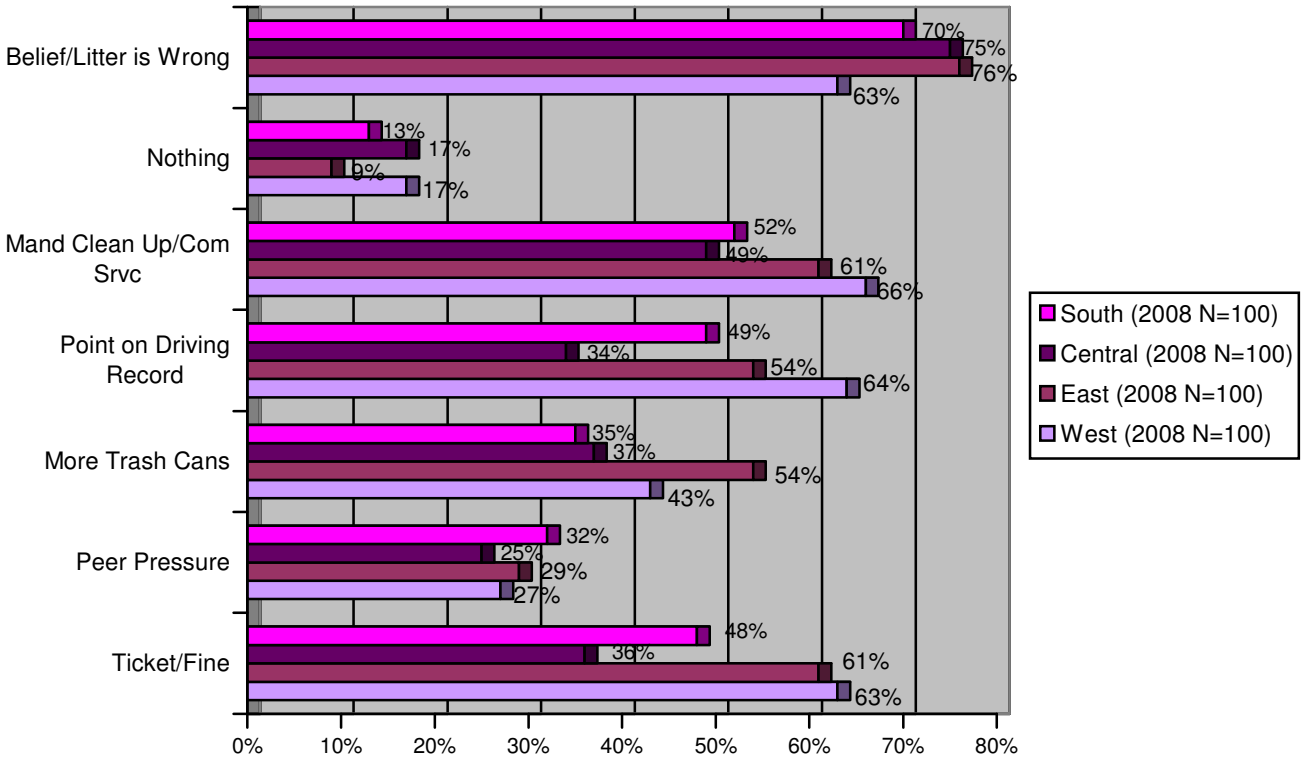
South: The highest choice is *A Belief That Littering is Wrong* (70% vs. 71% average), followed by *Mandatory Trash Clean Up/Community Service* (52% vs. 57% average), and *Point on Driving Record* (49% vs. 50% average). This region had the most diversity in terms of percentage points between **all** factors, excluding the least and most chosen; all other factors were chosen as 'Very Likely' between 32-52%.

The statistically significant cross tabulations include the following:

- African Americans, and those who have lived in their current home for less than one year are *Very Likely* to preventative by a Ticket/Fine.
- Surprisingly, females, Homeowners and Post Graduates are more likely to have Peer Pressure be *Very Likely* to keep them from littering.
- As a whole, those with less than $45K household income, 18-39 year olds, African Americans and Asians are less likely to litter due to More Trash Cans.
- Residents who have lived in the area for less than one year, 18-29 year olds and African Americans feel that a Point on Driving *Record* would keep them from littering.
- As a whole, non-Caucasians, 30-39 year olds and those who have lived in their current home for less than one year would not litter due to Mandatory Trash Clean Up/Community Service.

- Households with less than $30K income state that Nothing Would Get Me To Change *Least Likely* 13-15% less than other income brackets and Less than High School graduates did the same 24% less than the average; response rates for *Least Likely* were higher for 18-29 year olds (62%).
- Residents 18-29 years of age are **much** less likely to state that A Belief That Littering Is Wrong would *Very Likely* keep them from littering (48% vs. 71% average), and have a much higher neutral response (24% vs. 7% average).

Table 20: What would keep you from littering? (VERY LIKELY responses.)



21. Support Level for Specific County Action

A new rating question was added in 2008, asking respondents to share their support level for the banning of specific items and the increase of public recycling bins. An *Increase in Public Recycling Bins* receive the highest approval (71%), followed by *Banning Styrofoam* (54%), and *Banning Plastic Bags* (45%). *Banning Plastic Water Bottles* received the lowest approval of 'Strongly Support' (30%).

22. Willingness to Call Hot-Line

A new question was added as a stand-alone, asking residents if they would report someone littering by calling a confidential hot-line number. More than half (56%) relate that they *Would*, while 32% indicate they *Would Not*, and 12% *Don't Know*. Responses were fairly even across all four regions.

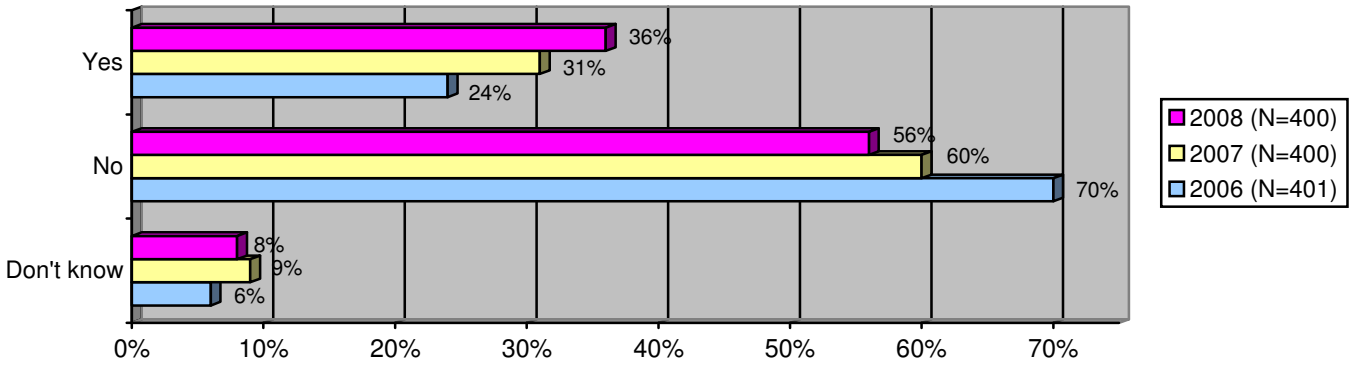
- African Americans, 40-49 year olds and those with a household income of $15-30K or $200K+ are most likely to report someone by calling a confidential hotline.

23. Awareness of Information Regarding Stormwater Pollution

When asked whether residents had seen any reports, advertising or other information about Stormwater pollution and what has been done to protect the county's water bodies in the past year, 36% of residents recall hearing or seeing them. This is a continuing increase from previous years (31% in 2007 and 24% in 2006).

2008:	West = 41%	East = 31%	Central/North = 41%	South = 32%
2007:	West = 29%	East = 27%	Central/North = 41%	South = 28%
2006:	West = 26%	East = 19%	Central/North = 26%	South = 27%
2005:	West = 23%	East = 25%	Central/North = 25%	South = 29%

Table 23. In the past year have you seen any reports, advertising, or other information about stormwater pollution and what is being done to protect the County's water bodies?

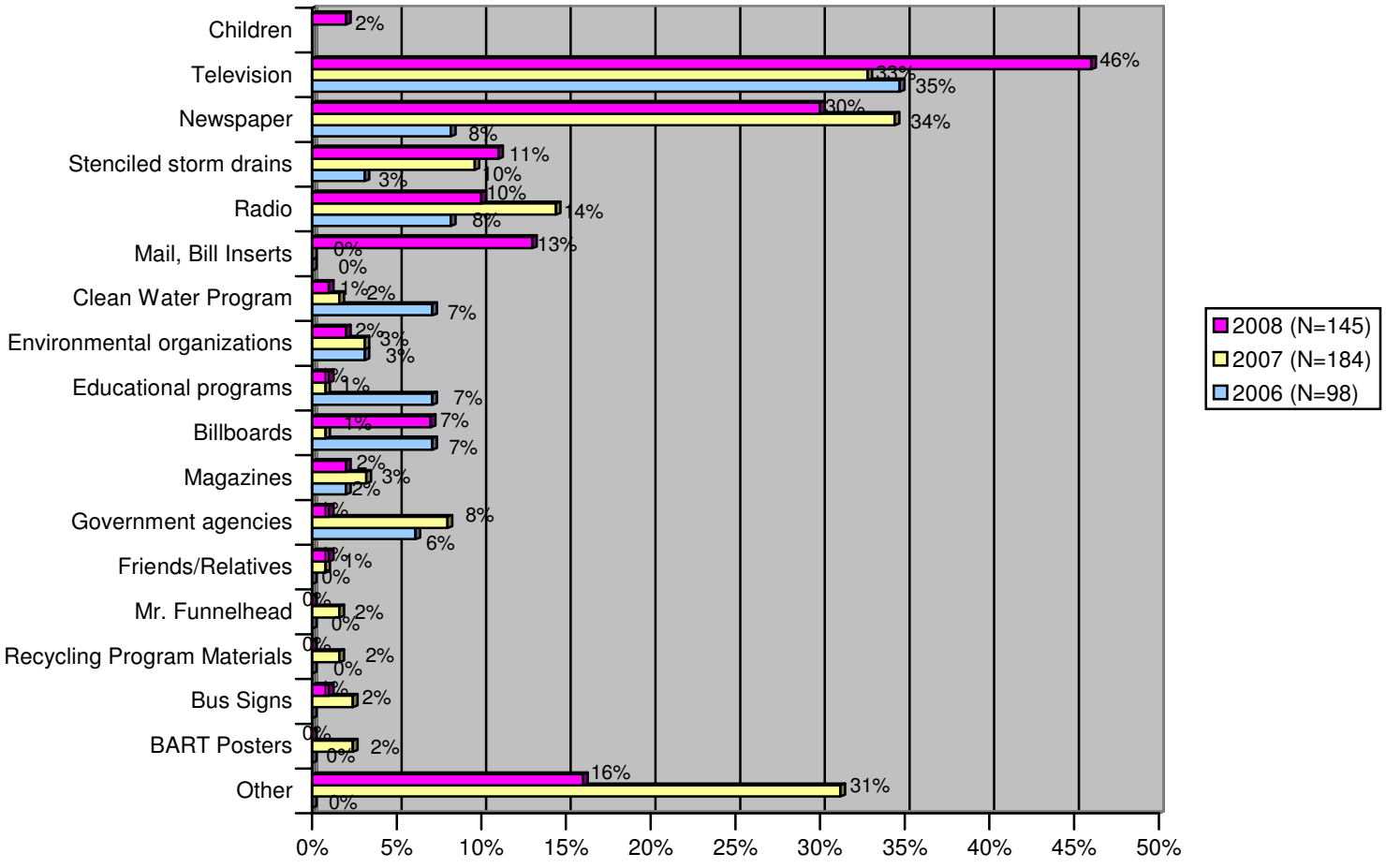


24. Medium in Which Stormwater Pollution Information Was Relayed

Of the 145 respondents (20 more residents than in 2007) who state that they had seen Stormwater reports or advertising, 46% indicate that they saw the information via *Television*, a significant increase over the 33% in 2007. The second choice medium is *Newspaper* at 30%, which is only a 3% decrease from last year. As a whole, the responses are more spread out than in past years. There is a decrease in newspaper, radio, clean water program, environmental organizations, billboards, recycling program materials, bus signs, BART signs and 'other', but an increase in television, stenciled storm drains, and mail/bill inserts. Also, for the first time, *Children* make up 2% of the residents which indicates that they are beginning to hear/see information.

