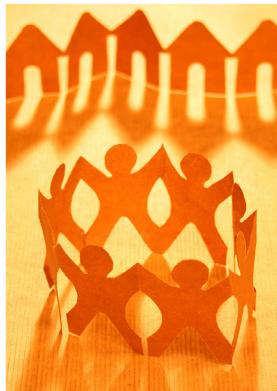


REVENUE MEASURE FEASIBILITY STUDY
SURVEY REPORT

PREPARED FOR THE
CITY/COUNTY ASSOCIATION OF
GOVERNMENTS OF SAN MATEO COUNTY



JUNE 26, 2014



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INTRODUCTION

Under the Federal Clean Water Act, each county and municipality throughout the nation is issued a National Pollutant Discharge Elimination System (NPDES) Permit. The goal of the permit is to stop polluted discharges from entering the storm drain system, local water sources, and coastal waters. Through the San Mateo Countywide Water Pollution Prevention Program (Program), the City/County Association of Governments of San Mateo County (C/CAG) and its member jurisdictions are responsible for developing and implementing public improvements and services designed to not only meet the requirements of the federal NPDES Permit, but also improve public health by identifying, controlling and removing pollution from the stormdrain system, local water sources, and coastal waters.

Unfortunately, the infrastructure improvements and services needed to meet the requirements of the NPDES permit far exceed the revenues available to the Program. Not only does this create a public health risk, non-compliance with the Permit will also expose C/CAG and local jurisdictions to civil penalties, fines, federal enforcement action, and third-party litigation. Civil penalties can reach \$10,000 per day, per violation.

MOTIVATION FOR RESEARCH The primary purpose of the study was to produce an unbiased, statistically reliable evaluation of voters' interest in supporting a local revenue measure to partially close the funding gap noted above. Additionally, should C/CAG decide to move forward with a revenue measure, the data provides guidance as to how to structure the measure so that it is consistent with the community's priorities and expressed needs. Specifically, the study was designed to:

- Gauge current, *baseline* support for a local revenue measure that would protect water quality, reduce stormwater pollution, and improve public health
- Identify the types of services and projects that voters and property owners are most interested in funding, should the measure pass
- Expose respondents to arguments in favor of—and against—the proposed revenue measure to gauge how information affects support for the measure
- Estimate support for the measure once voters and property owners are presented with the types of information they will likely be exposed to during the election cycle

It is important to note at the outset that voters' opinions about revenue measures are often somewhat fluid, especially when the amount of information they initially have about a measure is limited. How voters think and feel about a measure today may not be the same way they think and feel once they have had a chance to hear more information about the measure during the election cycle. Accordingly, to accurately assess the feasibility of establishing a local revenue measure, it was important that in addition to measuring *current* opinions about the measure, the survey expose respondents to the types of information voters are likely to encounter during an election cycle—including arguments in favor of and opposed to the measure—and gauge how this information ultimately impacts their voting decision.

REVENUE MEASURE OPTIONS To raise the funds needed to reduce stormwater pollution and meet clean water requirements, C/CAG has two potentially viable options with respect to the *type* of revenue measure it can place before voters or property owners: parcel tax and property-related fee.

A **parcel tax** for a specific purpose is considered a special tax under California law and requires support from two-thirds of voters who participate in the election. The election can be held either as a traditional polling-booth election or by mailed-ballot, and registered voters can participate in the election regardless of whether they own property or are renters. The Howard Jarvis Tax-payers Association deemed a super-majority two-thirds threshold appropriate for special taxes when they crafted Proposition 218 because many of the voters participating in a special tax are renters who do not have to directly pay the proposed special tax, and because many other property owners who will have to pay the tax (such as commercial and apartment owners) do not have an opportunity to vote in a special tax election.

A **property-related fee**, on the other hand, is voted on by all property owners in the county who are being asked to pay the new fee. In addition to residential property owners, owners of other types of properties (i.e., commercial, industrial, apartments, etc.) as well as absentee owners are eligible to participate. Whereas a parcel tax requires two-thirds support for passage, because all affected property owners can participate in a property-related fee, a majority of ballots returned (one vote per parcel) is required for approval. Property-related fee ballot proceedings also employ different voting procedures, as all property owners are typically mailed a ballot that includes an information sheet, but does not include arguments in support or opposition as is the case with a special tax. A property related fee balloting can also be conducted at any time during the year—it need not be conducted during a regularly scheduled election. Most of the funding measures for similar water and stormwater quality programs in California have been property-owner balloted, property-related fees.¹

DIFFERENT MECHANISMS, DIFFERENT METHODOLOGIES One of the key objectives of this study was to determine how support for a proposed revenue measure may vary depending on the type of funding mechanism employed: parcel tax or property-related fee. Because the legal, logistical, and campaign environments for special taxes and fees differ on so many dimensions that ultimately affect whether a measure will win or lose, it was important that the research methodology take these differences into account to ensure reliable results for each unique scenario. Accordingly, C/CAG commissioned True North Research and SCI Consulting Group to conduct research in two phases.

The **Phase 1** research involved using a telephone-based survey to sample 800 likely voters and residential property owners in the county to gauge their interest in supporting a parcel tax or similar property-related fee. The Phase 1 survey was administered to two overlapping sample sets which collectively encompass both a likely November 2014 voter universe (parcel tax) and the universe of *residential* property owners who are likely to participate in a property-related fee, mailed-ballot measure. Through filtering and weighting the samples, we are able to gauge the opinions and support levels under each scenario. Accordingly, throughout the first sections of this report that document the Phase 1 survey results, the key questions are shown separately for

1. Examples include fees established in Rancho Palos Verdes, Palo Alto, Burlingame, and San Clemente.

the parcel tax and property-related fee samples. A total of 800 respondents were administered the Phase 1 survey between June 22 and June 28, 2013.

Based on the findings of the Phase 1 research, a second phase of research (**Phase 2**) was conducted March 28 to May 9, 2014 to provide a more detailed, complete assessment of the feasibility of a property-related fee. Using a proven mailed-based research methodology to more accurately simulate a mail-based election proceeding, the Phase 2 survey was administered by mail to a total of 21,300 property owners in the county representing *all* property classes that are eligible to cast a ballot. A total of 3,014 parcel surveys were returned, representing a participation rate of 14.2% which is similar to the return rate for actual ballot proceedings in large jurisdictions. A sample of this size produces results with a very high degree of reliability, achieving a statistical margin of error of $\pm 1.75\%$ at the 95% level of confidence. The final data were weighted to account for disproportionate participation rates in mailed-ballot elections, as well as oversampling by jurisdiction. The results of the Phase 2 survey are shown toward the back of this report.

ORGANIZATION OF REPORT This report is designed to meet the needs of readers who prefer a summary of the findings as well as those who are interested in the details of the results. For those who seek an overview of the findings, the sections titled *Just the Facts* and *Conclusions* are for you. They provide a summary of the most important factual findings of the surveys in bullet-point format and a discussion of their implications. For the interested reader, this section is followed by a more detailed question-by-question discussion of the results from the surveys by topic area—first for the Phase 1 telephone survey, then for the Phase 2 mail survey (see *Table of Contents*). And, for the truly ambitious reader, the methodologies for the surveys are discussed at the back of the report.

ACKNOWLEDGMENTS True North thanks the City/County Association of Governments of San Mateo County and SCI Consulting Group for their contributions to the design of this study. Their collective expertise, insight, and local knowledge improved the overall quality of the research presented here.

DISCLAIMER The statements and conclusions in this report are those of the authors (Dr. Timothy McLarney and Richard Sarles) at True North Research, Inc. and not necessarily those of the City/County Association of Governments of San Mateo County. Any errors and omissions are the responsibility of the authors.

ABOUT TRUE NORTH True North is a full-service survey research firm that is dedicated to providing public agencies with a clear understanding of the values, perceptions, priorities and concerns of their residents and voters. Through designing and implementing scientific surveys, focus groups and one-on-one interviews, as well as expert interpretation of the findings, True North helps its clients to move with confidence when making strategic decisions in a variety of areas—such as planning, policy evaluation, performance management, organizational development, establishing fiscal priorities, passing revenue measures, and developing effective public information campaigns.

During their careers, Dr. McLarney and Mr. Sarles have designed and conducted over 800 survey research studies for public agencies—including more than 300 revenue measure feasibility studies. Of the measures that have gone to ballot based on Dr. McLarney's recommendation, more

than 94% have been successful. In total, the research that Dr. McLarney has conducted has led to over \$22 billion in successful local revenue measures.

ABOUT SCI CONSULTING GROUP SCI Consulting Group, a California Corporation, is a public finance and urban economic consulting firm with over 25 years of expertise in assisting public agencies in California with planning, justifying and successfully establishing new revenues for their service and capital improvement needs and objectives. SCI provides a broad range of planning, research, engineering, outreach, balloting and financing services for local agencies. Since the passage of Proposition 218 in 1996, SCI has been successful on more than 120 community-wide ballots for new or increased assessments or fees and over 300 business area, neighborhood or development project area assessment or fee districts covering a wide range of public services and improvements, maintaining an overall success rate of more than 95%.



JUST THE FACTS

The following section is an outline of the main factual findings from the survey. For the reader's convenience, we have organized the findings according to the section titles used in the body of this report. Thus, if you would like to learn more about a particular finding, simply turn to the appropriate report section.

IMPORTANCE OF ISSUES

- When presented with a list of eight specific issues and asked to rate the importance of each, maintaining the quality of education in local public schools received the highest percentage of respondents indicating that the issue was either extremely or very important (86%), followed closely by protecting water quality (85%), protecting the environment (75%), and improving the local economy (73%).
- Given the purpose of this study, it is instructive to note that preventing local tax increases was rated much lower in importance (47%) when compared with the issues that would be addressed by the proposed measure (protecting water quality, protecting the environment, and reducing pollution).

INITIAL BALLOT TEST

- With only the information provided in the ballot language, 66% of likely voters indicated that they would definitely or probably support the proposed \$35 parcel tax measure at this stage in the survey, whereas 26% stated that they would oppose the parcel tax and 8% were unsure or unwilling to share their vote choice.
- Support for the \$35 property-related fee among residential property owners was similar, with 67% of respondents indicating that they would definitely or probably support the measure, 26% opposed, and 6% unsure or unwilling to share their vote choice.
- Those who opposed the measure at the Initial Ballot Test were most likely to reference concerns about taxes already being too high (30%), a need for more information (19%), no particular reason (15%), or a perception that the measure is unnecessary (15%) as their reason for opposing the measure.

TAX/FEE THRESHOLD

- When their attention is focused on the tax or fee rate, voters and property owners are somewhat price sensitive when it comes to their support for the clean water measure. At the highest tax rate tested (\$35 per year per property), 62% of voters indicated that they would vote in favor of a parcel tax measure. Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 68% of voters indicating that they would support the proposed parcel tax at an annual tax rate of \$17 per property.
- The results were strikingly similar when property owners were asked about the proposed property-related fee. At the highest fee rate tested (\$35 per year per property), 62% of residential property owners indicated that they would vote in favor of the measure. Incremental reductions in the fee rate resulted in incremental increases in support for the measure, with 69% of residential property owners indicating that they would support the proposed property-related fee at an annual rate of \$17 per property.

PROGRAMS & PROJECTS

- Among the programs and services that could be funded by the measure, respondents most strongly favored installing trash capture devices in storm drains that remove trash and pollution before they enter our waterways (85% strongly or somewhat favor), followed by protecting sources of clean drinking water from contamination and pollution (84%), and keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay (84%).

