

Stormwater Quality Funding Initiative

“Safe, Clean, Healthy Water in San Mateo County”



Survey Report

July 17, 2014

Presented by:

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Today's Objectives

- Review Report
- Send Recommendation to C/CAG Board to review and accept report



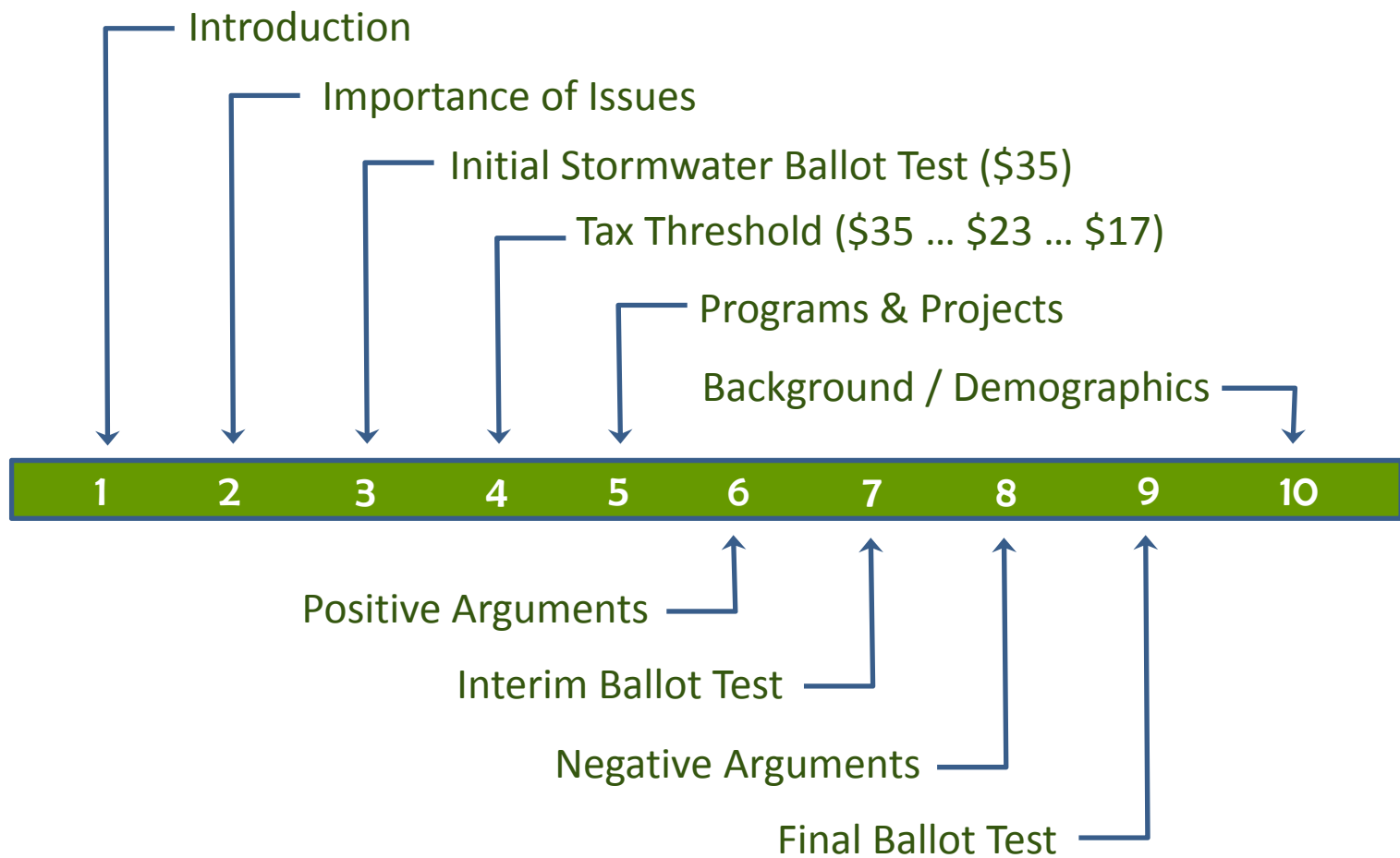
Survey Objectives

- Levels of Support
 - Measure support at different fee levels to gage feasibility versus revenue
- Community Priorities
 - Test various projects, programs and messages to determine key community priorities
- County-Wide versus Individual Municipalities
 - Provide support data by municipality so each agency can discern their local levels of support and priorities