- Renters, 40-49 year olds, those who have lived in their current home for less than one year and African Americans are most likely to see this information relaying via Television, while Hispanics, 18-29 year olds, residents for 10+ years, males and those with $200K+ income have the lowest incidence of penetration.
- Homeowners, 65+ year olds, residents who have been in their current home for 3-5 years, females and those with $200K+ income, having a higher percentage of getting this information via Newspaper. Interestingly, 18-29 year olds have the highest percentage state this medium; 67% vs. 30% average.
- Almost all Radio response comes from respondents with higher education levels and from households with $75K+ income.
- Mail/Newsletter/Flyer was a prominent response of African Americans and those with household incomes of <$15K and also appears to better reach 40-64 year olds.

Table 24. Where did you see or hear this information?



25. Understanding of Stormwater Pollution Messages

Respondents who had stated that they had seen reports, advertising or other information about stormwater pollution (37% of the total sample, vs. 31% in 2007) were asked to elaborate on what it meant to them. The most popular response is *Be Conscious About Waste in Storm Drains (Awareness)/It Has Consequences* (34%). This is the same exact percentage as last year. The next highest response is *Provided Information About Dumping/Polluting/Litter and Affect* (17%), which is down 16% from the reports in 2007. Other noteworthy responses: *Meant Very Little/Cannot Remember/Don't Know* (7%), *Explained How Contamination/Storm Drains Affect The Bay* (10%), *Need To Change/Take Action/It's Important* (7%), *Reassurance To The Public That Steps Are Being Taken To Help Decrease Pollution* (8%), *Don't Pollute/General* (7%), and *Other* (14%).

Below is a sample of Verbatims.

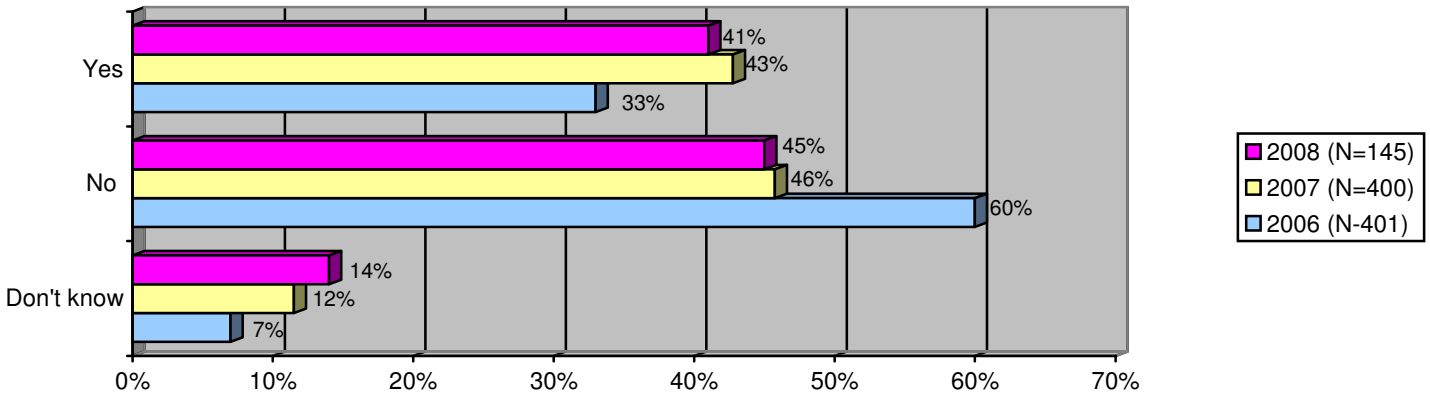
- *"Flows directly to the Bay, so anything you dump in the storm drains is the same as if you dumped it off the pier straight into the Bay."*
- *"The advertisements talked about why not to pollute and gave examples of what pollutants do to the environment."*
- *"Wake up call for others not to pollute our place."*
- *It meant that we need to be ever vigilant in ensuring that we have clean water going into our storm drains."*
- *"That it was a big concern to the community and that the government is trying to do something about it."*
- *"It told me that too many people are using hazardous chemicals to wash their vehicles."*

26. Contra Costa Clean Water Program Name Recognition

Respondents who had seen/heard advertising in the past year were asked if they had ever heard of the Contra Costa Clean Water Program. Forty-one (41%) answer *Yes*, a 2% decrease from last year. Those in the West and South are less likely to hear about the Programs, which varies from last year when the Central County was. (The data from 2008 should not be compared to previous years, as the survey this year indicated to only ask this question of respondents who had seen/heard advertising in the past year, as opposed to *all* respondents.)

- Hispanics are less likely to indicate awareness of the program with a definitive *Yes* (25% vs. 41% average), as are 59-64 year olds.
- Residents who have lived in their current home for less than one year are more likely to indicate *Yes* (63% vs. 41% average), as are 50-59 year olds; those who have lived in their current residence for 1-3 years are the most likely to indicate *No* (79% vs. 45% average), as are renters (58% vs. 45% average).

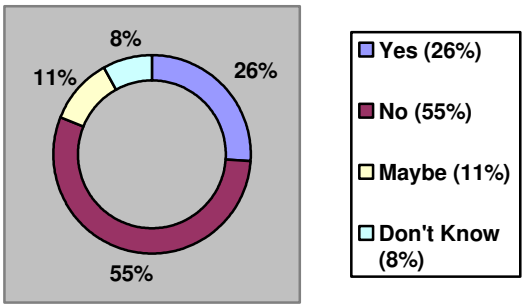
Table 26. Have you ever heard of the Contra Costa Clean Water Program?



27-29. Understanding of Stormwater Pollution Messages

A series of questions were asked to the respondents whether or not they heard of specific tagline or advertising topics. Below are the charts showing the results of the survey.

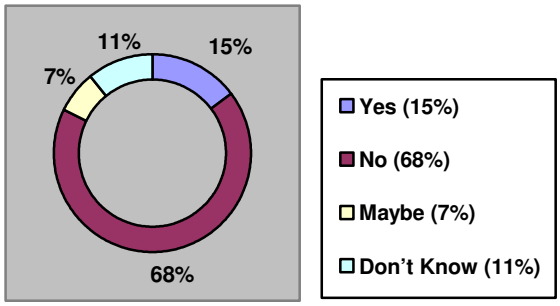
Have you ever heard or seen advertisements about the Contra Costa Clean Water Program that mentioned the slogan "Water is Life"?



There was a 3% increase of awareness of "Water is Life".

- Post Graduates have a higher recollection of seeing or hearing *Water is Life* (45% vs. 26% average).
- A higher percentage of 65+ year olds respond *Don't Know* (14%).
- Of the 26% who respond *Yes*, 34% have seen or heard advertisement, while of the 55% who respond *No*, 46% have seen or heard the same.

Have you ever heard or seen advertisements about the Contra Costa Clean Water Program that state (1) Healthy Environment, (2) Healthy Economy or (3) Healthy People?



There is a 7% decrease in awareness of "Contra Costa Clean Water Program", and a decrease of 9% in the number of residents who indicate *Maybe*.

- Interestingly, households with an income of <$15K are the most likely to respond *Yes* (26% vs. 15% average), as are renters (21%). Post Graduates also rate this high (30%).

- Of the 31 Hispanics, none have heard or seen advertisements about this program, and 12% of Caucasians indicate *Don't Know*, as do 19% of 65+ year olds.
- Of the 68% who respond *No*, 61% have seen or heard advertisement vs. 74% who have not.

Respondents that answer *Yes* to awareness of either program are asked to communicate what the ad said. Noteworthy responses include: *Keep The Environment Clean* (11%), *Meant Very Little/Cannot Remember/Don't Know* (15%), ***Protect The Water By Not Polluting/Water Is Essential For Life* (52%)**, *Be Conscious About The Affects Of Waste In Storm Drains/General* (6%), *Conserve Water* (9%), *Need to Change/Take Action* (5%), and *Other* (9%).

Below is a sample of Verbatims:

- *"Without it, there is no life and we need it to prosper life."*
- *"Drink or die."*
- *"More government, less responsibility, less accountability."*

30. Willingness to Participate in Stormwater Pollution Prevention

Overall, respondents continue to demonstrate high levels of willingness to participate in improving their surrounding environment by helping to reduce storm drain pollution through specific actions. The 2008 survey did not include *Dispose of Trash and Cigarettes Properly*, and did not add any other ways to help reduce stormwater pollution.

There are no surprising changes, although the percentage (albeit in small amounts) does continue to grow for willingness to call an 800 number and to participate in community events.

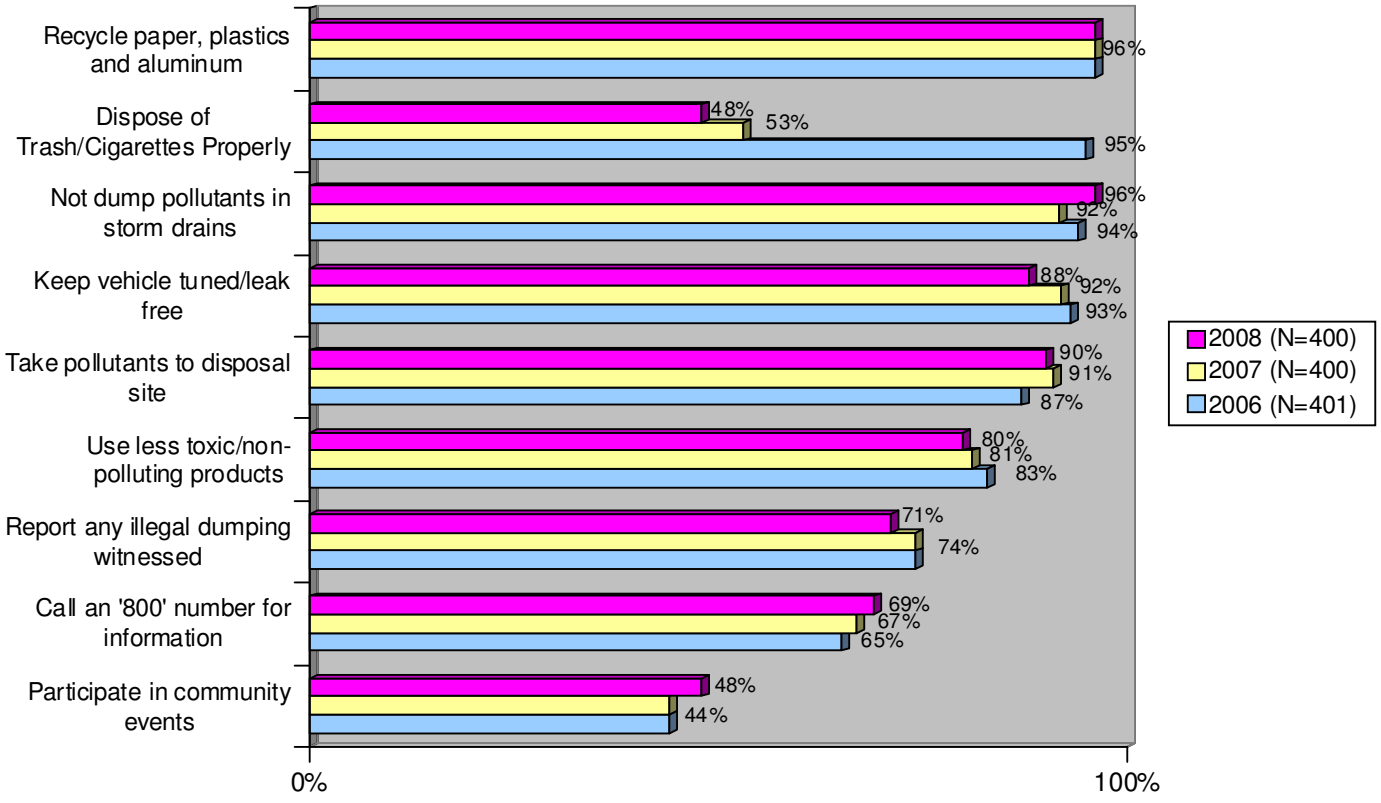
The statistically significant cross tabulations include the following:

- A lower number (74%) of households with less than $15K income state *Very* to Keep Your Vehicle Tuned and Leak Free, as do residents with Less than High School education (77%).
- Respondents 18-29 years old (19%), Hispanics (19%) and Asians (19%) are *Not Willing* to Report Any Illegal Dumping You Witness, while middle educated (Some College and Vocational/Technical graduates) are the most willing. Of the 71% who respond *Very*, 56% *Don't Know* if they've seen or heard advertisement.
- Females (73% vs. 62% males), African Americans (91% vs. 69% average), and those with Less than High School education (82%) are *Very Willing* to Call An 800 # For Information; households with $200K+ income (53%) and 18-29 year olds (52%) have the fewest *Very* responses.
- Homeowners (91%) are 9% more likely to be *Very Willing* to Take Your Pollutants To A Disposal Center, in comparison to renters, as are middle educated residents (Some College and Vocational/Technical graduates).