POSITIVE ARGUMENTS

When presented with arguments in favor of the measure, respondents found the following arguments to be the most persuasive:

- *Every year, over 160 thousand gallons of trash from our streets and communities washes up on San Mateo shorelines and beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches.*
- *Nothing is more important than having clean water to drink. This measure will protect our clean water sources from contamination to ensure that we always have a safe, local supply of clean water.*
- *Over the past two years, the County's Water Pollution Prevention Program has been successful at preventing more than 160 thousand gallons in pollution and trash from reaching our waterways, Bay and ocean. This measure will provide the funding needed to continue and expand these efforts.*

INTERIM BALLOT TEST

- After being presented with programs that could be funded as well as arguments in favor of the measure, support for the parcel tax increased slightly to 67%, with 28% of respondents opposed to the measure and an additional 5% unsure or unwilling to state their vote choice.
- Overall support among residential property owners for the property-related fee also increased slightly to 68%, with 26% of respondents opposed to the measure and an additional 6% unsure or unwilling to state their vote choice.

NEGATIVE ARGUMENTS

Of the arguments in opposition to the measure, respondents found the following arguments to be the most persuasive:

- *People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes.*
- *Government can't be trusted with this tax. It will mismanage the money or use it for pet projects.*
- *They just raised the sales tax in the County, now they want to raise property taxes? That's not fair to taxpayers.*

FINAL BALLOT TEST

- After providing respondents with the wording of the proposed measure, possible tax rates, programs and projects that could be funded by the measure, and arguments in favor and against the proposal, support for the parcel tax measure was found among 65% of voters, with 29% opposed to the measure and 5% unsure or unwilling to state their vote choice.
- Support for the property-related fee among residential property owners remained slightly higher at 67%, with 28% opposed to the measure and 5% unsure or unwilling to state their vote choice.

PHASE 2 MAIL SURVEY

- Two rate structures were tested in the mail survey, with owners receiving their appropriate fee for all property that they own in the County based on either a \$24 or \$36 base rate. Overall support for the proposed clean water measure was higher (62%) when an owner's fee was based on the \$24 rate when compared to the \$36 rate (54%).
- Support for the fee ranged from a low of 43% in Redwood City to a high of 80% in Menlo Park. It is worth noting that at the proposed \$24 rate structure, support for the measure met or exceeded a majority in 20 of 21 jurisdictions.
- Although all potential uses of the measure proceeds were popular, property owners surveyed by mail were most strongly in favor of cracking down on people and private entities that intentionally pollute our waterways (76%), protecting sources of clean drinking water from contamination and pollution (75%), and reducing toxic pollutants that make fish unsafe to eat (71%).



CONCLUSIONS

The bulk of this report is devoted to conveying the details of the study findings. In this section, however, we attempt to ‘see the forest through the trees’ and note how the collective results of the survey answer the key questions that motivated the research. The following conclusions are based on True North’s and SCI Consulting Group’s interpretations of the survey results and the firms’ collective experience conducting hundreds of revenue measure feasibility studies for public agencies throughout the State.

Should C/CAG proceed with plans to place a revenue measure before voters or property owners?

Yes. The vast majority of voters and property owners in the county consider protecting water quality and protecting the environment to be among the most important issues facing their community—more important than maintaining streets and roads, reducing traffic congestion, and preventing local tax increases. This sentiment translates into solid support for a local revenue measure to protect public health and water quality by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protect sources of clean drinking water from contamination and pollution, keep trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution.

The results of this study suggest that, if packaged appropriately and combined with a broad-based and effective public education effort, a measure to fund clean, safe water has a good chance of passage.

Having recommended that C/CAG move forward, it is important to note that this recommendation to take the next steps toward placing a measure on the ballot comes with several qualifications and conditions. Indeed, although the results are promising, all revenue measures must overcome challenges prior to being successful. The proposed measure is no exception. The following paragraphs discuss some of the challenges and the next steps that True North and SCI recommend.

Which funding mechanism appears to have the best chance for passage?

One of the key objectives of this study was to determine how support for a local revenue measure for clean water services may vary depending on the type of funding mechanism employed: parcel tax or property-related fee. As described in the *Introduction*, these financial mechanisms have very different legal, logistical, and campaign environments, each having its own opportunities and challenges for a measure.

The results of the mail survey indicate that a **property-related fee** has a good chance of success if the rate is kept affordable, the measure is supported by the local jurisdictions, and is accompanied by a well-organized, effective campaign. Among all property owners that would be eligible to participate in the ballot proceeding, support for the measure was 62% using a base rate structure of \$24—which is approximately 12%

above the majority required for passage of a property-related fee. It may be possible to pass a measure at a somewhat higher rate as well (e.g., \$30), although the risks of the measure not being successful naturally increase along with the fee.

Although also positive, the results of the telephone **parcel tax** survey indicate that this path could be more challenging. The natural level of support found for a \$35 parcel tax measure among a moderate-turnout electorate (November 2014) was 66%, approximately 1% *below* the threshold required for passage of a special tax in California. Although voters strongly favored all of the services that would be funded by the measure, and responded positively to arguments on behalf of the measure, ultimately support failed to *exceed* the two-thirds threshold at each of the key ballot tests in the survey. Only when the tax rate was lowered to \$17 per parcel were two-thirds of voters prepared to support the parcel tax. Unfortunately, a tax rate of \$17 per parcel is significantly lower than the revenue needed. C/CAG would need to weigh the benefits (fraction of revenue needed) of a parcel tax measure against the costs (expenditure of monetary and political capital) before proceeding at this rate.

Based on the survey findings, we recommend that C/CAG pursue a property-related fee. Not only does this approach appear to have the highest support levels (relative to the required threshold for passage) among those who will ultimately decide the fate of the measure, it is also the only financial mechanism that allows all property owners who would be impacted the opportunity to vote on the measure. It is worth noting, moreover, that most of the similar water quality measures already in place in California were implemented as property-related fees—not parcel taxes.

How will the tax or fee rate affect support for the measure?

Naturally, the willingness of voters and property owners to support a specific revenue measure is contingent—in part—on the tax rate associated with a measure. The higher the rate, all other things being equal, the lower the level of aggregate support that can be expected. It is critical that the rate be set at a level that the necessary proportion of voters or property owners view as affordable.

One of the more striking patterns from the surveys is that voters and property owners are somewhat price sensitive with respect to the proposed clean water measure, especially when their attention is *focused* on the tax rate. At the highest tax rate tested for a **parcel tax** (\$35 per year per property), for example, just 62% of voters indicated that they would vote in favor of the measure. Support did not reach the required two-thirds threshold until the rate was lowered to \$17 per parcel.

Based on the results of the Phase 2 mail survey and the weighted majority required for passage, C/CAG would have more flexibility in setting the rate for a **property-related fee**. At a base rate of \$24, 62% of property owners indicated that they would support the proposed fee—which is approximately 12% above the majority required for passage of a property-related fee. As noted above, it may be possible to pass a measure at a somewhat higher rate as well (e.g., \$30), although the risks of the measure not being successful naturally increase along with the fee.

How might a public information campaign affect support for the proposed measure?

As noted in the body of this report, individuals' opinions about revenue measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. Thus, in addition to measuring current support for the measure, one of the goals of this study was to explore how the introduction of additional information about the measure may affect voters' and property owners' opinions about the measure.

It is clear from the survey results that voters' and property owners' opinions about the proposed measure are somewhat sensitive to the nature—and amount—of information that they have about the measure. Information about the specific improvements that could be funded by the measure, as well as arguments in favor of the measure, were found by many respondents to be compelling reasons to support the measure. Moreover, this information played an important role in mitigating the erosion of support for the measure once respondents were exposed to the types of opposition arguments they will likely encounter during an election cycle.

Accordingly, one of the keys to building and *sustaining* support for the clean water measure will be the presence of an effective, well-organized campaign that focuses on the need for the measure as well as the many benefits that it will bring.

How might the economic or political climate alter support for the measure?

A survey is a snapshot in time—which means the results of this study and the conclusions noted above must be viewed in light of the current economic and political climates. Despite ongoing concerns about unemployment and the lingering effects of the recession, support for the proposed clean water measure was strong, which speaks volumes about the value that San Mateo County residents place on having safe, clean water and protecting the environment. Nevertheless, should the economy and/or political climate continue to improve, support for the measure could increase. Conversely, negative economic and/or political developments, especially at the local level, could dampen support for the measure below what was recorded in this study. For this and other reasons, C/CAG should consider conducting a tracking survey if a substantial amount of time elapses between the date of this report and the ultimate date of the ballot proceeding.

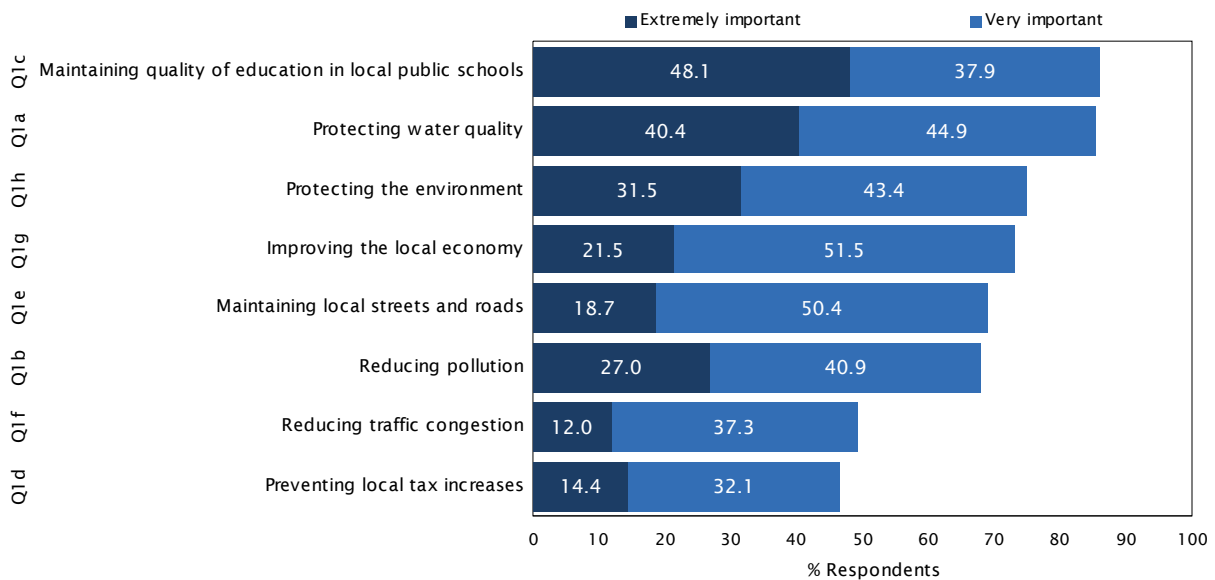
IMPORTANCE OF ISSUES

The first substantive question of the Phase 1 telephone survey presented respondents with several issues facing residents in their community and asked them to rate the importance of each issue. Because the same response scale was used for each issue, the results provide an insight into how important each issue is on a scale of importance *as well as* how each issue ranks in importance relative to the other issues tested. To avoid a systematic position bias, the order in which the issues were read to respondents was randomized for each respondent.²

Figure 1 presents each issue tested, as well as the importance assigned to each issue by survey participants, ranked by order of importance.³ Overall, maintaining the quality of education in local public schools received the highest percentage of respondents indicating that the issue was either extremely or very important (86%), followed closely by protecting water quality (85%), protecting the environment (75%), and improving the local economy (73%). Given the purpose of this study, it is instructive to note that preventing local tax increases was rated much lower in importance (47%) when compared with the issues that would be addressed by the proposed measure (protecting water quality, protecting the environment, and reducing pollution).

Question 1 *To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.*

FIGURE 1 IMPORTANCE OF ISSUES



- Given the striking similarity in survey results for the likely November 2014 voter and property-owner subsamples, for simplicity the graphic representation of non-ballot related questions (such as Question 1) denote the results among the property-owner subsample. All ballot-related questions are shown separately for both subsamples.
- Issues were ranked based on the percentage of respondents who indicated that the issue was either *extremely* important or *very* important.