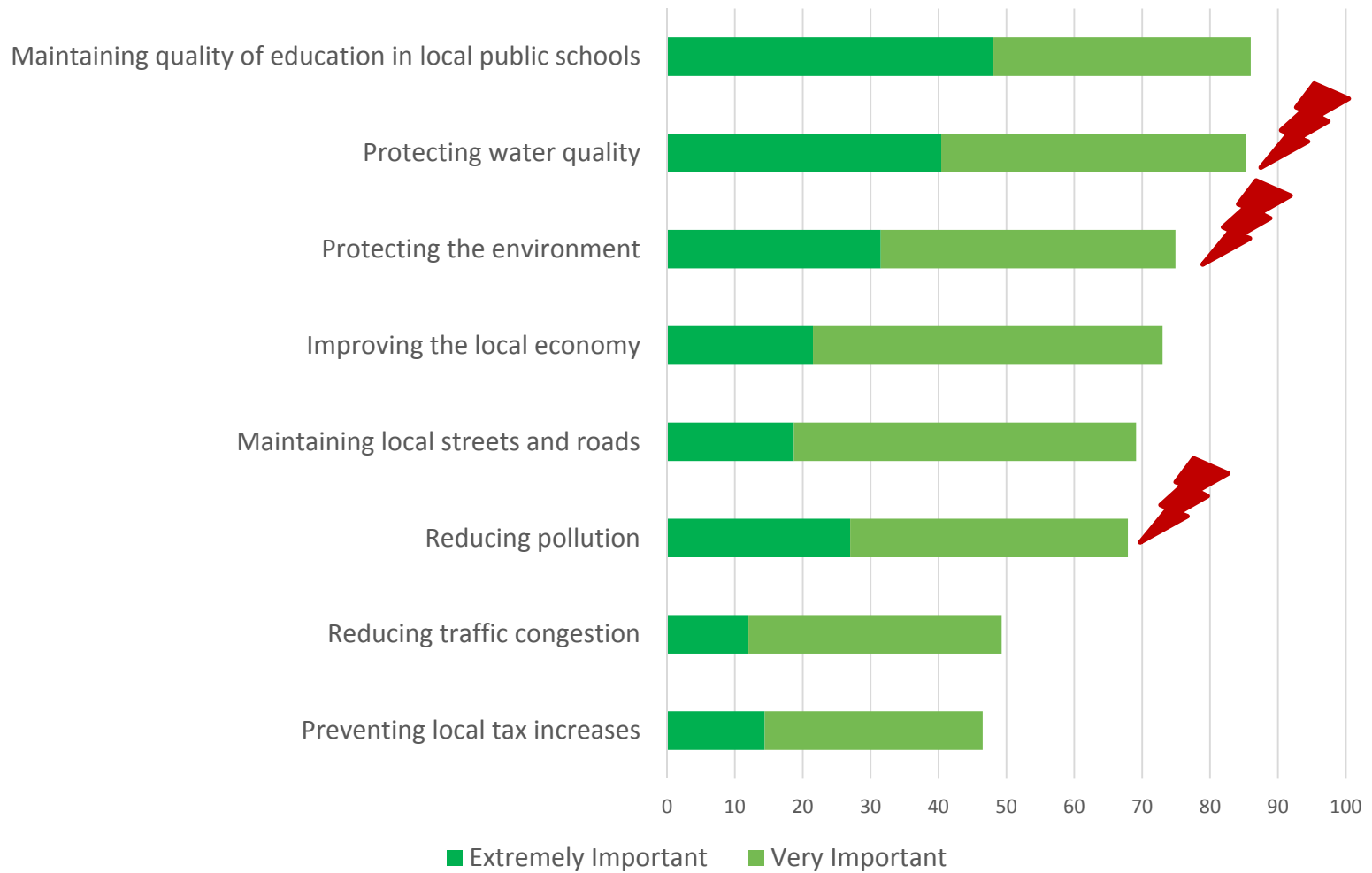
Scope of Work - Survey

- Phone Survey (June 2013)
 - 800 respondents
 - 15-minute duration
- Mail Survey (April-May 2014)
 - 21,300 surveys mailed (1,000 in each municipality)
 - 3,018 surveys returned
- Provide in-depth findings and recommendations
 - Feasibility of a property-related fee versus a parcel tax
 - Tested various rate levels
 - Tested various messages, projects, and approaches