- The less time a respondent has lived in their current residence, the more *Very Willing* they are to Use Less Toxic Non-Polluting Products, while Hispanics and 18-29 year olds are less likely to be *Very Willing* (each at 71% vs. 80% average) and are more likely to be *Somewhat Willing* (26% vs. 16% average).
- Renters, those living in their current home for less than one year, African Americans, 18-49 year olds (particularly 18-29), and those with a household income of less than $15K are most likely to be *Very Willing* to Participate In Community Events To Help Dispose Of Trash/Cigarettes Properly. Those with a household income of $200K+ are more likely to state *Not Willing* (34% vs. 21% average).
- None of the 400 respondents indicate *Not Willing* to Recycle Paper, Plastics and Aluminum.
- While there is nothing statistical that jumps out for Not To Dump Pollutants In Storm Drains, the following is interesting: Only 4 respondents of the 400 base indicate *Don't Know* and only 3 indicate *Not*. While the average response for *Very* is 96%, 100% of Less than High School graduates, Vocational/Technical graduates and 50-59 year olds respond with this answer.

This chart is representative of the respondents who were "very willing" to participate in the stated actions.

Table 30. "Very Willing" to Reduce Stormwater Pollution



31. Willingness to Pay Additional Taxes for Stormwater Programs

All respondents were asked a series of questions relating to taxes and specific programs to prevent Stormwater pollution. Respondents are very willing to pay more than the current $30.00 in taxes for recycling programs, stormwater inspection, improving the environment, and improving drinking water.

As opposed to 2007, residents **are** *Very* willing to pay additional taxes for some of the programs, **and** are *Not* willing to for others, as the majority response. In past years, *Somewhat* willing seemed to be the more primary response. Respondents are most willing to pay more for *Improving Drinking Water* (49%); 30% are *Not* willing to, while only 16% are neutral with *Somewhat*. Next, *Improving the Environment* (46%) receives the most *Very* willing response, with only 28% *Not* willing and 20% *Somewhat*. *Recycling Programs* also rate high (42%). The programs that have the most *Not* response rate (majority) are: *Stormwater Inspection* (35% *Not*, although over-all, responses across *Very, Somewhat* and *Not* are evenly distributed), and *Education Programs* (36% *Not*).

The following is a breakdown of these 6 programs:

Education Programs - Respondents in the West and East are more *Very* willing to pay for this program (40-45%) vs. 29-30% in the Central and South. Renters, 18-39 year olds and those living in the area less than 1 year are the most likely to be *Somewhat* supportive, while households with $200K+ give the highest *Very* response and those with <$15K give the lowest *Very* response. Respondents with Less than High School education (50%) have the highest *Not* rating.

Recycling Programs - Those in the South region provide the highest *Very* response (49%) vs. the lowest; East (35%). While the *Very* willing responses are fairly even across the majority of demographics, those with lower income have the lowest response for this category, as do Homeowners, those with lower education, 18-29 year olds and those who have lived in the area less than one year. Only 16% of those who respond *Somewhat* have seen or heard advertising, while 31% respond *Don't Know* to advertisement awareness.

Stormwater Inspection Programs - There is not a large disparity between demographics and *Very* willing, however; those with $200K+ household incomes, those in the East, Hispanics and Homeowners, provide the most prominent *Not* responses, while those with Less than High School (14% vs. 31% average) education and 18-29 year olds (19%) cite the least *Very* willingness.

Improving the Environment - Respondents, across all regions, select *Very* willing most. There is no alarming information via demographics, although renters (55%) are more apt to support this program than are owners (44%). Again, when looking at those who feel strongly enough to state *Not* willing, Homeowners, residents with Less than High School education and those who have lived in the area more than 1 year, are the most negative.

Improve the Drinking Water - As mentioned, this program receives the highest percentage of *Very* willing (49%), with renters, 18-39 year olds and African Americans being **most** willing. Those with $200K+ household incomes, residents with Less than High School education and Homeowners are the **least** willing.

32. Support of an Assessment if an Election Were to Occur

The majority of respondents are *Very* willing to pay $10-$14.00 more (78%), but do not state *Very* willing as 50%+ for any other additional assessment category. (In 2007, 59% of residents are *Very* willing to pay $15-$24.00 more, this year, only 49% are.) There was very little change in the percentage *Not* willing to pay $35-69.00 more (63% vs. 68% last year), or those *Not* willing to pay $70.00+ more (72% vs. 74% last year). This question seems to solicit more 'Don't Know' responses than other categories in the survey; 11-17%.

$10-$14.00 per year assessment - Those in the West (82%) and South (81%) are slightly more willing to pay this amount than those in the East (76%) and Central (75%), although these percentages are not significant. Likewise, females (81%) are slightly more willing than males (74%). Not surprisingly, those with Less than High School education are least likely (56%) to state *Yes*.

$15-$24.00 per year assessment - Non-Caucasians are less willing to pay this amount, as are those with a household income of less than $45K and those with Less than High School education. (This is the assessment amount that begins to see a correlation between household income levels and willingness to pay additional assessment fees.) Again, of interest, 18-29 year olds (60% vs. 49% average) are much more likely to cite *Yes*. Those who have lived in their current resident for less than one year, and those who have for 5-10 years, are less likely to indicate *No*, while those who have for 10+ years are the most likely to state *No* (42%).

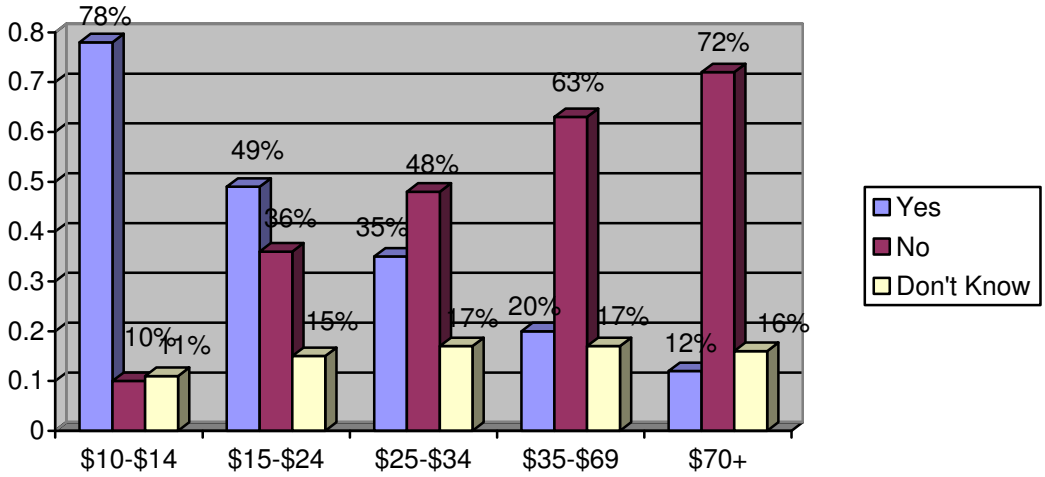
$25-$34.00 per year assessment - Forty-eight (48%) of respondents are unwilling to pay this amount, compared to 51% in 2007. Those in the East are least likely to indicate *Yes* (29%), while those in the South are most likely to (43%). Not surprisingly, households with an income level of less than $45K provide the highest *No* response (58-67% vs. 48% average), as do non-Caucasians (58-67% vs. 48% average). What is interesting is that this price point stops seeing significant differences by education level and/or age.

$35-$69.00 per year assessment - As expected, the percentage of those unwilling to pay this amount continues to climb (63%). Those in the South are most willing to pay this amount (30% vs. a 20% average across all regions). The percentage of those unwilling to pay this amount continues to climb (68%). The households with income levels less than $45K *No* response continues to raise (76-84% vs. 58-67% for $25-$34.00). Non-Caucasians are still unwilling to pay this kind of assessment, while those living in their current home for 1-3 years indicate *Yes* 14% more than residents who have lived in their current home for a different period of time.

$70.00+ per year assessment - As expected by the trend, 72% of respondents are unwilling to pay this amount, in comparison to 74% in 2007. The lower the income of the household, the less willing to pay this amount. Residents living in their home for 1-3 years are more willing to pay this

amount (22% vs. 12% average), as are lower educated (which is surprising) and 18-29 year olds (which is also not expected).

Table 32. Support of additional assessment by dollar category.

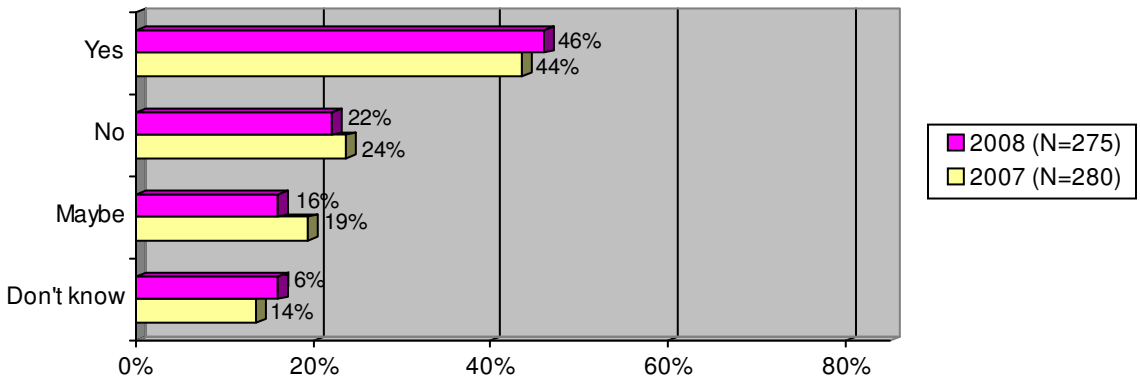


33. Annual Inflation Adjustment

Of those that answer *Yes* to an increase in annual stormwater taxes, respondents are asked if they are willing to pay an annual inflation adjustment in future years up to 3%. The majority of respondents (46%) state that they are willing to pay an annual inflation adjustment in future years not to exceed 3%, with those in the West being most willing (60%) and those in the Central being the least willing (39%).

- Homeowners, respondents living in their current home for 3-5 years, Post Graduates, 18-39 year olds and males are the most likely to indicate *No* to an annual inflation adjustment in future years not to exceed 3%.
- African Americans are most willing to state *Yes* to this adjustment (73% vs. 46% average), as are 40-49 year olds (60%).

Table 33. Willingness to pay an annual inflation adjustment in future years not to exceed 3%



Appendix A

Demographic Summary

	2007	2008
AGE		
18-29	8%	5%
30-39	14%	11%
40-49	20%	21%
50-59	25%	22%
59-64	10%	13%
65 and Over	22%	26%
Refused		
OWN HOME		
Own	76%	79%
Rent/Lease	23%	17%
Other/Refuse	1%	1%
Refused		2%
EDUCATION		
High School or Less	22%	22%
Some/Completed College	51%	55%
Grad/Post Graduate Work	43%	23%
ETHNIC DISTRIBUTION		
Caucasian	64%	69%
African American	11%	9%
Hispanic/Latino	10%	8%
Asian American	7%	7%
Native American	1%	2%
All Others	6%	3%
Refused	3%	4%
TIME LIVED IN AREA		
Less Than 1 Year	7%	6%
1 To 3 Years	17%	11%
3 To 5 Years	12%	14%
5 To 10 Years	22%	15%
10 Or More Years	43%	53%
Refused		2%

INCOME		
Less than $29,999	14%	16%
$30,000 to $44,999	9%	5%
$45,000 to $59,000	7%	6%
$60,000 to $74,999	8%	6%
$75,000 and Over	39%	36%
Refused	24%	32%

DEMOGRAPHIC SUMMARY (Continued)

18 YEARS OF AGE OR OLDER	Yes	100%
RESIDENT OF CONTRA COSTA COUNTY	Yes	100%

CITY BY AREA

WEST	2007	2008	CENTRAL	2007	2008
EL CERRITO	3%	4%	CONCORD	34%	10%
RICHMOND	2%	11%	CLAYTON	3%	2%
SAN PABLO	3%	4%	PLEASANT HILL	15%	3%
HERCULES	4%	4%	WALNUT CREEK	13%	7%
PINOLE	5%	3%	MARTINEZ	14%	4%
EAST			**LAMORINDA/SOUTH**		
ANTIOCH	6%	10%	LAFAYETTE	15%	6%
BRENTWOOD	7%	5%	MORAGA	16%	5%
OAKLEY	8%	5%	ORINDA	17%	4%
PITTSBURG	9%	5%	SAN RAMON	18%	5%
			DANVILLE	19%	6%

Appendix B

Verbatim Responses to Question 26

In the past year, have you heard or seen any reports, advertising, or other information about stormwater pollution and what's being done to protect the County's water bodies?