INITIAL BALLOT TEST

The primary research objective of this survey was to estimate voters' and property owners' support for establishing a revenue measure to protect public health and water quality by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. To this end, Question 2 was designed to take an early assessment of respondents' support for the proposed measure.

The motivation for placing Question 2 up-front in the survey is twofold. First, voter support for a measure can often depend on the amount of information they have about a measure. At this point in the survey, the respondent has not been provided information about the proposed measures beyond what is presented in the ballot language. This situation is analogous to a voter or property owner casting a ballot with limited knowledge about a measure, such as what might occur in the absence of an effective education campaign. Question 2—also known as the Initial Ballot Test—is thus a good measure of voter support for the proposed measure *as it is today*, on the natural. Because the Initial Ballot Test provides a gauge of 'uninformed' support for the measure, it also serves a second purpose in that it provides a useful baseline from which to judge the impact of various information items conveyed later in the survey on respondent support for the measure.

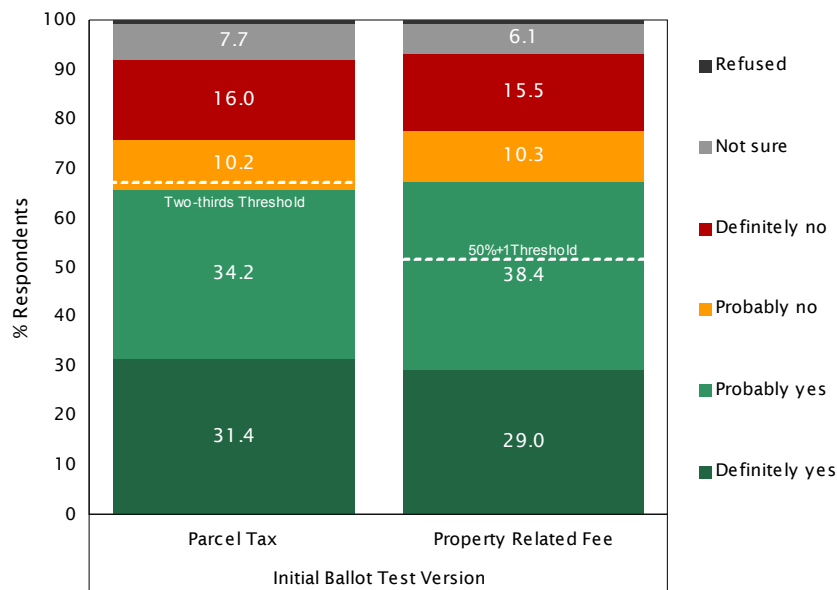
To accommodate C/CAG's interest in estimating support for a parcel tax *and* a property-related fee, the sampling methodology was designed to encompass both a likely November 2014 voter universe and the universe of residential property owners who are likely to cast ballots in a property-related fee ballot proceeding.

SUPPORT BY MEASURE TYPE Figure 2 on the next page presents the results of the Initial Ballot Tests for both the parcel tax and property-related fee measures. Overall, 66% of likely voters indicated that they would definitely or probably support the \$35 parcel tax measure at this stage in the survey, which is approximately 1% less than the two-thirds threshold required for passage of a special tax. Approximately 26% stated that they would oppose the parcel tax and 8% were unsure or unwilling to share their vote choice. Support for the \$35 property-related fee among residential property owners was similar, with 67% of respondents indicating that they would definitely or probably support the measure, 26% opposed, and 6% unsure or unwilling to share their vote choice.

For a property-related fee, the level of support recorded at the Initial Ballot Test was approximately 27% above the simple majority (50% + 1) required for passage. However, it is important to keep in mind that residential property owners represent only a *portion* of all property owners allowed to participate in a property-related fee, and the other property owner groups (i.e., commercial, industrial, apartment owners) carry a significant percentage of the vote. This is one reason why the more expansive Phase 2 mail survey was conducted (the results of which are presented later in this report).

Question 2 Next year, voters in San Mateo County may be asked to vote on a local ballot measure. Let me read you a summary of the measure. In order to protect public health and water quality in your community by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution, shall San Mateo County levy up to \$35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?

FIGURE 2 INITIAL BALLOT TEST BY VERSION



SUPPORT BY SUBGROUPS For the interested reader, Tables 1 and 2 show how support at the Initial Ballot Test for the parcel tax and property-related fee measures, respectively, varied by key demographic traits. The blue column (Approximate % of Universe) indicates the percentage of the universes that each subgroup category comprises. When compared to their respective counterparts, those who had lived in the County less than five years, self-described strong environmentalists, females, those under the age of 30, and Democrats were consistently the most likely to support a local revenue measure to fund clean water—be it a parcel tax or property-related fee.

TABLE 1 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: PARCEL TAX

		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	65.6	7.7
Years in San Mateo County (QD1)	Less than 5	8	81.6	10.5
	5 to 9	10	69.3	7.2
	10 to 14	10	66.0	7.4
	15 or more	72	63.2	7.5
Home Type (QD3)	Single family	78	65.8	7.0
	Condo	8	68.1	12.6
	Townhome	4	40.5	7.4
	Apartment	10	74.5	8.7
Home Ownership Status (QD2 & Voter File)	Own	78	62.6	7.4
	Rent	22	76.4	8.8
Child in Home (QD4)	Yes	29	60.9	10.9
	No	71	67.9	6.2
Environmentalist (QD5)	Yes, strong	26	79.0	4.3
	Yes, moderate	41	66.8	9.9
	No	33	54.3	7.4
Gender	Male	46	57.0	8.1
	Female	54	73.1	7.3
Age	18 to 29	7	76.4	12.6
	30 to 39	10	59.6	13.5
	40 to 49	18	65.7	7.1
	50 to 64	35	65.7	4.2
	65 or older	30	65.9	8.6
Registration Year	2013 to 2009	23	70.5	9.6
	2008 to 2005	14	74.1	5.4
	2004 to 2001	10	64.3	9.4
	2000 or before	54	61.7	7.1
Party	Democrat	54	76.3	8.1
	Republican	23	43.0	4.5
	Other / DTS	23	63.5	10.1
Household Party Type	Single dem	30	78.2	8.7
	Dual dem	16	74.0	7.4
	Single rep	9	44.8	4.5
	Dual rep	8	39.6	3.1
	Other	18	69.3	8.4
	Mixed	19	56.8	9.2
Homeowner on Voter File	Yes	72	62.3	7.4
	No	28	74.1	8.3
Likely to Vote by Mail	Yes	56	66.2	7.1
	No	44	64.9	8.5
Likely November 2013 Voter	Yes	60	58.8	7.1
	No	40	75.6	8.6
Likely June 2014 Voter	Yes	81	64.4	7.3
	No	19	70.7	9.4
Likely November 2014 Voter	Yes	100	65.6	7.7
	No	0	NA	NA

TABLE 2 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INITIAL BALLOT TEST: PROPERTY RELATED FEE

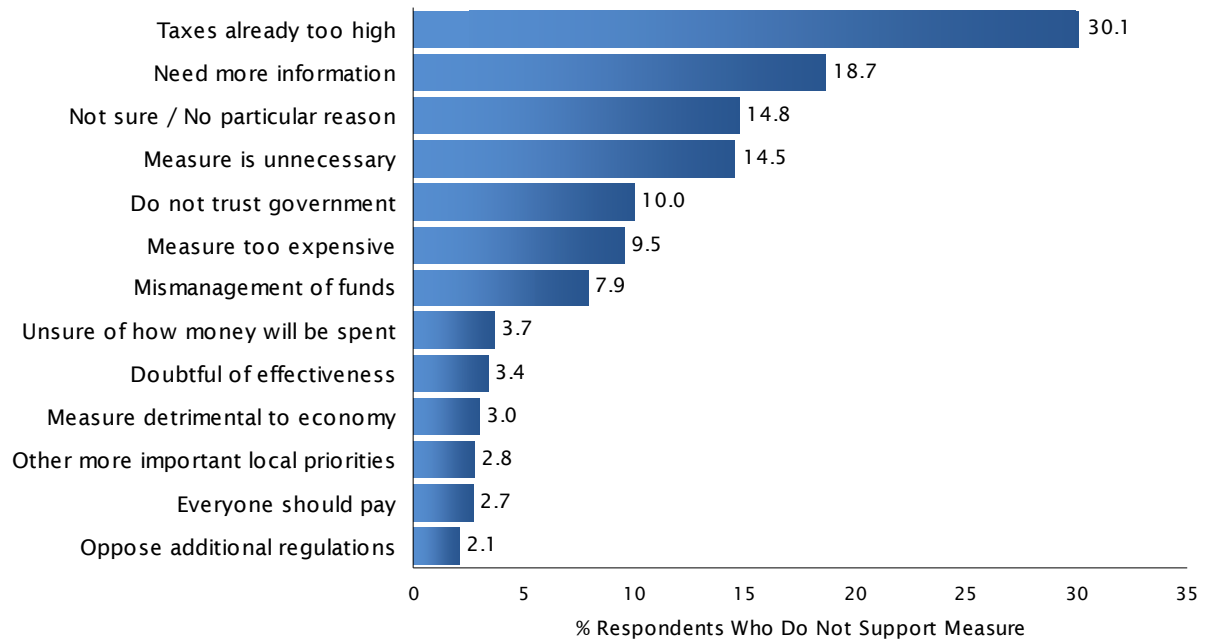
		Approximate % of Voter Universe	% Probably or Definitely Yes	% Not sure
Overall		100	67.4	6.1
Years in San Mateo County (QD1)	Less than 5	7	75.7	7.1
	5 to 9	11	74.4	6.5
	10 to 14	10	72.8	4.3
	15 or more	72	64.6	6.1
Home Type (QD3)	Single family	87	68.2	5.6
	Condo	8	69.8	10.4
	Townhome	5	53.9	2.9
	Apartment	0	NA	NA
Home Ownership Status (QD2 & Voter File)	Own	100	67.4	6.1
	Rent	0	NA	NA
Child in Home (QD4)	Yes	32	67.9	6.9
	No	68	67.5	5.6
Environmentalist (QD5)	Yes, strong	26	76.2	5.6
	Yes, moderate	41	70.2	6.3
	No	33	58.3	6.1
Gender	Male	48	60.4	6.6
	Female	52	73.9	5.6
Age	18 to 29	12	87.6	4.1
	30 to 39	11	73.2	6.2
	40 to 49	18	66.9	6.5
	50 to 64	33	62.3	3.4
	65 or older	27	63.6	9.3
Registration Year	2013 to 2009	26	74.1	6.2
	2008 to 2005	12	76.5	5.1
	2004 to 2001	9	70.5	7.1
	2000 or before	53	61.4	6.1
Party	Democrat	51	76.4	5.9
	Republican	21	45.3	3.8
	Other / DTS	27	67.8	8.4
Household Party Type	Single dem	25	75.3	7.2
	Dual dem	17	79.2	4.9
	Single rep	8	47.0	2.8
	Dual rep	7	40.8	3.5
	Other	20	70.8	8.2
	Mixed	23	63.1	6.0
Homeowner on Voter File	Yes	93	67.5	6.0
	No	7	66.3	7.7
Likely to Vote by Mail	Yes	42	62.9	7.7
	No	58	70.6	4.9
Likely November 2013 Voter	Yes	48	57.3	7.2
	No	52	76.7	5.1
Likely June 2014 Voter	Yes	61	62.2	7.1
	No	39	75.5	4.6
Likely November 2014 Voter	Yes	72	62.6	7.3
	No	28	79.8	3.0

REASONS FOR OPPOSING MEASURE Respondents who opposed the measure at the Initial Ballot Test were subsequently asked if there was a particular reason for their position. Question 3 was asked in an open-ended manner, thereby allowing respondents to mention any reason that came to mind without being prompted by—or restricted to—a particular list of options. True North later reviewed the verbatim responses and grouped them into the categories shown in Figure 3 on the next page. For the most part, the responses are typical of what True North has

encountered in other communities, including concerns about taxes already being too high (30%), a need for more information (19%), no particular reason (15%), and a perception that the measure is unnecessary (15%).