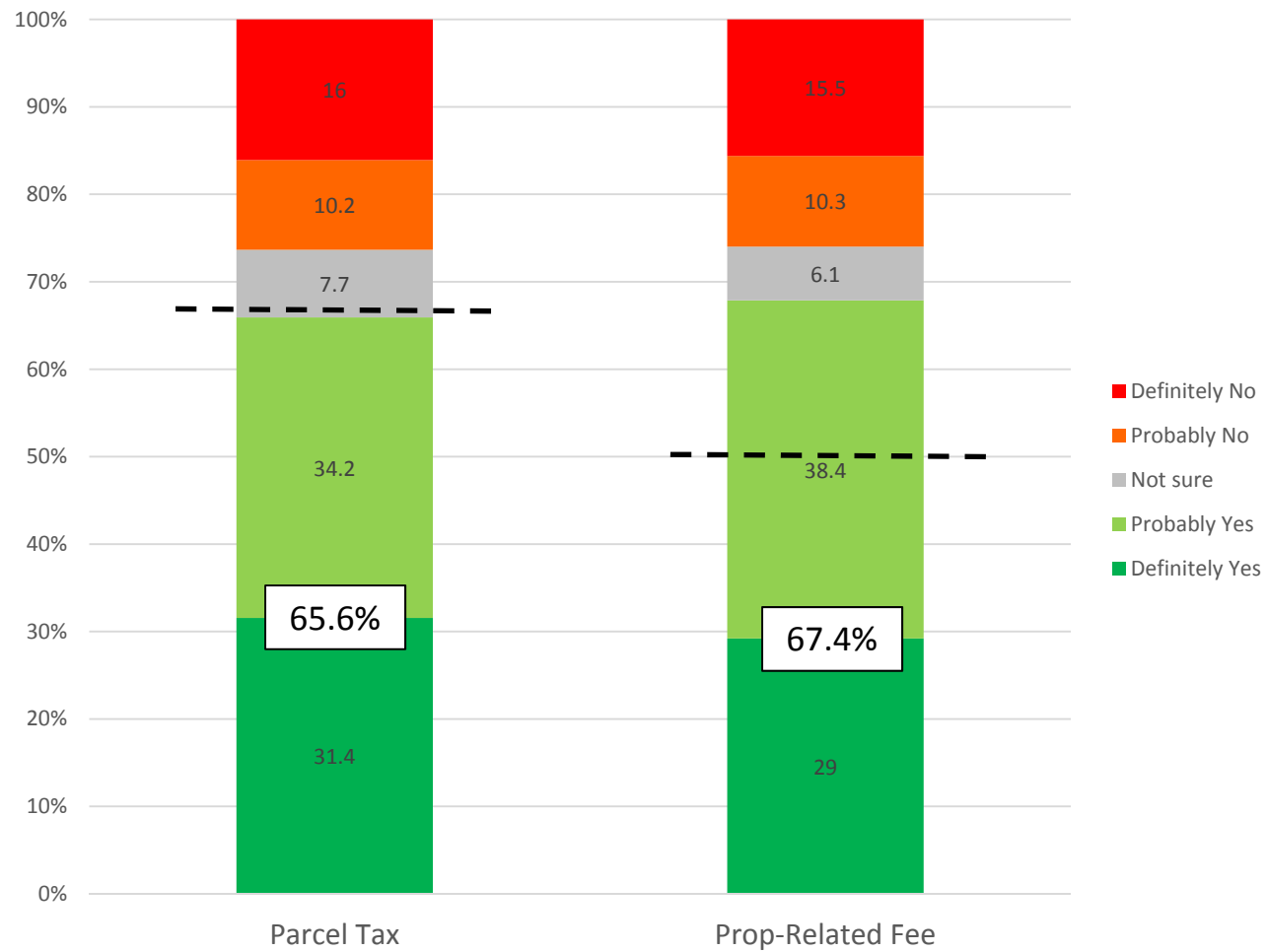
Methodology – Phone Survey



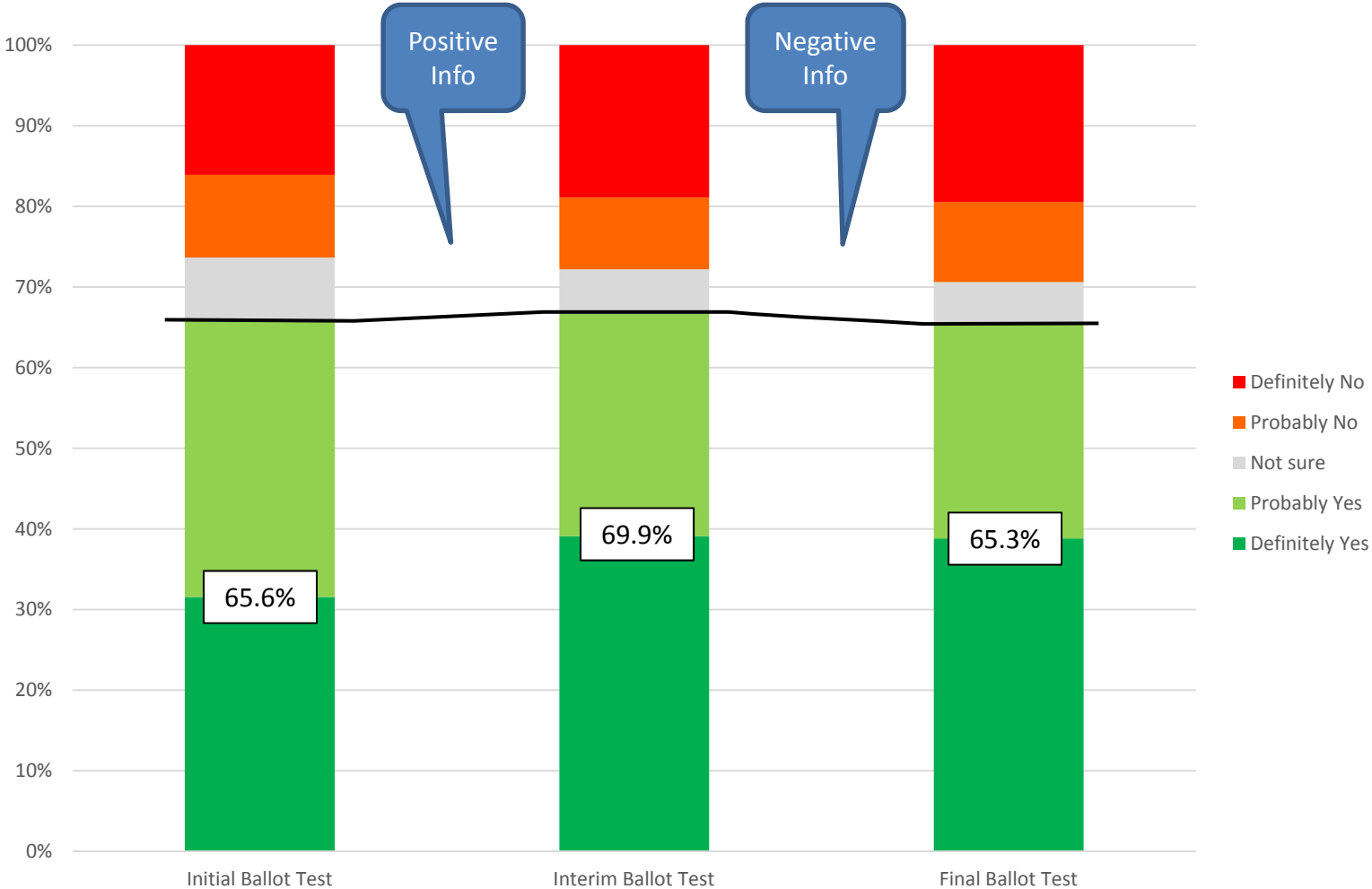
Importance of Issues



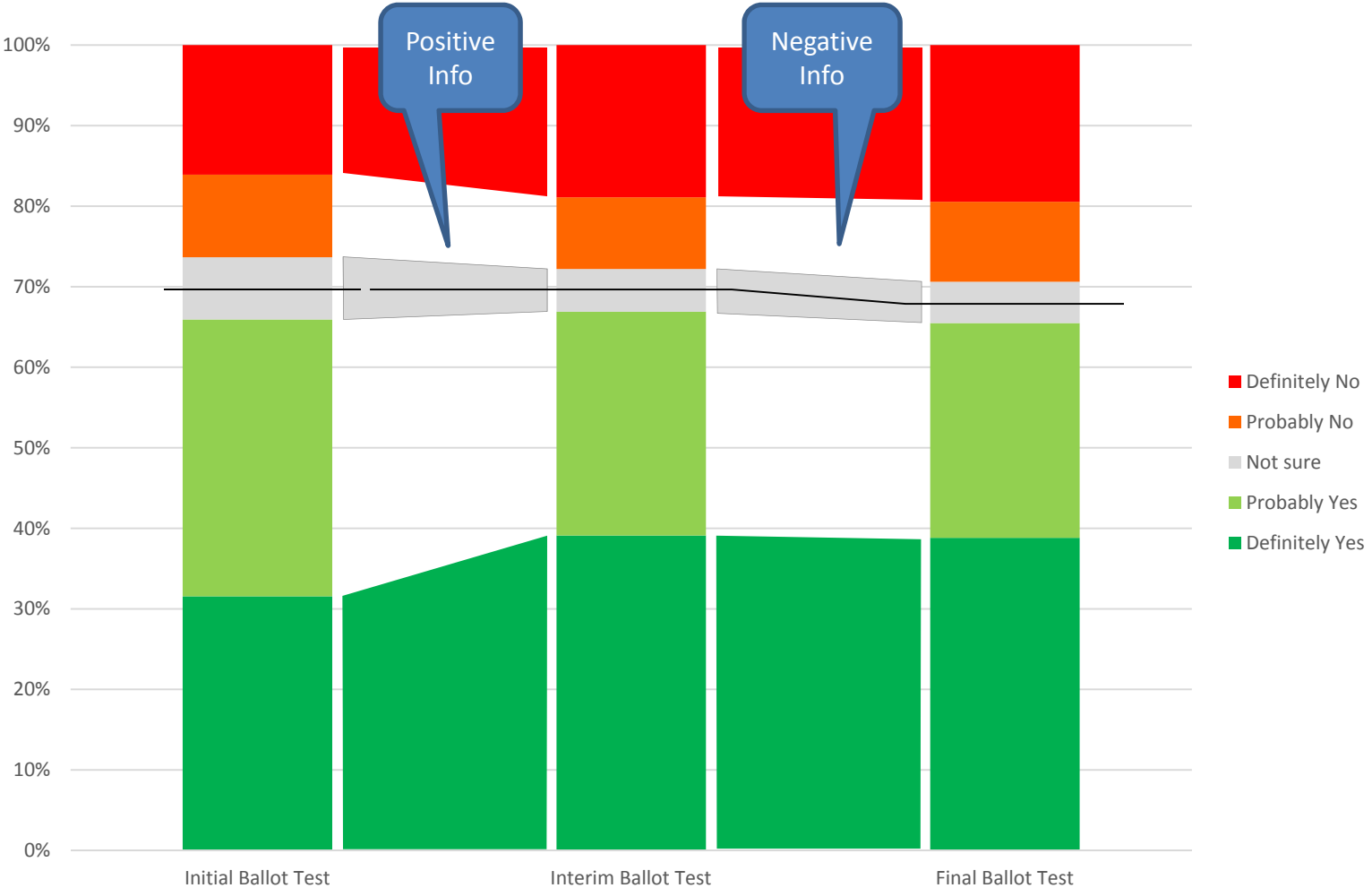
Initial Ballot Test (\$35)



Response to Arguments (Parcel Tax)



Response to Arguments (Parcel Tax)



Methodology – Mail Survey

- Mailed documents
 - Information sheet
 - Questionnaire
- Two rates were tested (two separate groups)
 - \$24 tiered rate
 - \$36 tiered rate
 - Full rate structure estimated for all property types
- Various projects and programs were tested
- Two approaches were tested
 - Detailed – “stormwater” focused; black & white information item
 - Brief – “safe, clean, healthy water” focused; color information item

Detailed Version

SAN MATEO COUNTYWIDE Water Pollution Prevention Program
Clean Water. Healthy Community.