Yes 31% No 60% Don't Know 9%

If yes, what did it mean or say to you?

- Don't remember
- Try not to have leaks, less water during water use
- We should do all we can to keep our water clean so we can remain healthy
- Water is life. Without water you got no life
- Don't know
- That our bodies are 70% water and if we don't have clean water it affects the quality of life for people, animals, farmers, everyone!
- Well that if we keep our water clean people will remain healthy
- Need to change ways of the environment health
- To me they tried to say the way they clean the water is safe and they took the junk out of the water, but I don't feel that it's true
- What you put in the water will kill wild life and water
- Water is life
- Everyone help economy and environment. Set Better
- Anybody should know that water is life
- Don't pollute
- We should not waste water
- That you could have all the three: love, faith, friendship are all important and being a good steward if of the Earth
- There to raise awareness
- Water is very essential
- To recycle, to not dump garbage into water because it all goes to the Bay
- Don't remember
- I guess that everyone do the right thing, don't litter
- Recycle
- Don't remember
- That we had to take better care of, not littering and what goes down the storm drains
- Can't recall, water is life is pretty common

- If we keep our water clean, we'll have it for a long time. If we don't we will be hurt
- Don't remember
- Don't pollute or something like that
- It means everybody needs clean water
- Important and useful
- Catchy phrase "Water is Life"
- We have to take care of our water. Water is important
- It was saying help keep water clean
- I don't watch commercials
- It was obvious to me that we can't live without water and we should take care of it if we are to survive
- that we all need water for survival
- Water is life
- We drink water everyday so we have to be conscious
- Water is life
- We need to be careful of keeping our water clean for the future
- The water is clean and people can drink/use it/ But really it isn't
- Don't dispose of oil in drains
- That we all benefit from clean water
- Don't read
- Don't remember
- To take care of environment
- Don't know...If water's not safe you're not safe. Don't pollute water by improper use of storm drains. Disposing of liquids incorrectly down sink
- Keep everybody to not dump in storm drains
- Think of the future. Think of your health
- Not to pollute the water. Encourage others to save the water
- Without water we can't live. Water is our greatest resource
- That water is very important. It's the base of everything
- That you need water for life
- Kind of the importance of the Environment and keeping water clean
- Basically giving examples on how water helps people day to day
- We all need to pay attention to what we do and put in water. We don't think about the little things
- I'm not sure
- That we all have to be responsible for the environment. Be aware of what we waste and what we do with our waste. It is very important
- Safe water, Clean water, Don't pour down your drain
- Recurring advertising in California for 30 years. Need to live. Need for plants and fish
- That water is important

- Mentions clean water and what not to do
- Slogan "Water is Life"
- I don't know, I don't read them
- Water is limited and we depend on it
- Don't recall
- No commercial or ads. Heard about it on my job, City Council
- Keep it clean, don't pollute
- Seen it several times on TV. Just what it says, water is important to sustain life.
- That something is actually being done to keep the water clean, beware of pollution
- Do not waste water, don't pollute the water
- Take care of Mother Earth, don't pollute and this is why
- Trying to keep from watering too much. Conserve water
- We need to conserve and keep it clean
- Don't remember
- We should do better of trying to conserve water and keep it clean
- Try to make the place you live (world) better
- That clean water makes healthy people
- Conserve
- To be honest, just to entertain the people you know
- Advertisements of better ways to have clean water system
- Didn't pay attention to the ad
- We all need to be cautious
- That we have to take care of our water
- You have to take care of water to be healthy
- Someone is taking over the problem
- We all need to work on improving the situation
- It was saying to save water. Talking about how we all need to save water more. We need to be better about saving water
- Clean water comes from clean environment and healthy lives
- They are trying to tell you to treat human beings the way you like to be treated. They are just trying to remind you
- Protect environment
- Without water there would be no life
- Water is important. It's the saver of all life
- To me the commercial was saying we need to do everything we can to make the water safe to drink
- Ways to see what will happen with environment
- Important to keep water clean
- No water, no life
- Don't pollute the environment

- Be careful. Don't overuse water because we are very dependent on water resources
- No not really, I don't have a direct recall of what the commercial or message was.
- That water is one of the most important things in our life
- I don't know
- Unsure if the message being delivered, but maybe just that water is important for our health
- We are dependent on water for survival so we must individually help keep our water clean
- We need water to survive and be conscientious of how we deal with pollution
- That someone was going to be taking some action
- Trying to get everyone involved
- Didn't read it. Just saw cover
- Don't remember
- Wants us to take care of our resources
- Basically just that water is important to our lives.
- That people are just throwing things out the car window. We should just wait until we get home and throw things in the trash.

Appendix C

Verbatim Responses to Question 30

Have you ever heard or seen advertisements about the Contra Costa Clean Water Program that mention the slogan "Water is Life", or state (1) Healthy Environment; (2) Healthy Economy; (3) Healthy People?

What did it say to you? What was the message the commercial or signage was trying to get across.

- Don't remember
- Try not to have leaks, less water during water use
- We should do all we can to keep our water clean so we can remain healthy
- Water is life. Without water you got no life
- Don't know
- That our bodies are 70% water and if we don't have clean water it affects the quality of life for people, animals, farmers, everyone!
- Well that if we keep our water clean people will remain healthy
- Need to change ways of the environment health
- To me they tried to say the way they clean the water is safe and they took the junk out of the water, but I don't feel that it's true
- What you put in the water will kill wild life and water
- Water is life
- Everyone help economy and environment. Set Better
- Anybody should know that water is life
- Don't pollute
- We should not waste water
- That you could have all the three: love, faith, friendship are all important and being a good steward if of the Earth
- There to raise awareness
- Water is very essential
- To recycle, to not dump garbage into water because it all goes to the Bay
- Don't remember
- I guess that everyone do the right thing, don't litter
- Recycle
- Don't remember
- That we had to take better care of, not littering and what goes down the storm drains
- Can't recall, water is life is pretty common
- If we keep our water clean, we'll have it for a long time. If we don't we will be hurt
- Don't remember

- Don't pollute or something like that
- It means everybody needs clean water
- Important and useful
- Catchy phrase "Water is Life"
- We have to take care of our water. Water is important
- It was saying help keep water clean
- I don't watch commercials
- It was obvious to me that we can't live without water and we should take care of it if we are to survive
- that we all need water for survival
- Water is life
- We drink water everyday so we have to be conscious
- Water is life
- We need to be careful of keeping our water clean for the future
- The water is clean and people can drink/use it/ But really it isn't
- Don't dispose of oil in drains
- That we all benefit from clean water
- Don't read
- Don't remember
- To take care of environment
- Don't know...If water's not safe you're not safe. Don't pollute water by improper use of storm drains. Disposing of liquids incorrectly down sink
- Keep everybody to not dump in storm drains
- Think of the future. Think of your health
- Not to pollute the water. Encourage others to save the water
- Without water we can't live. Water is our greatest resource
- That water is very important. It's the base of everything
- That you need water for life
- Kind of the importance of the Environment and keeping water clean
- Basically giving examples on how water helps people day to day
- We all need to pay attention to what we do and put in water. We don't think about the little things
- I'm not sure
- That we all have to be responsible for the environment. Be aware of what we waste and what we do with our waste. It is very important
- Safe water, Clean water, Don't pour down your drain
- Recurring advertising in California for 30 years. Need to live. Need for plants and fish
- That water is important
- Mentions clean water and what not to do
- Slogan "Water is Life"

- I don't know, I don't read them
- Water is limited and we depend on it
- Don't recall
- No commercial or ads. Heard about it on my job, City Council
- Keep it clean, don't pollute
- Seen it several times on TV. Just what it says, water is important to sustain life.
- That something is actually being done to keep the water clean, beware of pollution
- Do not waste water, don't pollute the water
- Take care of Mother Earth, don't pollute and this is why
- Trying to keep from watering too much. Conserve water
- We need to conserve and keep it clean
- Don't remember
- We should do better of trying to conserve water and keep it clean
- Try to make the place you live (world) better
- That clean water makes healthy people
- Conserve
- To be honest, just to entertain the people you know
- Advertisements of better ways to have clean water system
- Didn't pay attention to the ad
- We all need to be cautious
- That we have to take care of our water
- You have to take care of water to be healthy
- Someone is taking over the problem
- We all need to work on improving the situation
- It was saying to save water. Talking about how we all need to save water more. We need to be better about saving water
- Clean water comes from clean environment and healthy lives
- They are trying to tell you to treat human beings the way you like to be treated. They are just trying to remind you
- Protect environment
- Without water there would be no life
- Water is important. It's the saver of all life
- To me the commercial was saying we need to do everything we can to make the water safe to drink
- Ways to see what will happen with environment
- Important to keep water clean
- No water, no life
- Don't pollute the environment
- Be careful. Don't overuse water because we are very dependent on water resources

- No not really, I don't have a direct recall of what the commercial or message was.
- That water is one of the most important things in our life
- I don't know
- Unsure if the message being delivered, but maybe just that water is important for our health
- We are dependent on water for survival so we must individually help keep our water clean
- We need water to survive and be conscientious of how we deal with pollution
- That someone was going to be taking some action
- Trying to get everyone involved
- Didn't read it. Just saw cover
- Don't remember
- Wants us to take care of our resources
- Basically just that water is important to our lives.
- That people are just throwing things out the car window. We should just wait until we get home and throw things in the trash.

Appendix D

Questionnaire

Contra Costa Clean Water Program
April 2008 Follow Up Public Opinion Survey Questionnaire

INTRODUCTION: Hello, my name is _____ and I'm calling on behalf of Nichols Research. We're conducting a survey concerning some important environmental issues in your area and we'd like to get your opinions. This is not a sales call and your answers are used in general statistics. It should only take about 15 minutes of your time. **(IF NEEDED)** This is a study about environmental issues of importance to the residents of Contra Costa County.

S1. Are you at least 18 years of age?

YES	1 (CONTINUE)
NO	2 (ASK TO SPEAK TO H/H >18 YRS)
REFUSED	3 (TERMINATE)

S2. Are you a resident of Contra Costa County?

YES	1 (CONTINUE)
NO	2 (TERMINATE)
REFUSED	3 (TERMINATE)

S3. What city do you live in or near?

WEST

		Number	Percent
EL CERRITO	1	15	3.75%
RICHMOND	2	43	10.75%
SAN PABLO	3	15	3.75%
HERCULES	4	15	3.75%
PINOLE	5	12	3.00%

EAST

		Number	Percent
ANTIOCH	6	41	10.25%
BRENTWOOD	7	21	5.25%
OAKLEY	8	20	5.00%
PITTSBURG	9	18	4.50%

CENTRAL

		Number	Percent
CONCORD	10	39	9.75%
CLAYTON	11	8	2.00%
PLEASANT HILL	12	11	2.75%
WALNUT CREEK	13	26	6.50%
MARTINEZ	14	16	4.00%

SOUTH

		Number	Percent
LAFAYETTE	15	25	6.25%
MORAGA	16	18	4.50%
ORINDA	17	15	3.75%
SAN RAMON	18	18	4.50%
DANVILLE	19	24	6.00%

QUESTIONNAIRE:

Q1. First, I'm going to read you a short list of environmental problems. After I have read all five, please tell me which one you think is the most serious, the second most serious, the third most serious, the fourth most serious and the least most serious.