Question 3 *Is there a particular reason why you do not support the measure I just described?*

FIGURE 3 REASONS FOR NOT SUPPORTING MEASURE



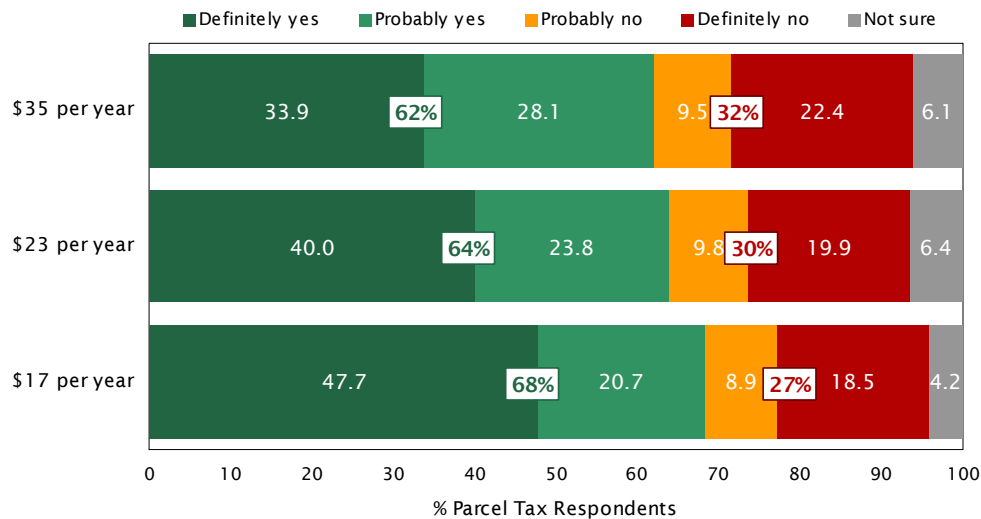
TAX THRESHOLD

Naturally, voter and property owner support for a revenue measure is often contingent on the cost of the measure. The higher the tax/fee rate, all other things being equal, the less likely a person is to support the measure. One of the goals of this study was thus to gauge the impact that changes in the tax/fee rate can be expected to have on voter and property owner support for the proposed measure.

Question 4 was designed to do just that. Respondents were first instructed that the tax rate for the measure had yet to be determined, although several rates were being considered. They were then presented with the highest rate (\$35 per year) and asked if they would support the proposed measure at that rate. If a respondent did not answer 'definitely yes', they were asked whether they would support the measure at the next lowest tax rate.⁴ The three rates tested, as well as the percentage of respondents who indicated they would vote in favor of the measure at each rate, are shown in Figure 4 for the parcel tax, Figure 5 for the property-related fee.

Question 4 *The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the County. However, the amount to be charged to each parcel has not been determined yet. If you heard that your household would pay _____ per year for each property that you own in the County, would you vote yes or no on the measure?*

FIGURE 4 TAX THRESHOLD: PARCEL TAX



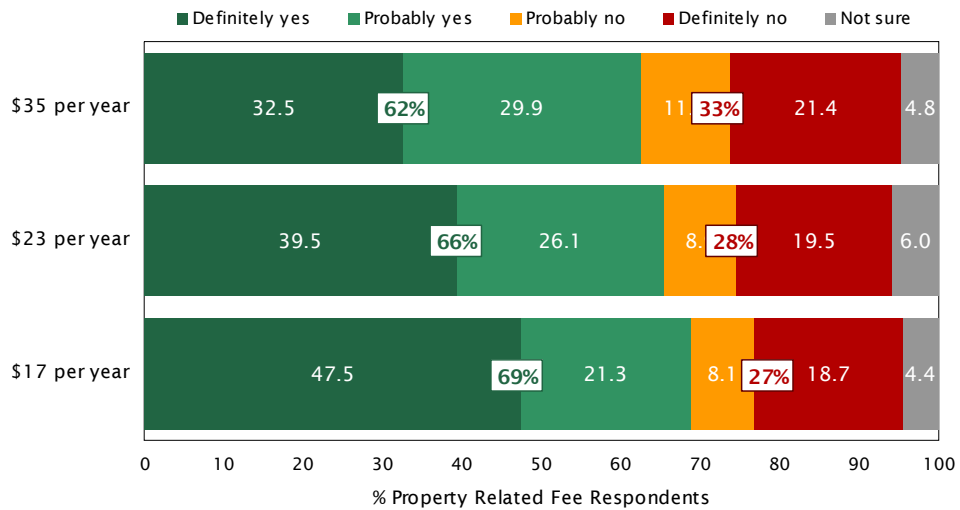
The most obvious pattern revealed in the figures is that San Mateo voters and residential property owners are somewhat price sensitive when it comes to their support for the proposed clean water measure. At the highest tax rate tested (\$35 per year per property), 62% of voters indicated that they would vote in favor of a parcel tax measure (see Figure 4). Incremental reductions in the tax rate resulted in incremental increases in support for the measure, with 68% of voters

4. If a respondent answered 'definitely yes', it is assumed that they would support the measure at the lower tax rate. Their support at each rate is factored into the percentages shown in the figure.

indicating that they would support the proposed parcel tax at an annual tax rate of \$17 per property.

The results were strikingly similar when property owners were asked about the proposed property-related fee (see Figure 5). At the highest fee rate tested (\$35 per year per property), 62% of residential property owners indicated that they would vote in favor of the measure. Incremental reductions in the fee rate resulted in incremental increases in support for the measure, with 69% of residential property owners indicating that they would support the proposed property-related fee at an annual rate of \$17 per property.

FIGURE 5 TAX THRESHOLD: PROPERTY RELATED FEE



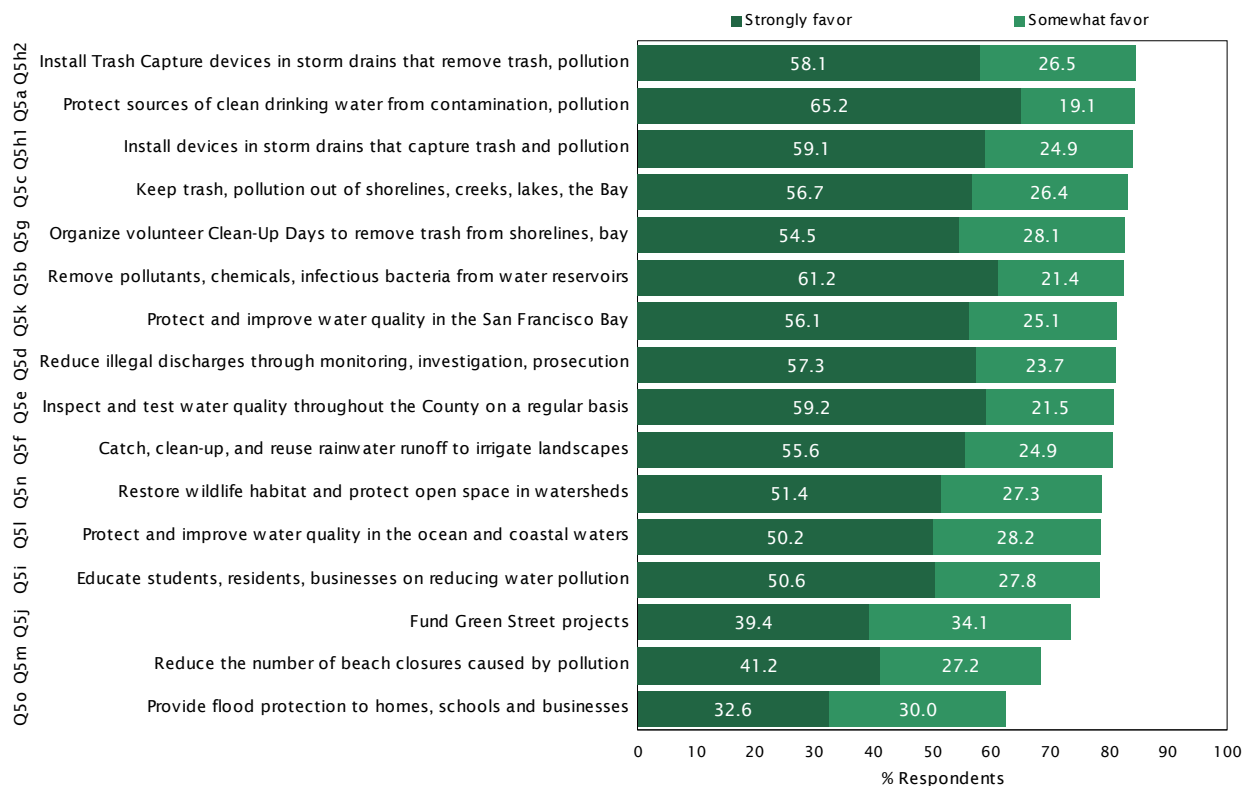
PROGRAMS & PROJECTS

The ballot language presented in Question 2 indicated that the proposed measure would be used to protect public health and water quality by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution. The purpose of Question 5 was to provide respondents with the full range of programs and services that may be funded by the proposed measure, and to identify which of these improvements voters most favored funding with measure proceeds.

After reading each improvement that may be funded by the measure, respondents were asked if they would favor or oppose spending some of the money on that particular improvement assuming that the measure passes. Truncated descriptions of the improvements tested, as well as voters' responses, are shown in Figure 6 below.⁵

Question 5 *The measure we've been discussing would fund a variety of water-related projects and services in the County. If the measure passes, would you favor or oppose using some of the money to: -----, or do you not have an opinion?*

FIGURE 6 PROGRAMS & PROJECTS



5. For the full text of programs and services tested, turn to Question 5 in *Phase 1 Telephone Survey* on page 39.

Overall, the service that resonated with the largest percentage of respondents was installing trash capture devices in storm drains that remove trash and pollution before they enter our waterways (85% strongly or somewhat favor),⁶ followed by protecting sources of clean drinking water from contamination and pollution (84%), and keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay (84%). Its worth noting, however, that even the lowest-ranked service (providing flood protection) was favored by a clear majority (63%) of respondents.

SPENDING PROGRAMS & PROJECTS RATINGS BY SUBGROUP Table 3 presents the top five programs and projects (showing the percentage of respondents who *strongly* favor each) by position at the Initial Ballot Test. Not surprisingly, individuals who initially opposed the measure were generally less likely to favor spending money on a given program or service when compared to supporters. Nevertheless, initial supporters, opponents and the undecided did agree on two of the five top priorities for funding.

TABLE 3 TOP PROGRAMS & PROJECTS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q2)	Item	Program or Project Summary	% Strongly Favor
Probably or Definitely Yes (n = 411)	Q5a	Protect sources of clean drinking water from contamination, pollution	80
	Q5h1	Install devices in storm drains that capture trash and pollution	76
	Q5b	Remove pollutants, chemicals, infectious bacteria from water reservoirs	74
	Q5e	Inspect and test water quality throughout the County on a regular basis	73
	Q5k	Protect and improve water quality in the San Francisco Bay	72
Probably or Definitely No (n = 164)	Q5a	Protect sources of clean drinking water from contamination, pollution	31
	Q5g	Organize volunteer Clean-Up Days to remove trash from shorelines, bay	31
	Q5b	Remove pollutants, chemicals, infectious bacteria from water reservoirs	30
	Q5e	Inspect and test water quality throughout the County on a regular basis	28
	Q5h2	Install Trash Capture devices in storm drains that remove trash, pollution	28
Not Sure (n =48)	Q5h1	Install devices in storm drains that capture trash and pollution	56
	Q5b	Remove pollutants, chemicals, infectious bacteria from water reservoirs	54
	Q5g	Organize volunteer Clean-Up Days to remove trash from shorelines, bay	53
	Q5d	Reduce illegal discharges through monitoring, investigation, prosecution	52
	Q5a	Protect sources of clean drinking water from contamination, pollution	52

6. This item was tested in a split-sample manner to gauge whether the use of the term ‘trash capture’ device materially altered respondents’ support for the service. The use of the term appears to matter little, as the service tested at #1 and #3 in the ranking with and without the term, respectively.