OFFICIAL SURVEY
Information Fact Sheet

Why am I receiving this survey?
Each year, tons of harmful and dangerous pollutants, bacteria, and trash are carried through our communities and enter local creeks, reservoirs, lakes, San Francisco Bay and Pacific Ocean. As water drains from streets, parking lots, roof tops and lawns, pollutants are picked up and enter the storm drainage system through thousands of catch basins throughout San Mateo County. From there, this polluted water flows through a system of pipes, open channels, and creeks into the ocean and Bay.

The San Mateo Countywide Water Pollution Prevention Program is part of a joint powers agency made up of the 21 municipalities (cities, towns and the County) within San Mateo County and is sponsored by a board comprised of an elected official from each municipality. We want input from local residents on their priorities for improving and maintaining water quality. Please read the following information, then complete the enclosed survey and mail it back in the postage paid envelope as soon as possible, or submit your answers with the provided URL and password. Your answers will help guide our efforts toward achieving clean water and healthy communities.

Protecting our local water quality
Our local waters can be polluted with:
• Bacteria (E. Coli)
• Fertilizers
• Lead
• Motor oil
• Pesticides
• Toxic heavy metals

Plastics, cigarette butts, and other non-biodegradable products in local drainage systems get transported into local creeks, streams, and reservoirs with water runoff. Chemical and bacterial contaminants such as fertilizer, pesticides, and animal waste are also spread through our local drainage system.

The San Mateo Countywide Water Pollution Prevention Program works to keep our water free of trash and other contaminants using a variety of approaches, including:
• Installation of trash capture devices in storm drains and waterways
• Monitoring and treating water to ensure that it meets Federal and State clean water requirements
• Inspecting and clearing litter from creeks and drainage systems
• Reducing illegal discharges of pollution into water sources through improved monitoring, investigation, and prosecution

Although the Water Pollution Prevention Program currently employs strong practices to minimize water pollution in our creeks, and the Bay, and our local beaches, these efforts need to be increased. Swimming in waters containing toxic chemicals (e.g. pesticides and motor oils) and bacteria can lead to major skin rashes, infections, and stomach flu. Even consuming some types of fish from these waters can be harmful due to high concentrations of heavy metals - including mercury.

State and Federal water pollution prevention regulations are readily increasing, and more funding is required than currently available to ensure these high water quality standards are met. This measure would allow the Program water to employ necessary actions to ensure safe, clean, healthy water.

Preventing beach pollution
San Mateo County beaches are facing increased scrutiny due to elevated concentrations of certain contaminants, including bacteria. More than a third of our local beaches received below-average grades for contaminant levels, and of all California beaches tested, in fact, *Heal The Bay's* 2013 Beach Report Card shows Marina Lagoon in San Mateo on their Top 10 Beach Summer list.

WARNING
TRAFFIC RESTRICTIONS ARE ENFORCED
DURING THIS PERIOD. ALL DRIVERS
MUST STOP AT CHECKPOINTS AND
BE PREPARED TO STOP. ALL VEHICLES
MUST BE STOPPED AT CHECKPOINTS.
SAN MATEO COUNTY
FOR TRAFFIC RESTRICTIONS, SEE THE
WEBSITE: WWW.SANMATEOCOUNTY.CA.GOV

Beaches in San Mateo County are closed to swimming when bacteria levels from water pollution exceed safe levels.

Page 1 - See Reverse Side for More Information

SAN MATEO COUNTYWIDE Water Pollution Prevention Program
Clean Water. Healthy Community.

OFFICIAL SURVEY
Information Fact Sheet, Continued

Safe, clean, healthy water in our communities
In order to ensure clean, safe and healthy water in San Mateo County, the Water Pollution Prevention Program is developing the Clean and Safe Water in San Mateo County Action Plan. This action plan will consider the following initiatives:

- Protection of sources of clean drinking water
- Installation of various types of trash capture devices in storm drains
- Additional green spaces including rain gardens in our public spaces to capture and treat polluted water from our streets and parking lots
- Installation of rain barrels to catch and reuse rainwater runoff, which will conserve our clean drinking water
- Trash and pollutants removal from our shorelines and out of creeks, bays, coastal waters and the Bay
- Funding to our local schools for additional environmental education
- Re-vegetation projects along creeks, streams and shorelines
- Support of volunteer "Clean-Up Days" to remove trash from shorelines and creeks
- A water pollution grant program for local agencies, nonprofits, and school groups
- Fee discounts and incentives for property owners who make water quality improvements to their homes such as installing rain barrels for landscape irrigation

Did you know? Marina Lagoon in the City of San Mateo and Pillar Point Harbor in Half Moon Bay are among the most contaminated water bodies within San Mateo County. A recent study showed that Pillar Point Harbor contained excessive levels of bacteria over 50% of the times it was tested in 2012.