A: The most serious		Number	Percent
WATER POLLUTION		100	25.00%
GROWTH		87	21.75%
AIR POLLUTION		80	20.00%
CLIMATE CHANGE		46	11.50%
TRANSPORTATION		83	20.75%
REFUSED/DK		4	1.00%
	TOTAL	400	100%

B: The second most serious		Number	Percent
WATER POLLUTION		98	24.50%
GROWTH		51	12.75%
AIR POLLUTION		113	28.25%
CLIMATE CHANGE		45	11.25%
TRANSPORTATION		89	22.25%
REFUSED/DK		4	1.00%
	TOTAL	400	100%

C: The third most serious	Number	Percent
WATER POLLUTION	81	20.25%
GROWTH	91	22.75%
AIR POLLUTION	96	24.00%

CLIMATE CHANGE		62	15.50%
TRANSPORTATION		64	16.00%
REFUSED/DK		6	1.50%
	TOTAL	400	100%

D: The fourth most serious		**Number**	**Percent**
WATER POLLUTION		81	20.25%
GROWTH		69	17.25%
AIR POLLUTION		78	19.50%
CLIMATE CHANGE		75	18.75%
TRANSPORTATION		91	22.75%
REFUSED/DK		6	1.50%
	TOTAL	400	100%

E: The least serious		**Number**	**Percent**
WATER POLLUTION		35	8.75%
GROWTH		98	24.50%
AIR POLLUTION		29	7.25%
CLIMATE CHANGE		166	41.50%
TRANSPORTATION		66	16.50%
REFUSED/DK		6	1.50%
	TOTAL	400	100%

Q2. Are there any water bodies such as creeks, rivers, reservoirs, lakes or bays near your home?

		Number	**Percent**
YES	1 (CONTINUE)	301	75.25%
NO	2 (SKP TO Q6)	95	23.75%
DON'T KNOW	3 (SKP TO Q6)	4	1.00%
	TOTAL	400	100%

Q3A. What bodies of water are important to you? [Please list all that apply]

		Number	**Percent**
ALAMO CREEK	1	0	0.00%
ALHAMBRA CREEK	2	4	1.33%
BOLINGER CREEK	3	0	0.00%
BRIONES RESERVOIR	4	8	2.66%
CARTINEZ CREEK	5	4	1.33%
CONTRA COSTA CANAL	6	4	1.33%
CONTRA LOMA RESERVOIR	7	3	1.00%
DELTA	8	51	16.94%
GREEN VALLEY CREEK	9	0	0.00%
LAFAYETTE RESERVOIR	10	23	7.64%
LAS TRAMPAS CREEK	11	2	0.66%
PACIFIC OCEAN	12	20	6.64%

PINOLE CREEK	13	2	0.66%
BAXTER CREEK	14	1	0.33%
PINE CREEK	15	1	0.33%
MARSH CREEK	16	4	1.33%
SACRAMENTO RIVER	17	6	1.99%
SAN FRANCISCO BAY	18	64	21.26%
SAN JOAQUIN RIVER	19	12	3.99%
SAN PABLO CREEK	20	2	0.66%
SAN PABLO BAY	21	20	6.64%
SAN PABLO RESERVOIR	22	23	7.64%
SAN RAMON CREEK	23	7	2.33%
SUISUN BAY	24	2	0.66%
WALNUT CREEK	25	5	1.66%
WILDCAT CREEK	26	5	1.66%
KIRKER CREEK	27	0	0.00%
SAN LEANDRO CREEK	28	0	0.00%
CERRITO CREEK	29	1	0.33%
ALL WATER	30	72	23.92%
OCEANS	31	27	8.97%
ALL RIVERS, LAKES/CREEKS	32	90	29.90%
OUR DRINKING WATER	33	28	9.30%
OTHER (Specify)	34	15	4.98%
REFUSED (NONE)	35	7	2.33%
SPECIFIC CREEKS	36	19	6.31%
SPECIFIC RESERVOIRS	37	3	1.00%
SPECIFIC LAKES	38	6	1.99%
TOTAL		301	100%

(IF REFUSED OR NONE ARE IMPORTANT, SKIP TO QUESTION 6)

Q3B. Of those you just mentioned, which body of water is most important to you? (only record first response)

ALAMO CREEK	1	0	0.00%
ALHAMBRA CREEK	2	3	1.02%
BOLINGER CREEK	3	0	0.00%
BRIONES RESERVOIR	4	2	0.68%
CARTINEZ CREEK	5	1	0.34%
CONTRA COSTA CANAL	6	2	0.68%
CONTRA LOMA RESERVOIR	7	0	0.00%
DELTA	8	38	12.93%
GREEN VALLEY CREEK	9	0	0.00%
LAFAYETTE RESERVOIR	10	12	4.08%
LAS TRAMPAS CREEK	11	0	0.00%
PACIFIC OCEAN	12	8	2.72%
PINOLE CREEK	13	2	0.68%
BAXTER CREEK	14	0	0.00%
PINE CREEK	15	1	0.34%
MARSH CREEK	16	1	0.34%
SACRAMENTO RIVER	17	2	0.68%
SAN FRANCISCO BAY	18	42	14.29%
SAN JOAQUIN RIVER	19	9	3.06%
SAN PABLO CREEK	20	6	2.04%
SAN PABLO BAY	21	0	0.00%
SAN PABLO RESERVOIR	22	13	4.42%
SAN RAMON CREEK	23	5	1.70%
SUISUN BAY	24	2	0.68%
WALNUT CREEK	25	3	1.02%
WILDCAT CREEK	26	1	0.34%
KIRKER CREEK	27	0	0.00%
SAN LEANDRO CREEK	28	0	0.00%
CERRITO CREEK	29	0	0.00%
ALL WATER	30	41	13.95%
OCEANS	31	16	5.44%
ALL RIVERS, LAKES/CREEKS	32	43	14.63%
OUR DRINKING WATER	33	21	7.14%
OTHER (Specify)	34	3	1.02%
REFUSED (NONE)	35	4	1.36%
SPECIFIC CREEKS	36	7	2.38%
SPECIFIC RESERVOIRS	37	3	1.02%
SPECIFIC LAKES	38	3	1.02%
TOTAL		294	100%

Q3C. Why is the body of water important to you?

		Number	Percent
BOATING – MOTOR	1	12	4.08%
BOATING – ROWING	2	2	0.68%
BOATING – SAILING	3	4	1.36%
CANOEING/KAYAKING	4	0	0.00%
DAY HIKING	5	3	1.02%
FISHING, BOAT	6	28	9.52%
FISHING, SHORE/LAKE	7	22	7.48%
FISHING, SHORE/STREAM	8	10	3.40%
HOT SPRINGS	9	0	0.00%
HOUSE-BOATING	10	0	0.00%
JET SKI/WAVE RUNNER	14	1	0.34%
NATURE STUDYING	15	15	5.10%
RELAXING BY THE SHORE	16	21	7.14%
SIGHTSEEING	17	33	11.22%
SWIMMING	18	17	5.78%
WATER SKIING	19	3	1.02%
WATER SUPPLY/DRINKING	20	117	39.80%
WILDLIFE OBSERVATION	21	71	24.15%
OTHER (Specify)	22	73	24.83%
REFUSED	23	4	1.36%
RECREATION	24	18	6.12%
LOCATION	25	19	6.46%
LIFE/HEALTH	26	19	6.46%
	TOTAL	294	100%

Q4. Would you say that (THE MOST IMPORTANT ONE IN Q3B) is very clean, moderately clean, moderately dirty, very dirty?

		Number	Percent
VERY CLEAN	1	33	11.22%
MODERATELY CLEAN	2	111	37.76%
MODERATELY DIRTY	3	95	32.31%
VERY DIRTY	4	51	17.35%
DON'T KNOW	5	4	1.36%
	TOTAL	294	100%

Q5. [IF MOD. CLEAN, MOD. DIRTY OR VERY DIRTY ON Q4] What would you say is the pollutant that is causing the water to be dirty? (FIRST RESPONSE)

		Number	Percent
DIRT	1	14	5.32%
MOTOR OIL	2	9	3.42%
DISCHARGE FROM INDUSTRY/REFINERIES	3	42	15.97%
PESTICIDES	4	16	6.08%
TRASH/GARBAGE	5	26	9.89%
ILLEGAL DUMPING	6	11	4.18%
CIGARETTE BUTTS	7	0	0.00%
PET WASTE	8	1	0.38%
SEWAGE	9	8	3.04%
YARD WASTE	10	0	0.00%
DON'T KNOW	11	15	5.70%
RUNOFF	12	38	14.45%
PEOPLE/RESIDENTS/WE ARE	13	20	7.60%
OTHER	14	63	23.95%
	TOTAL	263	100%

Q5. [IF MOD. CLEAN, MOD. DIRTY OR VERY DIRTY ON Q4] What would you say is the pollutant that is causing the water to be dirty? (ALL OTHER RESPONSES)

		Number	Percent
DIRT	1	2	1.41%
MOTOR OIL	2	19	13.38%
DISCHARGE FROM INDUSTRY/REFINERIES	3	26	18.31%
PESTICIDES	4	24	16.90%
TRASH/GARBAGE	5	36	25.35%
ILLEGAL DUMPING	6	18	12.68%
CIGARETTE BUTTS	7	4	2.82%
PET WASTE	8	5	3.52%
SEWAGE	9	18	12.68%
YARD WASTE	10	4	2.82%
DON'T KNOW	11	0	0.00%
RUNOFF	12	23	16.20%
PEOPLE/RESIDENTS/WE ARE	13	34	23.94%
OTHER	14	41	28.87%
	TOTAL	142	100%

Q6. I'm going to read you a list of water users in Contra Costa County. As I read each one, please tell me if you think they contribute a lot, some, a little, or not at all to water pollution. (READ LIST)

BUSINESS OFFICES			**Number**	**Percent**
	A LOT	1	30	7.50%
	SOME	2	114	28.50%
	LITTLE	3	132	33.00%
	NOT AT ALL	4	97	24.25%
	REFUSED	5	27	6.75%
		TOTAL	400	100%

MANUFACTURING BUSINESSES			**Number**	**Percent**
	A LOT	1	206	51.50%
	SOME	2	94	23.50%
	LITTLE	3	42	10.50%
	NOT AT ALL	4	32	8.00%
	REFUSED	5	26	6.50%
		TOTAL	400	100%

RESIDENTS SUCH AS HOMES,			**Number**	**Percent**
	A LOT	1	76	19.00%
	SOME	2	176	44.00%
	LITTLE	3	98	24.50%
	NOT AT ALL	4	33	8.25%
	REFUSED	5	17	4.25%
		TOTAL	400	100%

COMMERCIAL BUSINESSES, SUCH AS DRY CLEANERS, AUTO REPAIR			**Number**	**Percent**
	A LOT	1	158	39.50%
	SOME	2	131	32.75%
	LITTLE	3	57	14.25%
	NOT AT ALL	4	36	9.00%
	REFUSED	5	18	4.50%
		TOTAL	400	100%

OIL REFINERIES			**Number**	**Percent**
	A LOT	1	261	65.25%
	SOME	2	61	15.25%
	LITTLE	3	25	6.25%
	NOT AT ALL	4	30	7.50%
	REFUSED	5	23	5.75%
		TOTAL	400	100%

STREETS, HIGHWAYS, AND FREEWAYS IN YOUR COUNTY		Number	Percent
A LOT	1	137	34.25%
SOME	2	147	36.75%
LITTLE	3	64	16.00%
NOT AT ALL	4	41	10.25%
REFUSED	5	11	2.75%
	TOTAL	400	100%

MEDICAL/DENTAL FACILITIES		Number	Percent
A LOT	1	56	14.00%
SOME	2	129	32.25%
LITTLE	3	113	28.25%
NOT AT ALL	4	79	19.75%
REFUSED	5	23	5.75%
	TOTAL	400	100%

Q7. Do you have storm drains in your neighborhood?

		Number	Percent
YES	1 (CONTINUE)	329	85.25%
NO	2 (SKP TO Q8)	45	11.25%
DON'T KNOW	3 (SKP TO Q8)	26	6.50%
	TOTAL	400	100%

Q8. [IF YES TO Q7] And where do the contents of these storm drains go?

		Number	Percent
TO SEWAGE PLANTS	1	13	3.95%
TO WATER BODIES WITHOUT BEING TREATED	2	87	26.44%
TO WATER BODIES AFTER BEING TREATED	3	19	5.78%
TO WATER BODIES/GENERAL WITH OR WITHOUT TREATMENT	4	32	9.73%
OTHER	5	7	2.13%
DON'T KNOW	6	112	34.04%
BAY	7	38	11.55%
CREEK	8	17	5.17%
DELTA	9	4	1.22%
	TOTAL	329	100%

Q9. Now I am going to read you statements and ask you to tell me if you agree or disagree with each. Here is the first statement.

A. Contra Costa County's storm drain and sewer system have different underground pipe systems. Would you say you agree or disagree with that statement?