POSITIVE ARGUMENTS

Ballot measures do not succeed or fail in a political vacuum. During an election cycle, proponents of a measure will present arguments to try to persuade voters to support a measure, just as opponents will present arguments to achieve the opposite goal. The objective of Question 6 was thus to present respondents with arguments in favor of the proposed measure and identify whether they felt the arguments were convincing reasons to support it. Arguments in opposition to the measure were also presented and will be discussed later in this report (see *Negative Arguments* on page 26). Within each series, specific arguments were administered in random order to avoid a systematic position bias.

Question 6 *What I'd like to do now is tell you what some people are saying about the measure we've been discussing. Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?*

FIGURE 7 POSITIVE ARGUMENTS

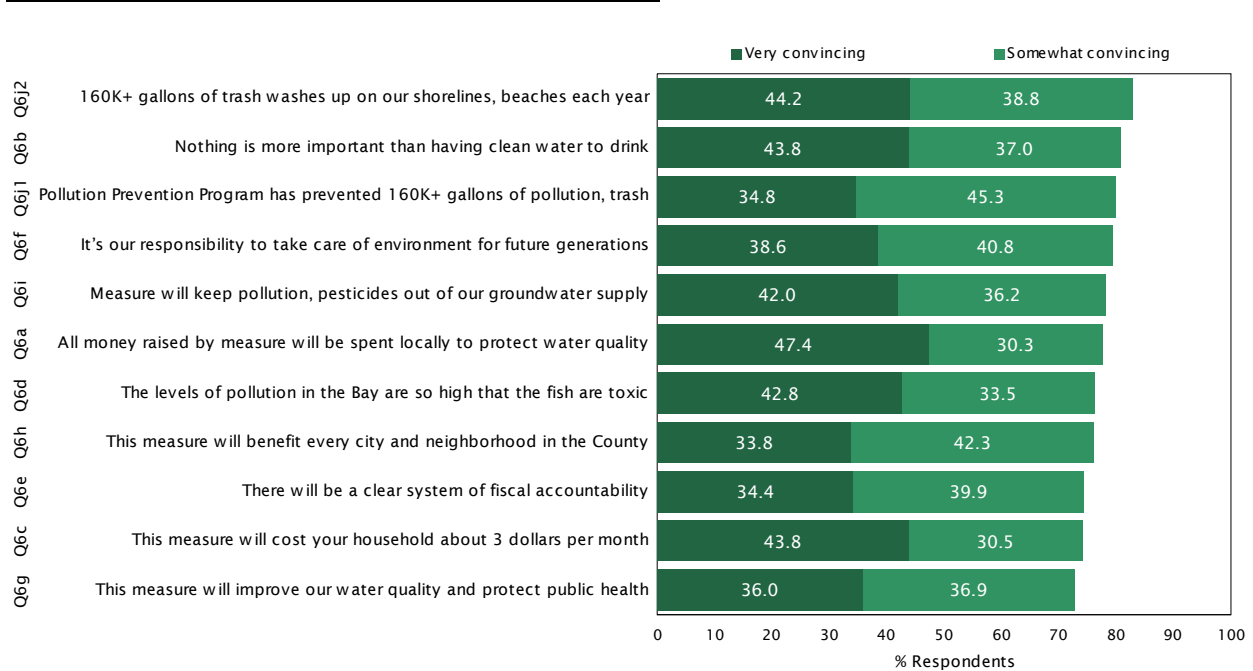


Figure 7 above presents the truncated positive arguments tested, as well as respondents' reactions to the arguments. The arguments are sorted from most convincing to least convincing based on the percentage of respondents who indicated that the argument was either a 'very convincing' or 'somewhat convincing' reason to support the measure. Using this methodology, the most compelling positive arguments were: *Every year, over 160 thousand gallons of trash from our streets and communities washes up on San Mateo shorelines and beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches (83%), Nothing is more important than having clean water to drink. This measure will protect our clean water sources from contamination to ensure that we always have a safe, local supply of clean water (81%), and Over the past two years, the County's Water Pollution Prevention Program has been successful at preventing more than 160 thousand gallons in pollu-*

tion and trash from reaching our waterways, Bay and ocean. This measure will provide the funding needed to continue and expand these efforts (70%).

Considering the intensity of voters’ reactions (% very convincing), other notably strong positive arguments were: *All of the money raised by this measure will be spent locally to protect our water quality. It cannot be taken away by the State or be used for other purposes* (47% very convincing), and *This measure will cost your household about 3 dollars per month. That is a small price to pay to have clean shorelines, safe drinking water, and better public health* (44% very convincing).

POSITIVE ARGUMENTS BY INITIAL SUPPORT Table 4 lists the top five most convincing positive arguments (showing the percentage of respondents who cited it as very convincing) according to respondents’ vote choice at the Initial Ballot Test. The most striking pattern in the table is that the positive arguments resonated with a much higher percentage of respondents who were initially inclined to support the measure when compared to those who initially opposed the measure or were unsure. Nevertheless, one specific argument was ranked among the top five most compelling by all three groups.

TABLE 4 TOP POSITIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

Position at Initial Ballot Test (Q2)	Item	Positive Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 411)	Q6a	All money raised by measure will be spent locally to protect water quality	61
	Q6c	This measure will cost your household about 3 dollars per month	60
	Q6b	Nothing is more important than having clean water to drink	57
	Q6j2	160K+ gallons of trash washes up on our shorelines, beaches each year	57
	Q6i	Measure will keep pollution, pesticides out of our groundwater supply	56
Probably or Definitely No (n = 164)	Q6a	All money raised by measure will be spent locally to protect water quality	20
	Q6b	Nothing is more important than having clean water to drink	17
	Q6d	The levels of pollution in the Bay are so high that the fish are toxic	15
	Q6i	Measure will keep pollution, pesticides out of our groundwater supply	13
	Q6f	It's our responsibility to take care of environment for future generations	12
Not Sure (n =48)	Q6j2	160K+ gallons of trash washes up on our shorelines, beaches each year	31
	Q6g	This measure will improve our water quality and protect public health	29
	Q6j1	Pollution Prevention Program has prevented 160K+ gallons of pollution, trash	27
	Q6d	The levels of pollution in the Bay are so high that the fish are toxic	26
	Q6b	Nothing is more important than having clean water to drink	26

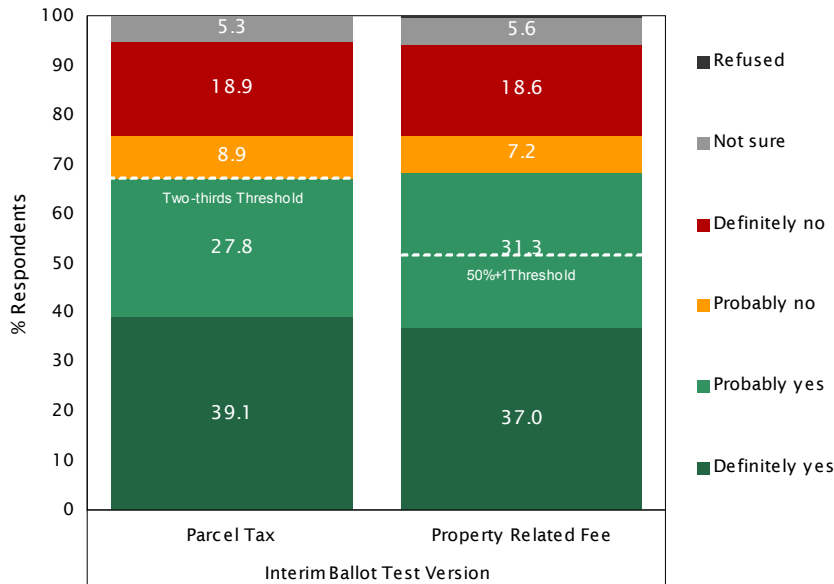
INTERIM BALLOT TEST

After exposing respondents to the types of positive arguments they may encounter during an election cycle, the survey again presented respondents with the ballot language used previously to gauge how support for the proposed clean water measure may have changed.

As shown in Figure 8, voter support for the parcel tax increased slightly to 67%, with 28% of respondents opposed to the measure and an additional 5% unsure or unwilling to state their vote choice. Overall support among residential property owners for the property-related fee also increased slightly to 68%, with 26% of respondents opposed to the measure and an additional 6% unsure or unwilling to state their vote choice.

Question 7 *Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again. In order to protect public health and water quality in your community by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution, shall San Mateo County levy up to \$35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 8 INTERIM BALLOT TEST BY VERSION



SUPPORT BY SUBGROUPS For the interested reader, Tables 5 and 6 display how support for the parcel tax and property-related fee measures at this point in the survey varied by key demographic subgroups, as well as the percentage change in subgroup support when compared to the Initial Ballot Test. Positive differences appear in green, whereas negative differences appear in red.

TABLE 5 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: PARCEL TAX

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)
Overall		100	66.9	+1.2
Years in San Mateo County (QD1)	Less than 5	8	89.0	+7.4
	5 to 9	10	70.1	+0.8
	10 to 14	10	69.7	+3.7
	15 or more	72	64.1	+0.8
Home Type (QD3)	Single family	78	66.8	+1.0
	Condo	8	74.9	+6.8
	Townhome	4	53.7	+13.2
	Apartment	10	73.5	-1.1
Home Ownership Status (QD2 & Voter File)	Own	78	64.4	+1.8
	Rent	22	75.6	-0.8
Child in Home (QD4)	Yes	29	68.5	+7.6
	No	71	67.2	-0.7
Environmentalist (QD5)	Yes, strong	26	76.7	-2.4
	Yes, moderate	41	72.0	+5.2
	No	33	54.3	-0.0
Gender	Male	46	58.3	+1.2
	Female	54	74.3	+1.2
Age	18 to 29	7	83.7	+7.3
	30 to 39	10	67.3	+7.7
	40 to 49	18	68.8	+3.1
	50 to 64	35	67.3	+1.6
	65 or older	30	61.7	-4.2
Registration Year	2013 to 2009	23	73.2	+2.8
	2008 to 2005	14	76.0	+1.9
	2004 to 2001	10	63.7	-0.6
	2000 or before	54	62.4	+0.8
Party	Democrat	54	78.3	+2.1
	Republican	23	40.2	-2.8
	Other / DTS	23	66.9	+3.4
Household Party Type	Single dem	30	79.7	+1.5
	Dual dem	16	74.8	+0.8
	Single rep	9	47.0	+2.2
	Dual rep	8	32.6	-7.0
	Other	18	71.3	+1.9
	Mixed	19	60.4	+3.6
Homeowner on Voter File	Yes	72	64.5	+2.2
	No	28	72.9	-1.2
Likely to Vote by Mail	Yes	56	65.7	-0.4
	No	44	68.3	+3.4
Likely November 2013 Voter	Yes	60	60.1	+1.3
	No	40	76.8	+1.2
Likely June 2014 Voter	Yes	81	64.9	+0.5
	No	19	75.2	+4.5
Likely November 2014 Voter	Yes	100	66.9	+1.2
	No	0	NA	NA