The cost of implementing and ensuring safe, clean, healthy water quality will take more funding than is currently available. The Water Pollution Prevention Program is currently proposing a ballot measure to guarantee adequate water quality into the future. All municipalities in San Mateo County are committed to ensuring water quality, but require more resources.

Funds from a safe, clean, healthy water ballot measure could only be used for clean water and pollution control services, such as mandatory annual audits.

Your survey responses will help shape our program's goals and priorities for this measure. Please complete and return the enclosed survey in the provided envelope or submit your answers online with the provided URL and password as soon as possible. For more information, visit www.floodwater.org.

Your input on this Survey will help guide Water Pollution Prevention efforts in San Mateo County

Page 2

SAN MATEO COUNTYWIDE Water Pollution Prevention Program **OFFICIAL SURVEY**

The survey has been mailed to property owners and voters in San Mateo County to gather important information and opinions. Please fill out and return this survey as soon as possible. Your responses will help the San Mateo Countywide Water Pollution Prevention Program make decisions about future clean water programs and pollution prevention.

Survey Instructions:
1) Read each question listed below.
2) Fill in the circle for your response. Please use a pen and completely fill in the circle.
3) Detach the bottom portion of this sheet containing your answers.
4) Place the bottom portion of this sheet in the return envelope and mail the postage provided.

Ballot Paper
To complete this survey online, please visit www.floodwater.org. Enter the code _____ to log in.

Answers and privacy consent in your survey may be viewed to vote or a local ballot measure. Following is a summary of the proposal.

In order to protect water quality and ensure public health in your local community by:

- Protecting sources of clean drinking water from contamination and pollution, and
- Restoring and creating our beaches, San Mateo County has the water-pollution prevention program (the measure), and
- Keeping trash and pollutants out of our streams and out of our creeks, and
- Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution;

we ask you to support an increase in your annual fee for your property (see "Fee") in the amount of _____?

Ballot Measure YES **Probably YES** **Probably NO** **Definitely NO** *Fee amount listed in the proposed ballot measure is an estimate for all purposes shown.

Now, please read the following statements regarding the proposed Water Pollution Prevention Program ballot measure. For each one, please indicate whether they make you more or less likely to support the fee.

The Measure would:

	More Likely	Same Likelihood	Less Likely	Not Sure
1. Protect sources of clean drinking water from contamination and pollution.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Restore our beaches to make them safe to visit.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Implement education programs in our schools to teach children about pollution prevention programs from streets and parking lots.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Fund "Clean Streets" infrastructure projects in our public spaces to capture and treat polluted water from streets and parking lots.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Restore wildlife habitat and riparian open space waterways.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Provide habitat and incentives for property owners who install clean-water devices such as "rain gardens" or "rain barrels".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Restore and clean our shorelines and beaches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Help provide adequate funding, without which we would not be able to keep our local waters free from trash and other pollutants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Create jobs for people and business entities that environmentally pollute our watersheds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Reduce harmful bacteria from our watersheds that can cause skin rashes and stomach flu and lead to gastroenteritis.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Provide grants to community groups for clean-up and restoration projects along creeks, streams and shorelines.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please use the bottom section to write any response why you support or oppose this proposed measure. Also, please describe which issues are most important to you.

Brief Version

SAN MATEO COUNTYWIDE Water Pollution Prevention Program
Clean Water. Healthy Community.

Why am I receiving this survey?
Each year, toxic and harmful and dangerous contaminants, bacteria and trash pollute our water, including our creeks, lakes, San Francisco Bay and Pacific Ocean. The San Mateo Countywide Water Pollution Prevention Program, working closely with our local cities, towns, and the County, works to ensure safe, clean and healthy water in our local communities. The Program seeks input from the local community on priorities for improving and maintaining water quality.

Please read the following information, then complete the enclosed survey and mail it back in the postage paid envelope, or submit your answers online with the provided URL and password. Your responses will help guide our efforts toward safe, clean, healthy water.

Safe, clean, healthy water in San Mateo
The San Mateo Countywide Water Pollution Prevention Program is part of a joint powers agency made up of the 21 municipalities (cities, towns and the County) within San Mateo County, and is governed by a board composed of an elected official from each member municipality. Our Program is developing a plan to ensure healthy water quality in our local communities, now and for future generations. These efforts emphasize the need to protect sources of clean drinking water, including installation of trash capture devices at storm drains, volunteer "Clean-Up Days" to remove trash from shorelines and creeks; additional funding for our schools for environmental education; grants to catch and reuse rainwater; revegetation projects along creeks, streams and shorelines; and water pollution grant and incentive programs for local agencies, non-profits and school groups.

Water quality challenges
The cost of implementing and ensuring safe, clean, healthy water requires more funding than is currently available. The Water Pollution Prevention Program is considering a ballot measure to generate safe, clean water into the future. Funds from a safe, clean water ballot measure could only be used for clean water and pollution control services. Ballot measure would include other local ballot requests such as mandatory annual audits.