		Number	Percent
AGREE	1	185	46.25%
DISAGREE	2	26	6.50%
DON'T KNOW	3	189	47.25%
TOTAL		400	100%

B. Here is the next statement. Water and other substances that flow through the storm drains go to a treatment plant to be processed and filtered to remove pollutants. Would you say you agree or disagree with that statement?

		Number	Percent
AGREE	1	139	34.75%
DISAGREE	2	139	34.75%
DON'T KNOW	3	122	30.50%
TOTAL		400	100%

Q10. There are two kinds of thermometers. Digital and Mercury. If you decided to get rid of a mercury thermometer, how would you dispose of it?

		Number	Percent
PUT IT IN THE TRASH/LANDFILL	1	56	14.00%
TAKE IT TO A HOUSESHOLD HAZARDOUS WASTE FACILITY	2	236	59.00%
OTHER (SPECIFY)	3	22	5.50%
REFUSED	4	6	1.50%
DON'T KNOW	5	41	10.25%
RECYCLE-GENERAL	6	30	7.50%
DON'T HAVE/NEVER DONE IT	7	9	2.25%
TOTAL		400	100%

Q11. How do you normally get rid of, or dispose of, fluorescent light bulbs?

		Number	Percent
PUT IT IN THE TRASH/LANDFILL	1	93	23.25%
TAKE IT TO A HOUSESHOLD HAZARDOUS WASTE FACILITY	2	173	43.25%
TAKE IT TO A RETAIL STORE	3	11	2.75%
OTHER (SPECIFY)	4	23	5.75%
REFUSED	5	8	2.00%
RECYCLE-GENERAL	6	31	7.75%
DON'T KNOW	7	22	5.50%
NEVER HAD/DON'T USE	8	39	9.75%
TOTAL		400	100%

Q12. How do you normally get rid of, or dispose of household batteries.

		Number	Percent
PUT IT IN THE TRASH/LANDFILL	1	93	23.25%
TAKE IT TO A HOUSESHOLD HAZARDOUS WASTE FACILITY	2	160	40.00%
TAKE IT TO A RETAIL STORE	3	61	15.25%
OTHER (SPECIFY)	4	25	6.25%
RECYCLE-GENERAL	5	61	15.25%
TOTAL		400	100%

Q13. How would you dispose of the following electronic devices?

A. COMPUTER		Number	Percent
PUT IT IN THE TRASH/LANDFILL	1	13	3.25%
TAKE IT TO A HOUSESHOLD HAZARDOUS WASTE FACILITY	2	107	26.75%
TAKE IT TO AN E-WASTE EVENT	3	140	35.00%
OTHER (SPECIFY)	4	33	8.25%
DON'T KNOW	5	12	3.00%
RECYCLE-GENERAL	6	43	10.75%
DONATE	7	38	9.50%
DON'T HAVE	8	14	3.50%
TOTAL		400	100%

B. TELEVISION		Number	Percent
PUT IT IN THE TRASH/LANDFILL	1	18	4.50%
TAKE IT TO A HOUSESHOLD HAZARDOUS WASTE FACILITY	2	108	27.00%
TAKE IT TO AN E-WASTE EVENT	3	134	33.50%
OTHER (SPECIFY)	4	40	10.00%
YARD SALE	5	2	0.50%
DON'T KNOW	6	7	1.75%
RECYCLE-GENERAL	7	43	10.75%
DONATE		48	12.00%
TOTAL		400	100%

C. CELL PHONE		Number	Percent
PUT IT IN THE TRASH/LANDFILL	1	18	4.50%
TAKE IT TO A HOUSESHOLD HAZARDOUS WASTE FACILITY	2	88	22.00%
TAKE IT TO AN E-WASTE EVENT	3	91	22.75%
OTHER (SPECIFY)	4	31	7.75%
REFUSED	5	1	0.25%
DON'T KNOW	6	16	4.00%
RECYCLE-GENERAL	7	28	7.00%
RETURN TO STORE	8	53	13.25%
DONATE	9	46	11.50%
DON'T HAVE	10	15	3.75%
HAVEN'T DISPOSED OF ONE	11	13	3.25%
TOTAL		400	100%

Q14. When you have old or excess fertilizers or pesticides, how do you usually dispose of them?

		Number	Percent
PLACE THEM IN THE TRASH	1	26	6.50%
POUR THEM INTO THE STREET OR GUTTER	2	0	0.00%
TAKE THEM TO THE GARBAGE DUMP	3	2	0.50%
PUT THEM IN RECYCLING BINS	4	5	1.25%
SAVE THEM FOR LATER	5	43	10.75%
POUR THEM DOWN THE DRAIN IN THE KITCHEN OR BATH	6	3	0.75%
GIVE THEM TO FRIENDS OR NEIGHBORS	7	0	0.00%
POUR THEM INTO THE GROUND	8	0	0.00%
TAKE TO RECYCLE CENTER OR HAZARDOUS WASTE DISPOSAL SITE	9	137	34.25%
DO SOMETHING ELSE WITH THEM	10	1	0.25%
OTHER (SPECIFY)	11	19	4.75%
DON'T KNOW	12	56	14.00%
DON'T USE/DON'T HAVE	13	85	21.25%
USE IT ALL	14	23	5.75%
TOTAL		400	100%

Q15. When you have excess or used motor oil / filters, how do you usually dispose of it?

		Number	Percent
PLACE IT IN THE TRASH	1	9	2.25%
POUR IT INTO THE STREET OR GUTTER	2	1	0.25%
TAKE IT TO THE GARBAGE DUMP	3	6	1.50%
PUT IT IN RECYCLING BINS	4	17	4.25%
SAVE IT FOR LATER	5	2	0.50%
POUR IT DOWN THE DRAIN IN THE KITCHEN OR BATH	6	0	0%
GIVE IT TO FRIENDS OR NEIGHBORS	7	0	0.00%
POUR IT INTO THE GROUND	8	0	0.00%
DISPOSE OF AT TOXIC WASTE DISPOSAL SITE	9	48	12.00%
TAKE USED OIL TO A CERTIFIED USED OIL COLLECTION CENTER	10	123	30.75%
DO SOMETHING ELSE (Specify)	11	10	2.50%
DON'T KNOW	12	22	5.50%
TAKE CAR TO PROFESSIONAL	13	139	34.75%
NO CAR/DON'T USE	14	23	5.75%
TOTAL		400	100%

Q16. Where do you usually wash your vehicle?

		Number	Percent
ON THE LAWN	1	13	3.25%
IN THE DRIVEWAY	2	144	36.00%
GAS STATION/CAR WASH FACILITY	3	197	49.25%
SELF WASH FACILITY	4	13	3.25%
OTHER (SPECIFY)	5	17	4.25%
NO CAR	6	16	4.00%
TOTAL		400	100%

Q17. Now I would like to ask you about litter. Would you say litter is a major problem, minor problem, or not a problem at all?

		Number	Percent
MAJOR	1	202	50.50%
MINOR	2	151	37.75%
NOT AT ALL	3	38	9.50%
OTHER (SPECIFY)	4	6	1.50%
DON'T KNOW	5	3	0.75%
TOTAL		400	100%

Q18. Whether unintentional or intentional, would you say that you often, sometimes, rarely or never litter?

		Number	Percent
OFTEN	1	1	0.25%
SOMETIMES	2	12	3.00%
RARELY	3	126	31.50%
NEVER	4	261	65.25%
DON'T KNOW	5	0	0.00%
	TOTAL	400	100%

Q19. When you have littered, intentionally or unintentionally, what items were they? **(Do Not Read)**. (**FIRST RESPONSE)**

		Number	Percent
CIGARETTE BUTTS	1	14	3.50%
GUM/GUM WRAPPER	2	31	7.75%
FAST FOOD WRAPPER	3	8	2.00%
SCRAP OF PAPER	4	54	13.50%
CANDY BAR WRAPPER	5	3	0.75%
PLASTIC BAGS	6	3	0.75%
PLASTIC BOTTLE	7	3	0.75%
PAPER CUPS	8	1	0.25%
SODA CAN	9	4	1.00%
GLASS BOTTLES	10	0	0.00%
PET WASTE	11	1	0.25%
OTHER	12	13	3.25%
NEVER LITTER	13	179	44.75%
DON'T KNOW	14	39	9.75%
KLEENEX/PAPER TOWELS/NAPKINS	15	18	4.50%
BLOWS AWAY	16	12	3.00%
FOOD PRODUCTS	17	17	4.25%
	TOTAL	400	100%

Q19. When you have littered, intentionally or unintentionally, what items were they? **(Do Not Read)**. (**OTHER RESPONSES)**

		Number	Percent
CIGARETTE BUTTS	1	3	2.73%
GUM/GUM WRAPPER	2	4	3.64%
FAST FOOD WRAPPER	3	8	7.27%
SCRAP OF PAPER	4	4	3.64%
CANDY BAR WRAPPER	5	2	1.82%
PLASTIC BAGS	6	8	7.27%
PLASTIC BOTTLE	7	1	0.91%
PAPER CUPS	8	2	1.82%
SODA CAN	9	4	3.64%
GLASS BOTTLES	10	0	0.00%
PET WASTE	11	1	0.91%
OTHER	12	1	0.91%
NEVER LITTER	13	58	52.73%
DON'T KNOW	14	9	8.18%
KLEENEX/PAPER TOWELS/NAPKINS	15	4	3.64%
BLOWS AWAY	16	1	0.91%
FOOD PRODUCTS	17	3	2.73%
TOTAL		400	100%

Q20. What *would* keep you from littering? **(Rotate)**

TICKET/FINE	**RATING**	**Number**	**Percent**
LEAST LIKELY	1	86	21.50%
	2	18	4.50%
SOMEWHAT LIKELY	3	49	12.25%
	4	21	5.25%
VERY LIKELY	5	208	52.00%
NO RESPONSE		18	4.50%
MEAN VALUE		3.65	
	TOTAL	400	100%

PEER PRESSURE	**RATING**	**Number**	**Percent**
LEAST LIKELY	1	130	32.50%
	2	28	7.00%
SOMEWHAT LIKELY	3	70	17.50%
	4	41	10.25%

VERY LIKELY	5	113	28.25%
NO RESPONSE		18	4.50%
MEAN VALUE		2.95	
	TOTAL	400	100%

MORE TRASH CANS	**RATING**	**Number**	**Percent**
LEAST LIKELY	1	78	19.50%
	2	17	4.25%
SOMEWHAT LIKELY	3	70	17.50%
	4	48	12.00%
VERY LIKELY	5	169	42.25%
NO RESPONSE		18	4.50%
MEAN VALUE		3.56	
	TOTAL	400	100%

POINTS ON YOUR DRIVING RECORD	**RATING**	**Number**	**Percent**
LEAST LIKELY	1	97	24.25%
	2	13	3.25%
SOMEWHAT LIKELY	3	40	10.00%
	4	28	7.00%
VERY LIKELY	5	201	50.25%
NO RESPONSE		21	5.25%
MEAN VALUE		3.59	
	TOTAL	400	100%

MANDATORY TRASH CLEAN UP/COMM. SERVICE	**RATING**	**Number**	**Percent**
LEAST LIKELY	1	65	16.25%
	2	15	3.75%
SOMEWHAT LIKELY	3	44	11.00%
	4	28	7.00%
VERY LIKELY	5	228	57.00%
NO RESPONSE		20	5.00%
MEAN VALUE		3.89	
	TOTAL	400	100%

NOTHING WOULD GET ME TO CHANGE	**RATING**	**Number**	**Percent**
LEAST LIKELY	1	224	56.00%
	2	38	9.50%
SOMEWHAT LIKELY	3	30	7.50%

	4	15	3.75%
VERY LIKELY	5	56	14.00%
NO RESPONSE		37	9.25%
MEAN VALUE		2.01	
	TOTAL	400	100%

A BELIEF THAT LITTERING IS WRONG	**RATING**	**Number**	**Percent**
LEAST LIKELY	1	33	8.25%
	2	9	2.25%
SOMEWHAT LIKELY	3	28	7.00%
	4	27	6.75%
VERY LIKELY	5	284	71.00%
NO RESPONSE		19	4.75%
MEAN VALUE		4.36	
	TOTAL	400	100%

Q21. Please rate the following items. 1 being strongly appose and 5 being strongly support.