TABLE 6 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT INTERIM BALLOT TEST: PROPERTY RELATED FEE

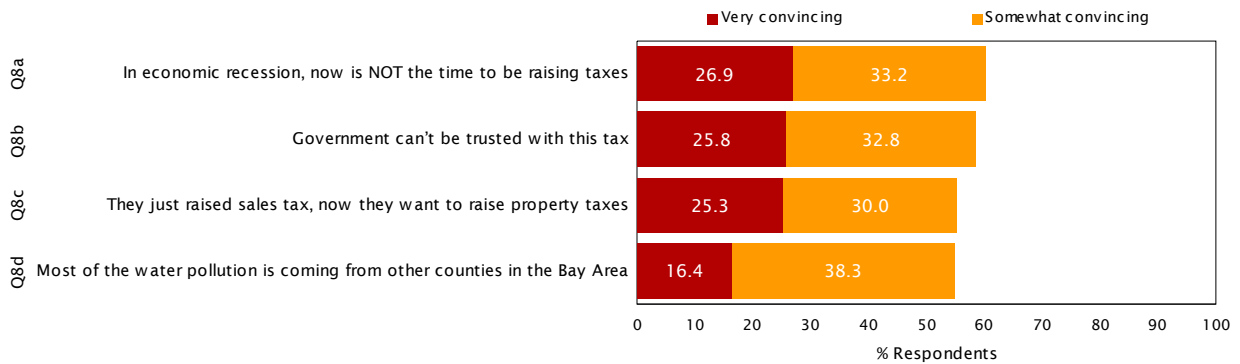
		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)
Overall		100	68.4	+1.0
Years in San Mateo County (QD1)	Less than 5	7	84.9	+9.2
	5 to 9	11	74.5	+0.1
	10 to 14	10	80.5	+7.7
	15 or more	72	64.5	-0.0
Home Type (QD3)	Single family	87	69.3	+1.1
	Condo	8	75.6	+5.7
	Townhome	5	60.6	+6.7
	Apartment	0	NA	NA
Home Ownership Status (QD2 & Voter File)	Own	100	68.4	+1.0
	Rent	0	NA	NA
Child in Home (QD4)	Yes	32	70.7	+2.8
	No	68	68.5	+1.0
Environmentalist (QD5)	Yes, strong	26	74.5	-1.6
	Yes, moderate	41	73.5	+3.4
	No	33	60.5	+2.2
Gender	Male	48	63.7	+3.2
	Female	52	72.8	-1.1
Age	18 to 29	12	91.7	+4.2
	30 to 39	11	81.8	+8.5
	40 to 49	18	67.9	+1.0
	50 to 64	33	62.0	-0.3
	65 or older	27	61.8	-1.8
Registration Year	2013 to 2009	26	76.6	+2.5
	2008 to 2005	12	79.4	+2.9
	2004 to 2001	9	74.3	+3.8
	2000 or before	53	60.7	-0.7
Party	Democrat	51	76.6	+0.2
	Republican	21	43.5	-1.8
	Other / DTS	27	72.3	+4.6
Household Party Type	Single dem	25	76.5	+1.2
	Dual dem	17	76.7	-2.5
	Single rep	8	48.4	+1.4
	Dual rep	7	35.7	-5.2
	Other	20	73.6	+2.8
	Mixed	23	66.6	+3.6
Homeowner on Voter File	Yes	93	68.6	+1.2
	No	7	65.1	-1.2
Likely to Vote by Mail	Yes	42	63.2	+0.3
	No	58	72.1	+1.5
Likely November 2013 Voter	Yes	48	59.2	+1.9
	No	52	76.8	+0.1
Likely June 2014 Voter	Yes	61	62.7	+0.5
	No	39	77.3	+1.8
Likely November 2014 Voter	Yes	72	64.4	+1.8
	No	28	78.6	-1.2

NEGATIVE ARGUMENTS

Whereas Question 6 presented respondents with arguments in favor of the measure, Question 8 presented respondents with arguments designed to elicit opposition to the measure. With Question 8, however, respondents were asked whether they felt that the argument was a very convincing, somewhat convincing, or not at all convincing reason to *oppose* the measure. The arguments tested, as well as voters' opinions about the arguments, are presented in Figure 9.

Question 8 Next, let me tell you what opponents of the measure are saying. Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to *OPPOSE* the measure?

FIGURE 9 NEGATIVE ARGUMENTS



Among the negative arguments tested, the most compelling were *People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes* (60%), *Government can't be trusted with this tax. It will mismanage the money or use it for pet projects* (59%), and *They just raised the sales tax in the County, now they want to raise property taxes? That's not fair to taxpayers* (55%).

NEGATIVE ARGUMENTS BY INITIAL SUPPORT Table 7 ranks the five negative arguments according to respondents' vote position at the Initial Ballot Test.

TABLE 7 NEGATIVE ARGUMENTS BY POSITION AT INITIAL BALLOT TEST

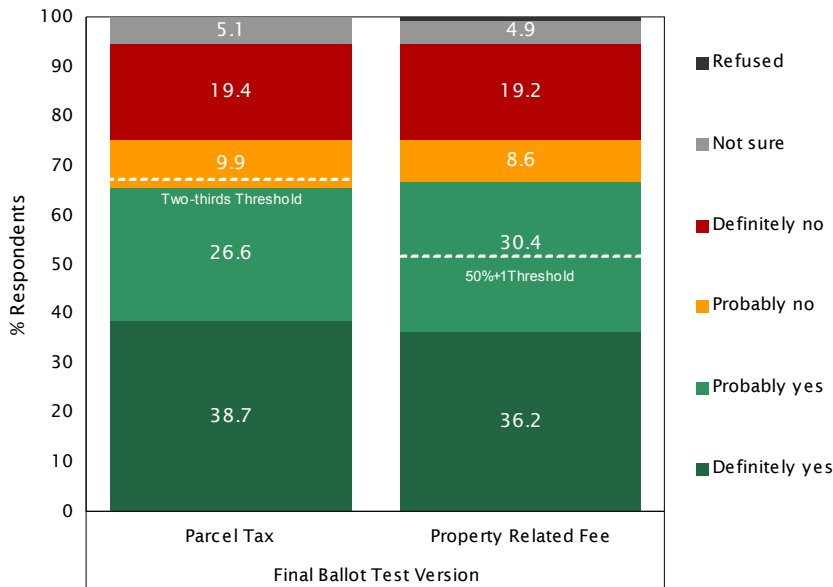
Position at Initial Ballot Test (Q2)	Item	Negative Argument Summary	% Very Convincing
Probably or Definitely Yes (n = 411)	Q8a	In economic recession, now is NOT the time to be raising taxes	17
	Q8c	They just raised sales tax, now they want to raise property taxes	14
	Q8b	Government can't be trusted with this tax	13
	Q8d	Most of the water pollution is coming from other counties in the Bay Area	12
Probably or Definitely No (n = 164)	Q8b	Government can't be trusted with this tax	58
	Q8c	They just raised sales tax, now they want to raise property taxes	53
	Q8a	In economic recession, now is NOT the time to be raising taxes	50
	Q8d	Most of the water pollution is coming from other counties in the Bay Area	26
Not Sure (n =48)	Q8a	In economic recession, now is NOT the time to be raising taxes	29
	Q8b	Government can't be trusted with this tax	26
	Q8c	They just raised sales tax, now they want to raise property taxes	23
	Q8d	Most of the water pollution is coming from other counties in the Bay Area	15

FINAL BALLOT TEST

Voters' opinions about ballot measures are often not rigid, especially when the amount of information presented to the public on a measure has been limited. A goal of the survey was thus to gauge how respondents' opinions about the proposed clean water measure may be affected by the information they could encounter during the course of an election cycle. After providing respondents with the wording of the proposed measure, possible tax rates, programs and services that could be funded by the measure, and arguments in favor and against the proposal, respondents were again asked whether they would vote 'yes' or 'no' on the proposed \$35 clean water revenue measure.

Question 9 *Now that you have heard a bit more about the measure, let me read you a summary of it one more time. In order to protect public health and water quality in your community by removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways, protecting sources of clean drinking water from contamination and pollution, keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay, and reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution, shall San Mateo County levy up to \$35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local? If the election were held today, would you vote yes or no on this measure?*

FIGURE 10 FINAL BALLOT TEST BY VERSION



At this point in the survey, support for the parcel tax measure was found among 65% of voters, with 29% opposed to the measure and 5% unsure or unwilling to state their vote choice. Support for the property-related fee among residential property owners remained slightly higher at 67%, with 28% opposed to the measure and 5% unsure or unwilling to state their vote choice.



CHANGE IN SUPPORT

Tables 8 and 9 provide a closer look at how support for the proposed parcel tax and property-related fee measures, respectively, changed over the course of the interview by calculating the difference in support between the Initial, Interim, and Final Ballot Tests within various subgroups of voters. The percentage of support for the measure at the Final Ballot Test is shown in the column with the heading *% Probably or Definitely Yes*. The columns to the right show the difference between the Final and the Initial, and the Final and Interim Ballot Tests. Positive differences appear in green, whereas negative differences appear in red.

TABLE 8 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: PARCEL TAX

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)	Change From Interim Ballot Test (Q7)
Overall		100	65.2	-0.4	-1.6
Years in San Mateo County (QD1)	Less than 5	8	91.0	+9.4	+2.0
	5 to 9	10	65.1	-4.3	-5.1
	10 to 14	10	68.4	+2.4	-1.3
	15 or more	72	62.2	-1.0	-1.9
Home Type (QD3)	Single family	78	65.4	-0.4	-1.5
	Condo	8	74.9	+6.8	No change
	Townhome	4	49.7	+9.2	-4.0
	Apartment	10	71.9	-2.6	-1.5
Home Ownership Status (QD2 & Voter File)	Own	78	64.0	+1.4	-0.5
	Rent	22	69.8	-6.6	-5.8
Child in Home (QD4)	Yes	29	67.2	+6.3	-1.3
	No	71	65.4	-2.5	-1.7
Environmentalist (QD5)	Yes, strong	26	77.7	-1.3	+1.0
	Yes, moderate	41	70.5	+3.7	-1.5
	No	33	52.9	-1.4	-1.4
Gender	Male	46	57.8	+0.7	-0.5
	Female	54	71.7	-1.4	-2.6
Age	18 to 29	7	82.1	+5.7	-1.6
	30 to 39	10	65.4	+5.8	-1.9
	40 to 49	18	65.9	+0.2	-2.9
	50 to 64	35	66.8	+1.1	-0.5
	65 or older	30	60.4	-5.6	-1.3
Registration Year	2013 to 2009	23	71.3	+0.8	-1.9
	2008 to 2005	14	73.3	-0.8	-2.7
	2004 to 2001	10	65.5	+1.1	+1.8
	2000 or before	54	60.6	-1.1	-1.9
Party	Democrat	54	75.9	-0.3	-2.4
	Republican	23	40.7	-2.3	+0.5
	Other / DTS	23	64.9	+1.4	-2.0
Household Party Type	Single dem	30	76.4	-1.8	-3.3
	Dual dem	16	74.0	-0.0	-0.8
	Single rep	9	47.0	+2.2	+0.0
	Dual rep	8	32.5	-7.1	-0.1
	Other	18	70.7	+1.4	-0.5
	Mixed	19	58.3	+1.5	-2.1
Homeowner on Voter File	Yes	72	63.6	+1.2	-0.9
	No	28	69.5	-4.6	-3.4
Likely to Vote by Mail	Yes	56	63.2	-2.9	-2.5
	No	44	67.8	+2.9	-0.5
Likely November 2013 Voter	Yes	60	58.0	-0.9	-2.1
	No	40	75.9	+0.3	-0.9
Likely June 2014 Voter	Yes	81	63.6	-0.8	-1.3
	No	19	72.0	+1.4	-3.1
Likely November 2014 Voter	Yes	100	65.2	-0.4	-1.6
	No	0	NA	NA	NA