A ballot measure would include:

- Protect sources of clean drinking water
- Remove dangerous pollutants, chemicals, and bacteria from our watersheds and reservoirs
- Restore and clean our beaches and shorelines (San Mateo County has the second most polluted beaches in the entire state)
- Protect and improve water quality in the San Francisco Bay
- Organize volunteer "Clean-Up Days" to remove trash from shorelines and the Bay
- Ensure safe, clean, healthy water in San Mateo County

Your input is greatly appreciated. Please complete and return the enclosed survey in the provided envelope or submit your answers online as soon as possible. For more information, visit www.flowatobay.com.

SAN MATEO COUNTYWIDE Water Pollution Prevention Program **OFFICIAL SURVEY**

This survey has been mailed to property owners and voters in San Mateo County to gather important information and opinions. Please fill out and return this survey as soon as possible. Your responses will help the San Mateo Countywide Water Pollution Prevention Program make decisions about future clean water programs and pollution prevention.

Survey Instructions:

- 1) Read each question listed below.
- 2) Fill in the circle for your response. Please use a pen and completely fill in the circle.
- 3) Detach the bottom portion of this sheet containing your answers.
- 4) Place the bottom portion of this sheet in the return envelope and mail (no postage needed).

To complete this survey online, please visit www.inputlocal.com. Enter the code _____ to log in.

Measures and property owners in your area may be asked to vote on a local ballot measure. Following is a summary of the proposal:

In order to protect water quality and ensure public health in your local community by:

- Ensuring safe, clean, healthy water in San Mateo County, and
- Restoring wildlife habitats, and
- Keeping trash off our shorelines and out of our creeks, and
- Reducing toxins and contaminants in our watersheds,

would you support an increase in your annual fee for your property/ies* in the amount of _____?

Definitely YES **Probably YES** **Probably NO** **Definitely NO**

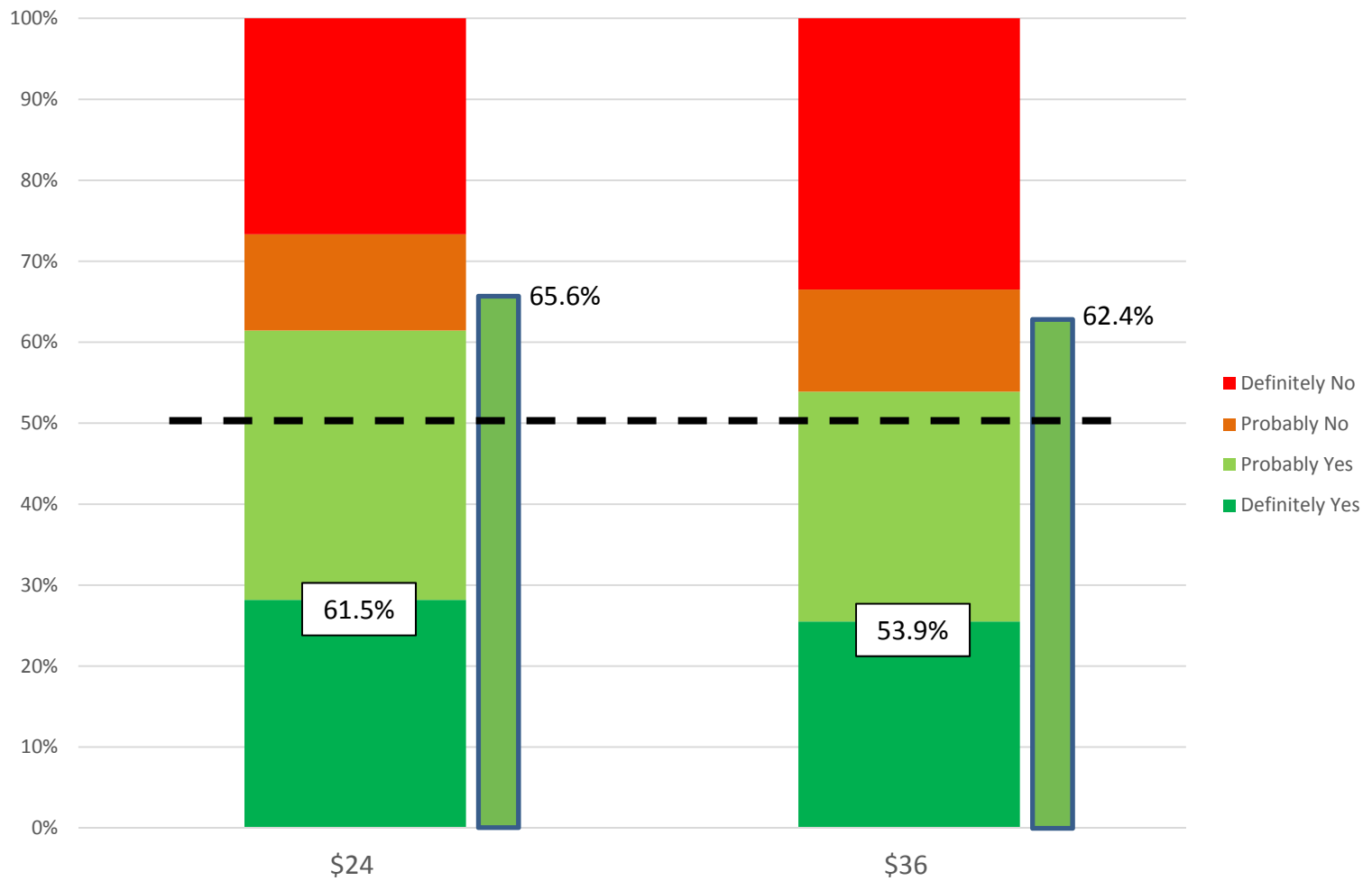
*Fee amount listed in the proposed Inter-Community annual amount for all properties you own.