BANNING OF PLASTIC BAGS	**RATING**	**Number**	**Percent**
STRONGLY OPPOSE	1	64	16.00%
	2	31	7.75%
SOMEWHAT SUPPORT	3	89	22.25%
	4	38	9.50%
STRONGLY SUPPORT	5	178	44.50%
NO RESPONSE		0	0.00%
MEAN VALUE		3.59	
	TOTAL	400	100%

INCREASE OF PUBLIC RECYLING BINS	**RATING**	**Number**	**Percent**
STRONGLY OPPOSE	1	17	4.25%
	2	13	3.25%
SOMEWHAT SUPPORT	3	50	12.50%
	4	37	9.25%
STRONGLY SUPPORT	5	283	70.75%
NO RESPONSE		0	0.00%
MEAN VALUE		4.39	
	TOTAL	400	100%

BANNING OF PLASTIC WATER BOTTLES	**RATING**	**Number**	**Percent**
STRONGLY OPPOSE	1	108	27.00%
	2	42	10.50%

SOMEWHAT SUPPORT	3	93	23.25%
	4	35	8.75%
STRONGLY SUPPORT	5	121	30.25%
NO RESPONSE		1	0.25%
MEAN VALUE		3.05	
	TOTAL	400	100%

BANNING OF STYROFOAM	**RATING**	**Number**	**Percent**
STRONGLY OPPOSE	1	48	12.00%
	2	24	6.00%
SOMEWHAT SUPPORT	3	65	16.25%
	4	45	11.25%
STRONGLY SUPPORT	5	217	54.25%
NO RESPONSE		1	0.25%
MEAN VALUE		3.90	
	TOTAL	400	100%

Q22. Would you report someone littering by calling a confidential hot-line?

		Number	**Percent**
YES	1	222	55.50%
NO	2	129	35.25%
DON'T KNOW	3	49	12.25%
	TOTAL	400	100%

Q23. In the past year, have you heard or seen any reports, advertising, or other information about Stormwater pollution and what's being done to protect the County's water bodies?

		Number	**Percent**
YES	1	145	36.25%
NO	2	223	55.75%
DON'T KNOW	3	32	8.00%
	TOTAL	400	100%

Q24. [IF YES TO Q24] And where did you hear or see this information? (TRACK ALL RESPONSES)

		Number	Percent
TELEVISION	1	66	45.52%
RADIO	2	15	10.34%
NEWSPAPER	3	44	30.34%
MAGAZINES	4	3	2.07%
GOVERNMENT AGENCIES	5	2	1.38%
BART POSTERS	6	0	1.60%
BUS SIGNS	7	2	1.38%
BILLBOARDS	8	10	6.90%
STENCILED STORM DRAINS	9	16	11.03%
EDUCATIONAL PROGRAMS	10	1	0.69%
ENVIRONMENTAL ORGANIZATIONS	11	3	2.07%
FRIENDS/RELATIVES/NEIGHBORS	12	1	0.69%
CHILDREN	13	3	2.07%
MR. FUNNELHEAD/USED OIL RECYCLING PROGRAM MATERIALS	14	0	0.00%
CLEAN WATER PROGRAM	15	2	1.38%
OTHER (Specify)	16	23	15.86%
MAIL/NEWSLETTER/FLYER	17	19	13.10%
	TOTAL	400	100%

Q25. [IF YES TO Q24)] What did it mean or say to you?
SEE VERBATIM FILE

Q26. Have you ever heard of the Contra Costa Clean Water Program?

		Number	Percent
YES	1	60	41.38%
NO	2	65	44.83%
DON'T KNOW	3	20	13.79%
	TOTAL	400	100%

Q27. Have you ever heard or seen advertisements about the Contra Costa Clean Water Program that mentioned the slogan "Water is Life."

		Number	Percent
YES	1	105	26.25%
NO	2	218	54.50%
MAYBE	3	45	11.25%
DON'T KNOW	4	32	8.00%
	TOTAL	400	100%

Q28. Have you ever heard or seen advertisements about the Contra Costa Clean Water Program that state (1) Healthy Environment; (2) Healthy Economy or (3) Healthy People?

		Number	Percent
YES	1	59	14.75%
NO	2	273	68.25%
MAYBE	3	26	6.50%
DON'T KNOW	4	42	10.50%
	TOTAL	400	100%

Q29. [IF YES TO Q 28 or Q29] What did the ads say to you? What was the message the commercial was trying to get across. (VERBATIM)
SEE VERBATIM FILE

Q30. I am going to read you a list of some possible ways to reduce storm drain pollution. Please tell me whether you would be willing, somewhat willing or not willing.

NOT TO DUMP POLLUTANTS IN STORM DRAIN		Number	Percent
VERY WILLING		385	96.25%
SOMEWHAT WILLING		8	2.00%
NOT WILLING		3	0.75%
DON'T KNOW		4	1.00%
	TOTAL	400	100%

REPORT ANY ILLEGAL DUMPING YOU WITNESS		Number	Percent
VERY WILLING		283	70.75%
SOMEWHAT WILLING		62	15.50%
NOT WILLING		44	11.00%
DON'T KNOW		11	2.75%
	TOTAL	400	100%

KEEP YOUR VEHICLE TUNED AND LEAK FREE		Number	Percent
VERY WILLING		353	88.25%
SOMEWHAT WILLING		33	8.25%
NOT WILLING		4	1.00%
DON'T KNOW		10	2.50%
	TOTAL	400	100%

CALL AN "800" NUMBER FOR INFORMATION		Number	Percent
VERY WILLING		274	68.50%
SOMEWHAT WILLING		72	18.00%
NOT WILLING		47	11.75%
DON'T KNOW		7	1.75%
	TOTAL	400	100%

TAKE YOUR POLLUTANTS TO A DISPOSAL CENTER		Number	Percent
VERY WILLING		358	89.50%
SOMEWHAT WILLING		28	7.00%
NOT WILLING		7	1.75%
DON'T KNOW		7	1.75%
	TOTAL	400	100%

USE LESS TOXIC NON-POLLUTING PRODUCTS		Number	Percent
VERY WILLING		320	80.00%
SOMEWHAT WILLING		62	15.50%
NOT WILLING		10	2.50%
DON'T KNOW		8	2.00%
	TOTAL	400	100%

PARTICIPATE IN COMMUNITY EVENTS TO HELP DISPOSE OF TRASH/ CIGARETTES PROPERLY		Number	Percent
VERY WILLING		193	48.25%
SOMEWHAT WILLING		109	27.25%
NOT WILLING		85	21.25%
DON'T KNOW		13	3.25%
	TOTAL	400	100%

RECYCLE PAPER, PLASTICS AND ALUMINUM		Number	Percent
VERY WILLING		385	96.25%
SOMEWHAT WILLING		12	3.00%
NOT WILLING		0	0.00%
DON'T KNOW		3	0.75%
	TOTAL	400	100%

Q31. As you may know, residents of Contra Costa County currently pay an average of $30 per year in taxes for programs to prevent Stormwater pollution. Would you be willing to pay an additional amount for…? And is that very willing, somewhat willing, or not at all willing….?

EDUCATION PROGRAMS		Number	Percent
VERY		124	31.00%
SOMEWHAT		100	25.00%
NOT		144	36.00%
DON'T KNOW		32	8.00%
	TOTAL	400	100%

RECYCLING PROGRAMS		Number	Percent
VERY		166	41.50%
SOMEWHAT		79	19.75%
NOT		130	32.50%
DON'T KNOW		25	6.25%
	TOTAL	400	100%

STORMWATER INSPECTION		Number	Percent
VERY		123	30.75%
SOMEWHAT		98	24.50%
NOT		139	34.75%
DON'T KNOW		40	10.00%
	TOTAL	400	100%

IMPROVING THE ENVIRONMENT		Number	Percent
VERY		181	45.25%
SOMEWHAT		80	20.00%
NOT		113	28.25%
DON'T KNOW		26	6.50%
	TOTAL	400	100%

IMPROVE THE DRINKING WATER		Number	Percent
VERY		195	48.75%
SOMEWHAT		64	16.00%
NOT		117	29.25%
DON'T KNOW		24	6.00%
	TOTAL	400	100%

Q32. (SKP IF NOT WILLING TO ANY IN Q33) **In order to: clean up polluted water and stormwater; keep trash and pollution out of creeks, lakes, the Delta and the Bay; prevent flooding, and protect sources of clean drinking water, would you support an assessment in the amount of ____ per year if an election were to occur today.**

$10.00-$14.00 ANNUALLY			Number	Percent
YES	1		222	78.45%
NO	2 (SKP)		29	10.25%
DON'T KNOW	3		32	11.31%
		TOTAL	283	100%

$15.00-$24.00 ANNUALLY			Number	Percent
YES	1		138	48.76%
NO	2 (SKP)		102	36.04%
DON'T KNOW	3		43	15.19%
		TOTAL	283	100%

$25.00-$34.00 ANNUALLY			Number	Percent
YES	1		100	35.34%
NO	2 (SKP)		135	47.70%
DON'T KNOW	3		48	16.96%
		TOTAL	283	100%

$35.00-$69.00 ANNUALLY			Number	Percent
YES	1		58	20.49%
NO	2 (SKP)		177	62.54%
DON'T KNOW	3		48	16.96%
		TOTAL	283	100%

$70.00 OR MORE ANNUALLY			Number	Percent
YES	1		33	11.66%
NO	2 (SKP)		205	72.44%
DON'T KNOW	3		45	15.90%
		TOTAL	283	100%

Q33. [IF YES TO Q 34] Would you be willing to pay an annual inflation adjustment in future years not to exceed 3%?

		Number	Percent
YES	1	126	45.82%
NO	2	61	22.18%
MAYBE	3	44	16.00%
DON'T KNOW	4	44	16.00%
	TOTAL	275	100%

DEMOGRAPHICS:

Now in order to classify your responses along with others, I need to ask a few questions about you.

D1 What is your zip code? _____

	Number	Percent
94505	3	0.75%
94506	5	1.25%
94507	3	0.75%
94509	25	6.25%
94513	18	4.50%
94516	1	0.25%
94517	8	2.00%
94518	8	2.00%
94519	4	1.00%
94520	15	3.75%
94521	14	3.50%
94523	6	1.50%
94526	18	4.50%
94530	12	3.00%
94531	15	3.75%
94547	11	2.75%
94549	24	6.00%
94553	15	3.75%
94556	16	4.00%
94561	19	4.75%
94563	15	3.75%
94564	11	2.75%
94565	21	5.25%
94572	4	1.00%
94582	9	2.25%
94583	9	2.25%
94595	6	1.50%

94596	3	0.75%
94597	7	1.75%
94598	10	2.50%
94708	1	0.25%
94801	6	1.50%
94803	11	2.75%
94804	17	4.25%
94805	4	1.00%
94806	21	5.25%
95802	1	0.25%
REFUSED	4	1.00%
TOTAL	400	100%

D2. Do you own, rent or lease your current home?

		Number	Percent
OWN	1	317	79.25%
RENT	2	66	16.50%
LEASE	3	3	0.75%
OTHER	4	5	1.25%
REFUSED	5	9	2.25%
	TOTAL	400	100%

D3. How long have you lived in your current home?

		Number	Percent
LESS THAN 1 YEAR	1	22	5.50%
1 TO 3 YEARS	2	44	11.00%
3 TO 5 YEARS	3	57	14.25%
5 TO 10 YEARS	4	59	14.75%
10 YEARS OR MORE	5	212	53.00%
REFUSED	6	6	1.50%
	TOTAL	400	100%

D4. What was the last grade school completed?

		Number	Percent
LESS THAN HIGH SCHOOL	1	22	5.50%
HIGH SCHOOL GRADUATE	2	50	12.50%
SOME COLLEGE	3	106	26.50%
COLLEGE GRADUATE	4	112	28.00%
GRADUATE DEGREE	5	57	14.25%
POST GRADUATE WORK	6	33	8.25%
VOCATIONAL/TECHNICAL TRAINING	7	15	3.75%
REFUSED	8	5	1.25%

	TOTAL	400	100%

D5. What is your age range?

		Number	Percent
AGE 18 TO 29	1	21	5.25%
AGE 30 TO 39	2	44	11.00%
AGE 40 TO 49	3	82	20.50%
AGE 50 TO 59	4	89	22.25%
AGE 59 TO 64	5	52	13.00%
AGE 65 OR OLDER	6	102	25.50%
REFUSED	7	10	2.50%
	TOTAL	400	100%

D6. What is your ethnic background?