TABLE 9 DEMOGRAPHIC BREAKDOWN OF SUPPORT AT FINAL BALLOT TEST: PROPERTY RELATED FEE

		Approximate % of Voter Universe	% Probably or Definitely Yes	Change From Initial Ballot Test (Q2)	Change From Interim Ballot Test (Q7)
Overall		100	66.7	-0.7	-1.7
Years in San Mateo County (QD1)	Less than 5	7	88.8	+13.0	+3.9
	5 to 9	11	73.1	-1.3	-1.4
	10 to 14	10	79.3	+6.5	-1.2
	15 or more	72	61.9	-2.7	-2.7
Home Type (QD3)	Single family	87	67.3	-0.9	-2.0
	Condo	8	74.0	+4.1	-1.6
	Townhome	5	63.9	+10.0	+3.3
	Apartment	0	NA	NA	NA
Home Ownership Status (QD2 & Voter File)	Own	100	66.7	-0.7	-1.7
	Rent	0	NA	NA	NA
Child in Home (QD4)	Yes	32	68.2	+0.4	-2.5
	No	68	67.0	-0.5	-1.5
Environmentalist (QD5)	Yes, strong	26	73.9	-2.3	-0.6
	Yes, moderate	41	71.0	+0.9	-2.5
	No	33	58.6	+0.4	-1.9
Gender	Male	48	62.1	+1.6	-1.6
	Female	52	71.0	-2.9	-1.8
Age	18 to 29	12	83.4	-4.2	-8.4
	30 to 39	11	84.5	+11.2	+2.7
	40 to 49	18	67.2	+0.3	-0.7
	50 to 64	33	62.0	-0.3	No change
	65 or older	27	59.0	-4.6	-2.7
Registration Year	2013 to 2009	26	74.8	+0.7	-1.8
	2008 to 2005	12	73.2	-3.3	-6.2
	2004 to 2001	9	74.3	+3.8	No change
	2000 or before	53	59.8	-1.6	-0.9
Party	Democrat	51	76.4	-0.0	-0.3
	Republican	21	41.7	-3.6	-1.9
	Other / DTS	27	68.1	+0.3	-4.2
Household Party Type	Single dem	25	76.5	+1.2	-0.0
	Dual dem	17	76.7	-2.5	No change
	Single rep	8	45.4	-1.5	-2.9
	Dual rep	7	35.4	-5.5	-0.3
	Other	20	71.9	+1.1	-1.7
	Mixed	23	61.9	-1.1	-4.7
Homeowner on Voter File	Yes	93	66.5	-1.0	-2.1
	No	7	68.6	+2.4	+3.6
Likely to Vote by Mail	Yes	42	61.5	-1.5	-1.8
	No	58	70.5	-0.2	-1.6
Likely November 2013 Voter	Yes	48	57.5	+0.3	-1.6
	No	52	75.1	-1.6	-1.7
Likely June 2014 Voter	Yes	61	62.5	+0.3	-0.2
	No	39	73.2	-2.3	-4.0
Likely November 2014 Voter	Yes	72	63.9	+1.3	-0.5
	No	28	73.9	-5.9	-4.7

Whereas Tables 8 and 9 display change in support for the measure over the course of the interview at the subgroup level, Tables 10 and 11 display the individual-level changes that occurred between the Initial and Final Ballot Tests for the respective measures. On the left side of the tables is shown each of the response options to the Initial Ballot Test and the percentage of respondents in each group. The cells in the body of the tables depict movement within each response group (row) based on the information provided throughout the course of the survey as recorded by the Final Ballot Test. For example, in the first row of Table 10 we see that of the

31.4% of respondents who indicated that they would definitely support the parcel tax measure at the Initial Ballot Test, 26.3% also indicated that they would definitely support the measure at the Final Ballot Test. Approximately 3.7% moved to the probably support group, 0.3% moved to the probably oppose group, 0.2% moved to the definitely oppose group, and 0.8% percent stated they were now unsure of their vote choice.

To ease interpretation of the tables, the cells are color coded. Red shaded cells indicate declining support, green shaded cells indicate increasing support, whereas white cells indicate no movement. Moreover, within the cells, a white font indicates a fundamental change in the vote: from yes to no, no to yes, or not sure to either yes or no.

TABLE 10 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TESTS: PARCEL TAX

Initial Ballot Test: Parcel Tax (Q2)		Final Ballot Test: Parcel Tax (Q9)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	31.4% →	26.3%	3.7%	0.3%	0.2%	0.8%
Probably support	34.2% →	11.0%	18.0%	2.4%	1.5%	1.3%
Probably oppose	10.2% →	0.2%	2.1%	4.9%	2.5%	0.5%
Definitely oppose	16.0% →	0.0%	0.4%	1.2%	14.5%	0.0%
Not sure	8.2% →	1.2%	2.4%	1.2%	0.7%	2.8%

TABLE 11 MOVEMENT BETWEEN INITIAL & FINAL BALLOT TESTS: PROPERTY RELATED FEE

Initial Ballot Test: Property Related Fee (Q2)		Final Ballot Test: Property Related Fee (Q9)				
		Definitely support	Probably support	Probably oppose	Definitely oppose	Not sure
Definitely support	29.0% →	23.4%	4.3%	0.2%	0.5%	0.5%
Probably support	38.4% →	11.8%	21.0%	1.9%	1.8%	1.9%
Probably oppose	10.3% →	0.1%	2.4%	4.3%	2.5%	0.9%
Definitely oppose	15.5% →	0.0%	0.8%	1.0%	13.6%	0.0%
Not sure	6.9% →	0.9%	1.9%	1.1%	0.8%	1.9%

As one might expect, the information conveyed in the survey had the greatest impact on individuals who either weren't sure about how they would vote at the Initial Ballot Test or were tentative in their vote choice (probably yes or probably no). Moreover, Tables 10 and 11 make clear that although the information did impact some respondents, it did not do so in a consistent way for all respondents. Some respondents found the information conveyed during the course of the interview to be a reason to become more supportive of the measure, whereas others found the same information to be a reason to be less supportive.

Despite 15% of voters making a *fundamental*⁷ shift in their opinion about the parcel tax measure and 16% of property owners making a similar shift for the property-related fee over the course of the interview, the net impact is that levels of support for the parcel tax measure and the property-related fee at the Final Ballot Test were nearly identical to the levels recorded at the Initial Ballot Test.

7. That is, they changed from a position of support, opposition or undecided at the Initial Ballot Test to a different position at the Final Ballot Test.



BACKGROUND & DEMOGRAPHICS

TABLE 12 DEMOGRAPHICS OF SAMPLE

	Sample Version	
	Parcel Tax	Property Related Fee
<i>Total Respondents</i>	627	640
Years in San Mateo County (QD1)		
Less than 5	7.3	7.1
5 to 9	10.2	10.7
10 to 14	9.7	9.6
15 or more	70.6	70.5
Refused	2.2	2.0
Home Ownership Status (QD2 & Voter File)		
Own	78.1	100.0
Rent	21.9	0.0
Home Type (QD3)		
Single family	74.2	82.4
Condo	7.2	7.7
Townhome	4.1	4.8
Apartment	9.6	0.4
Refused	4.9	4.7
Child in Home (QD4)		
Yes	27.5	30.9
No	68.5	65.3
Refused	4.0	3.8
Environmentalist (QD5)		
Yes, strong	25.0	24.6
Yes, moderate	38.7	39.5
No	31.2	31.7
Refused	5.2	4.2
Gender		
Male	46.5	48.4
Female	53.5	51.6
Age		
18 to 29	7.0	11.8
30 to 39	9.9	10.4
40 to 49	17.3	17.6
50 to 64	34.5	31.9
65 or older	29.5	26.2
Not on file	1.8	2.1
Registration Year		
2013 to 2009	22.7	25.8
2008 to 2005	13.6	12.3
2004 to 2001	9.7	9.4
2000 or before	54.0	52.6
Party		
Democrat	53.9	51.3
Republican	23.2	21.5
Other / DTS	22.9	27.2
Household Party Type		
Single dem	29.7	24.7
Dual dem	15.9	17.0
Single rep	9.2	8.4
Dual rep	8.1	7.4
Other	17.7	19.8
Mixed	19.4	22.7
Homeowner on Voter File		
Yes	72.1	92.6
No	27.9	7.4
Likely to Vote by Mail		
Yes	56.2	42.3
No	43.8	57.7
Likely November 2013 Voter		
Yes	59.6	47.9
No	40.4	52.1
Likely June 2014 Voter		
Yes	81.0	61.0
No	19.0	39.0
Likely November 2014 Voter		
Yes	100.0	72.2
No	0.0	27.8

In addition to questions directly related to the proposed measure, the study collected basic demographic information about respondents and their households. Some of this information was gathered during the interview, although much of it was collected from the voter file. The profile of the parcel tax and property-related fee subsamples used for the Phase 1 survey are shown in Table 12.

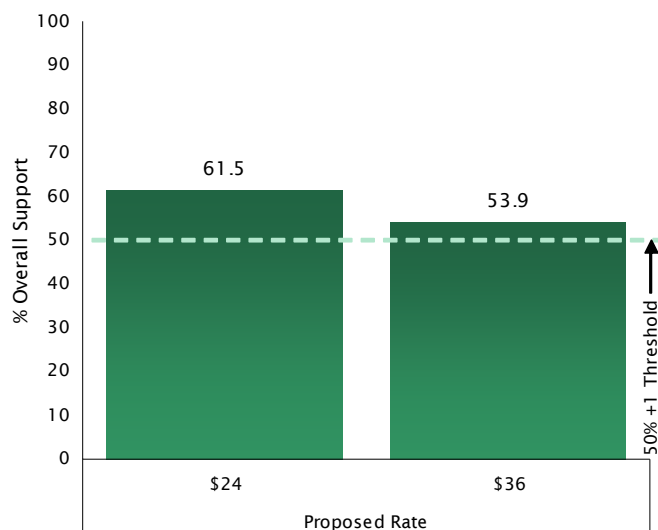
PHASE 2 MAIL SURVEY

The Phase 1 survey described in previous sections of this report was conducted by telephone in order to gauge the feasibility of a parcel tax and/or property-related fee. Because research has shown that a mail-based survey methodology more accurately represents the likely outcome of a mail-based ballot proceeding, given the promising results of the Phase 1 survey with respect to a property-related fee a follow-up Phase 2 survey was conducted by mail to further explore the property-related fee option. The Phase 2 survey was administered by mail to a total of 21,300 property owners in the county representing *all* property classes that are eligible to cast a ballot. A total of 3,014 parcel surveys were returned, representing a participation rate of 14.2% which is similar to the return rate for actual ballot proceedings in large jurisdictions. A sample of this size produces results with a very high degree of reliability, achieving a statistical margin of error of $\pm 1.75\%$ at the 95% level of confidence. The final data were weighted to account for disproportionate participation rates in mailed-ballot elections, as well as strategic oversampling by jurisdiction.

The Phase 2 survey was structured to test support for two rate structures (\$24 and \$36) as well as two approaches to the Fact Sheet that accompanied the survey—one which focused on technical stormwater issues (see *Information Fact Sheet: Version 1 - Stormwater* on page 49) and a second that focused broadly on environmental issues (see *Information Fact Sheet: Version 2 - Environmental* on page 52). A full rate structure was developed based on impervious surfaces for varying types of land uses such as very small and very large residential, commercial, industrial, multi-family, and agricultural. Each survey form was individualized to show the modeled rate for their land use(s) based on either the \$24 or \$36 base rate. Owners with multiple properties were shown the total for all parcels.