Now, please read the following statements regarding the proposed Water Pollution Prevention Program ballot measure. For each one, please indicate whether they make you more or less likely to support the fee.

This Measure Would	Much More Likely	Somewhat More Likely	No Impact	Somewhat Less Likely	Much Less Likely
1. Ensure safe, clean, healthy water in San Mateo County for future generations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Install filters in storm drains to remove trash and pollution before they enter our watersheds.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Fund additional green spaces including "rain gardens" in our public spaces to capture and treat polluted water from streets and parking lots.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Reduce harmful bacteria from our watersheds that can cause skin rashes and streptococcal flu and lead to the closure of local beaches (San Mateo County beaches are the second-most polluted in the state).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Organize volunteer clean-up days to remove trash from our creeks, shorelines and beaches.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Fund the construction of diversion structures to channel polluted stormwater to treatment plants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Help provide adequate funding, without which we would not be able to keep our local waters free from trash and other pollutants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Clean and revegetate streams and wetland habitats for fish, water fowl, and other wildlife.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Help prevent and clean up the trash and pollution (over 160,000 gallons annually) on our shorelines and in our creeks, lakes, coastal waters, and the Bay.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Provide rebates and incentives for capturing and re-using rainwater runoff, which will conserve our clean drinking water.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please use the space below to write any reasons why you support or oppose this proposed measure. Also, please describe which issues are most important to you.

Overall Support (Prop-related fee)



Survey Results by Municipality

City	Unique Owners	Margin	\$24 Rate		\$36 Rate	
			% In Favor	Revenue at	% In Favor	Revenue at
ATHERTON	2,332	8.79%	61.2%	\$122,062	58.0%	\$183,092
BELMONT	7,159	7.61%	55.7%	\$227,686	51.8%	\$341,528
BRISBANE	1,619	8.40%	63.2%	\$94,505	55.9%	\$141,757
BURLINGAME	7,168	8.06%	63.9%	\$315,498	60.7%	\$473,248
COLMA	354	18.51%	50.0%	\$38,973	75.0%	\$58,459
DALY CITY	21,272	9.45%	62.7%	\$449,527	53.6%	\$674,291
EAST PALO	4,216	10.58%	56.4%	\$143,706	57.8%	\$215,559
FOSTER CITY	8,255	8.56%	77.6%	\$258,932	61.3%	\$388,399
HALF MOON BAY	4,221	8.11%	63.6%	\$144,579	51.4%	\$216,869
HILLSBOROUGH	3,465	9.92%	65.3%	\$153,650	60.9%	\$230,475
MENLO PARK	9,001	8.89%	73.8%	\$454,359	84.7%	\$681,539
MILLBRAE	5,853	7.98%	67.7%	\$179,759	54.9%	\$269,638
PACIFICA	11,109	7.55%	63.0%	\$290,718	49.4%	\$436,077
PORTOLA VALLEY	1,544	7.51%	81.2%	\$78,762	64.7%	\$118,143
REDWOOD CITY	17,841	8.40%	49.3%	\$718,051	45.2%	\$1,077,077
S SAN FRAN	15,446	9.23%	59.7%	\$727,628	56.0%	\$1,091,442
SAN BRUNO	11,029	8.79%	62.2%	\$301,994	48.7%	\$452,991
SAN CARLOS	9,731	8.25%	73.4%	\$348,941	54.7%	\$523,412
SAN MATEO	24,571	8.11%	67.6%	\$852,494	52.1%	\$1,278,741
SAN MATEO COUNTY	18,912	5.39%	67.8%	\$1,448,535	55.5%	\$2,172,802
WOODSIDE	1,970	8.26%	61.8%	\$87,971	54.0%	\$131,957

Community Priorities

- Phone and Mail Surveys tested:
 - Projects and programs
 - Arguments “For” and “Against”
 - Messages
- Highest Community Priorities for Program
 - Protect sources of clean drinking water from contamination & pollution
 - Crack down on people and private entities that intentionally pollute our waterways
 - Install filters in our storm drains to remove trash and pollution before they enter our waterways
 - Reduce harmful bacteria from our waterways that can cause skin rashes and stomach flu and lead to the closure of beaches which are the second-most polluted in the State

The Good News

- The Good News
 - Solid level of support at \$24 to \$30 rates
 - Environmental and water quality issues rank higher than controlling tax increases
 - Community priorities align well with Program goals
- The Challenges
 - Getting C/CAG “ducks in a row” (bring all members to agreement)
 - Accurately determining Program needs
 - Passing authorizing legislation

Questions..??

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