		Number	Percent
CAUCASIAN/WHITE	1	274	68.50%
AFRICAN-AMERICAN	2	34	8.50%
HISPANIC/LATINO	3	31	7.75%
ASIAN-AMERICAN	4	26	6.50%
NATIVE AMERICAN	5	7	1.75%
OTHER (Specify)	6	11	2.75%
REFUSED	7	17	4.25%
	TOTAL	400	100%

D7. What is your estimate total household income?

		Number	Percent
$14,999 OR LESS	1	27	6.75%
$15,000 TO $29,999	2	35	8.75%
$30,000 TO $44,999	3	21	5.25%
$45,000 TO $59,999	4	25	6.25%
$60,000 TO $74,999	5	22	5.50%
$75,000 TO $84,999	6	22	5.50%
$85,000 TO $99,999	7	19	4.75%
$100,000 TO $149,999	8	40	10.00%
$150,000 TO $199,999	9	31	7.75%
$200,000 AND OVER	10	32	8.00%
REFUSED	11	126	31.50%
	TOTAL	400	100%

That's all the questions I have. Thank you for your time, we appreciate your participation in this important research study.

INTERVIEWER: AFTER INTERVIEW COMPLETION, PLEASE FILL OUT THE FOLLOWING.

RECORD GENDER:

		Number	Percent
MALE	1	159	39.75%
FEMALE	2	241	60.25%
	TOTAL	400	100%

RECORD LANGUAGE OF INTERVIEW:

		Number	Percent
ENGLISH	1	395	98.75%
SPANISH	2	5	1.25%
	TOTAL	400	100%

DATE OF INTERVIEW: _____

Appendix E Other Responses

QUESTION	OTHER RESPONSES
3A	Recreation
3A	Lake Cascade
3A	Canal
3A	CA coastline
3A	Swimming pools
3A	Estuary
3A	Swimming pools
3A	Amazon
3A	San Pablo Dam
3A	Discovery
3A	Vaquero's Dam
3A	Marina
3A	Newhall Park
3A	San Pablo Straits
3A	Point Richmond
3A	TABLE 11: Q3B. Other
3A	Natural water
3A	Atlantic Ocean
3A	Newhall Park
3C	flows into reservoir
3C	Debris
3C	Local Drainage
3C	Provides safe water to homes
3C	Ecosystem
3C	Creek- not maintained, lots of over growth
3C	Could flood in the future
3C	Natural creek
3C	Part of the environment
3C	Environmental issues
3C	Support for infrastructure
3C	Levees
3C	Ecosytem, divider between fresh and salt water in California
3C	Because of misuse
3C	Biggest resource
3C	Run off
3C	Plumbing, source of water for East Bay MUD
3C	Agriculture- Would like to see it around for a while
3C	Homeless Camps
3C	Martinez Marina Drainage
3C	Everything
3C	It makes this area unique

3C	Run off
3C	Not maintained
3C	Pollution
3C	Because of everyday need. Decreasing water levels
3C	Because of food potential
3C	Supposed to irrigate the crops
3C	If you pollute the bay, the whole ecosystem falls apart
3C	Provides services and nutrients to the world
3C	Food supply
3C	Keeping clean
3C	Because I have heard of heavy dumping
3C	Commercial Fishing
3C	Shipping
3C	Climate control
3C	They're in trouble
3C	Has major impact on climate, fish, etc. Snorkel and scuba
3C	Health/Cooking
3C	out of control
3C	Because clean water is important to me
3C	Goes to the Bay
3C	Mothball fleet
3C	Our body is 90% of water. We just have to have it
3C	Because it's full of crap
3C	Food source
3C	Needs to be kept clean
3C	Drinking water
3C	Part of the enviornment
3C	Ecosystem is important
3C	Agricultural purposes
3C	Flood control
3C	Transports
3C	When oceans recede we are in trouble
3C	Agriculture
3C	Farming
3C	For ourselves because we use it in different ways
3C	Runoff is very dirty
3C	Well being. It is a source of income for different groups and it is beautiful
3C	Pollution, safety
3C	A source of food for us
3C	It controls the weather and provides food
3C	Oil refinery is close to San Pablo Bay so if there was a spill, it would affect the water
3C	It has a direct or indirect effect on all the residents of the Bay
3C	It's low and looks like it will dry up soon
3C	The Bay is visually beautiful. Mostly scenic
3C	Beauty
3C	Our desire to keep SF Bay clean and Beautiful

3C	Because it's the Bay!
3C	It's a natural and delightful feature of the area
3C	The Bay is a very ecological thing
5A	Not maintained, has growth and algae
5A	None, our water is clean
5A	Bacteria/Fungus
5A	Slow going down the delta, contaminating it with leaves, etc
5A	Metals
5A	Irrigation
5A	Branches, overgrowth
5A	Air and dumping
5A	Wild Life, Moss
5A	Street run off
5A	Different resources and air
5A	Diesel Exhaust
5A	Overgrowth
5A	Mosquitos, muddy
5A	Algae
5A	Metals
5A	Humanity
5A	Hydrocarbons
5A	Waste in general
5A	International laws- Japan vs. US
5A	Auto diesel pollution
5A	Military jets
5A	Mercury
5A	Mercury
5A	PG&E refinery plant
5A	Pollutants come down river
5A	Storm drains go into creek
5A	Discharge from 3rd world countries
5A	Air pollution
5A	Moss
5A	Moth balled fleet
5A	Heavy metals
5A	Lead
5B	Toxic Chemicals
5B	Storms
5B	Chemicals
5B	Stuff in air
5B	Weeds-overgrowth
5B	Boats
5B	Algae/Fungus
5B	Recent Oil spill
5B	Fertilizers

5B	Geese Excess
5B	Don't know but see other things in it
5B	soap suds from unknown area
5B	Enviornmental change
5B	Household chemical waste
5B	Chemical spills
5B	Oil spills
5B	Asbestos
5B	There was an oil spill recently
5B	Oil Spills
5B	Air
5B	Pharmaceutical company dumping
5B	Boaters, ships dumping waste
5B	Paint from mothball fleet
5B	Peoplke who live on houseboats that dump garbage in water
5B	Medicine, paint, etc down the sewer
5B	Boaters dumping waste, oil, trash, etc
5B	Boat exhaust
5B	Agriculture, ships
5B	Oil spills
5B	Old medications and chemicals
5B	Boating engines
5B	Waste from boats, oil spills
5B	Oil spills
5B	Boats
5B	Fertilizers
5B	Traffic from boats
5B	Recreational boating
5B	Smelter
5B	What the Government dumps in it
5B	Pharmaceuticals
5B	County Government not keeping up with care
8	It backs up and runs into the street
8	Runs off hill area
8	Faucets
8	To a fish source
8	Street and property
8	Into the sewer
8	Road and street
10	Look up on Internet for instructions
10	Just keep it
10	Burn it
10	Call number for special pick up
10	Give it to someone
10	Call and ask someone

10	Call the city
10	Go online to find out
10	Call to find out
10	Toxic drop off place
10	Investigate where to take it
10	Look up where to go
10	Solano Stroll collection day
10	Give it to sister who collects for her art
10	Burn it
10	Call to find the appropriate way
10	Bury in backyard
10	Read online how to dispose of
10	Call to find out where to go
10	Call garbage people and ask them
10	Flush down toilet
10	I would call the garbage company and ask them
11	Haven't had to throw yet
11	Give to Neighbor who takes to disposal place
11	Never done yet
11	Never had to
11	Have not had to dispose any
11	Call disposal service
11	Crush in a container, bury in garden
11	Call number for special pick up
11	They last forever
11	Call and ask someone
11	Call the city
11	Call to find out
11	Store in garage
11	Haven't yet
11	Husband takes care of it
11	Nephew in law takes to dispose of
11	Landlord takes care of it
11	Don't use them
11	Husband takes somewhere
11	Try not to buy
11	Ask garbage company what to do
11	I would call the garbage company and ask them
11	I have someone come in and take care of that because I'm handicapped
12	Give it to a neighbor
12	Never have
12	Google and find a place to take to
12	Make a pile to separate and dispose
12	I have a special place where I dispose of batteries
12	Give them to the city

12	Transfer stations
12	Put in sack and hold them
12	My children do it for me
12	Don't know
12	Give it to my son
12	Call to find out
12	My wife collects those to take somewhere for disposal
12	Check with city
12	Don't have any
12	Don't know- Have to investigate
12	Find out where to take them
12	Husband disposes of it. Not sure what he does with them
12	Doesn't use them
12	I don't deal with those
12	Save them
12	Don't use them
12	Save them in a bucket until it's full and thenc all to find out what to do
12	Not sure
12	Ask garbage company
13A	County run place
13A	Special collection days by city
13A	My children does it for me
13A	Special Collection
13A	Don't get rid of
13A	City collection
13A	Collection place
13A	Find out where to take them
13A	Take it to retailer
13A	Call the junk man
13A	Hold onto it
13A	Sell it to a refurbishing place
13A	Look on computer to research
13B	Retail store
13B	Ranch Lake County
13B	County run place
13B	Place authorized to take them in
13B	Community pick up
13B	Give to retail store
13B	My children does it for me
13B	Collection place
13B	Call nephew to take away (he's learning to repair)
13B	Call city and ask where to take it
13B	Call to find out where to go
13B	Have to research it
13B	Have to find out where to go and take it in

13B	Pay someone to have it disposed at transfer station
13B	Hold onto it
13B	Don't have one
13B	Gave it to someone to dispose of
13B	Look on computer to research
13B	Haven't got rid of one
13C	Ranch Lake County
13C	County run place
13C	Someone picks up through garbage company
13C	Waste management picks up
13C	Community pick up
13C	Always lose cell phone
13C	Ask around to see who accepts them
13C	Sidewalk collection
13C	Garbage company picks up through a special event
13C	Give to an organization that would recycle
13C	Pick up
13C	My children does it for me
13C	Keep them, would recycle
13C	Garbage company, special pick up
13C	I save all my cell phones
13C	Service/ Pick up to dispose properly every couple of months
13C	Special Collection
13C	Daughter's company
13C	Still collecting those- Have to investigate how to properly dispose of those
13C	City collection
13C	Collection program that pays for cell phones
13C	Haven't disposed of yet. Have to chack it out
13C	city clean up day
13C	Give it to my kids to play with
13C	Save them for kids to play with
13C	Save them
13C	Sell them
13C	Keep in drawer
13C	Haven't disposed of one yet
13C	Call garbage company to pick up
13C	Look on computer to research
14	Periodic pick ups
14	Garbage company picks up
14	Keep in garage
14	Pour in cat litter
14	Use environmentally friendly ones
14	Gardener gets rid of it
14	Take to recycling center
14	Put it in soil

14	Professional gardeners take care of it
14	Have not disposed
14	Hazardous waste
14	Offer on Craigslist for free
14	Gardener takes care of it
14	Once a year hazardous waste pickup comes by
14	Green garbage cans
14	Garderner is resposible
14	Garderner does it
14	Homeowners association takes care of it
14	Special container and garbage company picks them up
15	Pay someone else to do that
15	Don't do it myself
15	Call oil pick up
15	Picked up
15	Pick up
15	My husband takes care of it
15	Take to work for collection
15	Someone recycles it for me
15	Usually use it all up
16	Near garage, no driveway
16	Backyard
16	Street
16	I don't wash my car
16	On street
16	High School
16	On the street
16	State Park
16	Complex has specific car washing site with drain
16	Street
16	Parking lot
16	Work- Car dealership
16	High School kids
16	Don't wash car
16	Don't wash my car
16	Don't wash car. Let nature take care of it
16	Don't wash my car
17	In between Major and Minor
17	Medium problem. Getting worse
17	Medium problem
17	Moderate
17	Both major and minor
17	Depends on where you go in the city

19	Tree leaves and twigs
19	Tooth pick
19	Lint in pockets
19	Tear off strip on gum wrapper
19	Newspaper
19	Newspaper
19	Matchstick
19	Newspaper
19	Straws
19	Paper plate
19	Recyclable aluminum cans
19	Paper bag
19	Cardboard
19	Cellophane wrapper
24	City employee came to my house for a survey
24	On sidewalk by curb
24	Signs on drains
24	Signs
24	Signs/Advertisements
24	Husband told me
24	Contra Costa County Water District
24	I'm studying to be a contractor so I read about it in the handbook
24	Published information
24	East Bay MUD
24	You Tube
24	Son
24	Internet
24	Senior center
24	Festival
24	Fish on Storm Drains
24	Article from city
24	At work
24	At work
24	City Council
24	On storm drain
24	Internet, utilities
24	Internet
D6	Armenian
D6	Indian
D6	Mixed
D6	Middle Eastern