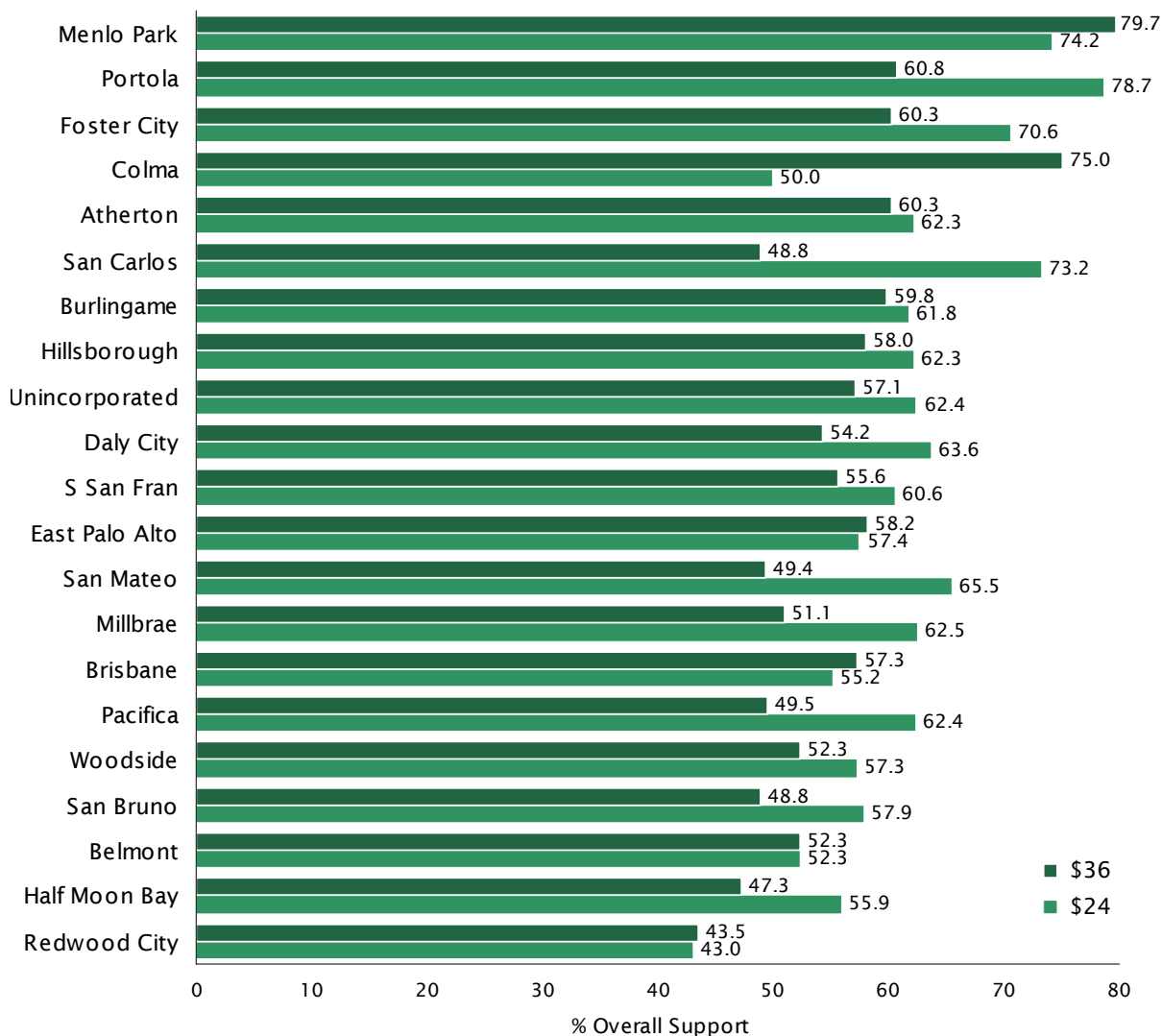
OVERALL SUPPORT BY PROPOSED RATE As expected, overall support for the proposed clean water measure was higher (62%) when an owner’s fee was based on the \$24 rate when compared to the \$36 rate (54%). In both cases, however, support exceeded the simple majority required for passage.

FIGURE 11 OVERALL SUPPORT FOR FEE BY RATE



SUPPORT BY SUBGROUPS For the interested reader, the following figures show how support for the proposed fee at the \$24 and \$36 rate structures varied by jurisdiction as well as key household-level characteristics. Support for the fee ranged from a low of 43% in Redwood City to a high of 80% in Menlo Park. It is worth noting that at the proposed \$24 rate structure, support for the measure met or exceeded a majority in 20 of 21 jurisdictions. The reader is also cautioned that the reliability of the survey results at the jurisdiction level (approximately +/- 8.5%) is much lower than for the overall study (+/- 1.75%).

FIGURE 12 OVERALL SUPPORT FOR FEE BY CITY BY RATE



As is typical of tax measures, support for the proposed clean water measure varied substantially according to household party type, with single (D) and dual democratic (DD) households exhibited substantially higher levels of support than single (R) and dual republican (RR) households (see Figure 13). There was no systematic relationship between support for the proposed measure and length of residence (Figure 14), although the results indicate that combining the lower rate (\$24) with the more detailed, black-and-white stormwater information piece (see *Informa-*

tion Fact Sheet: Version 1 - Stormwater on page 49) resulted in significantly higher support (version 1A).

FIGURE 13 OVERALL SUPPORT FOR FEE BY HOUSEHOLD PARTY TYPE BY RATE

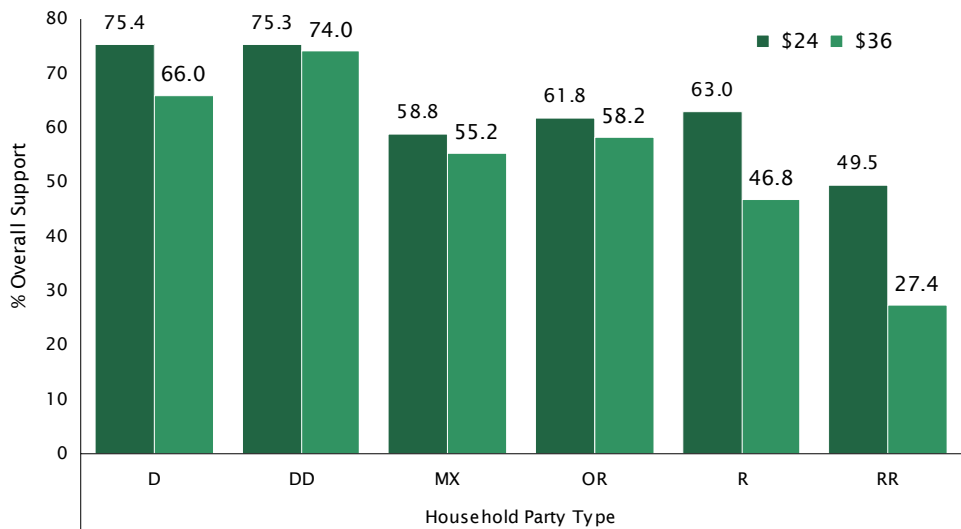
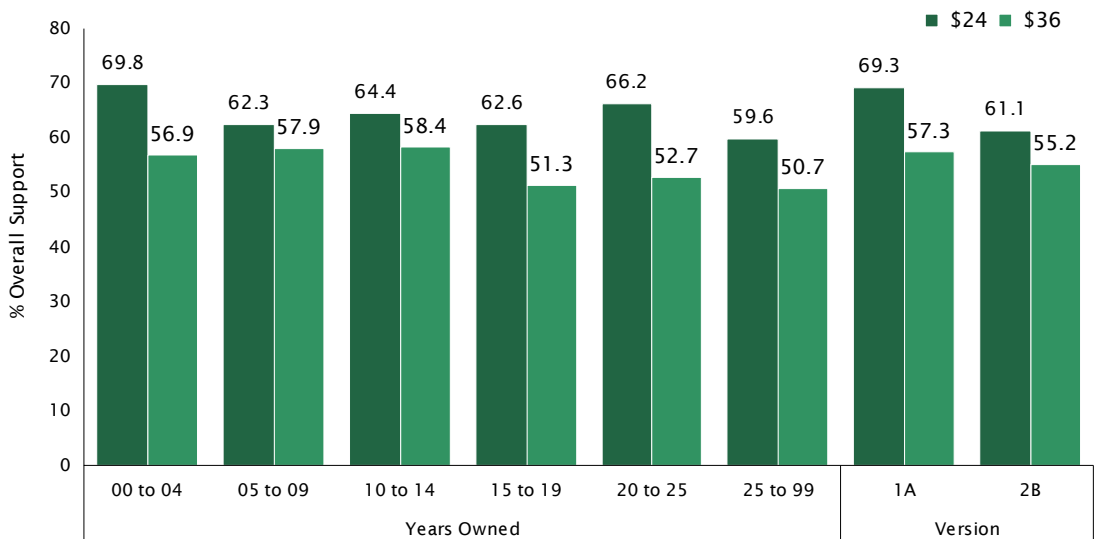
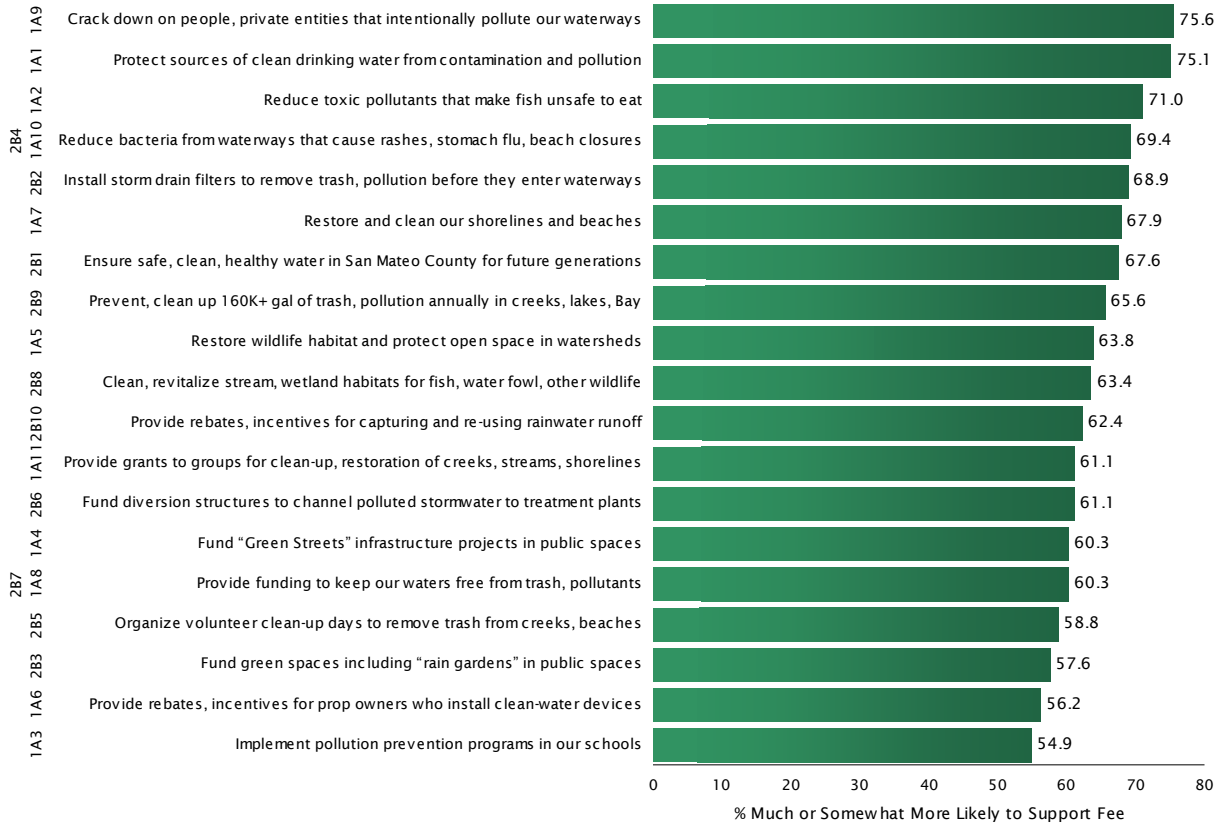


FIGURE 14 OVERALL SUPPORT FOR FEE BY YEARS OWNED & VERSION BY RATE



PROJECT RANKINGS AMONG ALL PROPERTY OWNER GROUPS Figure 15 on the next page shows how the projects that could be funded by the measure ranked among all property owner groups that would be eligible to cast a ballot. Although all potential uses of the measure proceeds were popular, property owners were most strongly in favor of cracking down on people and private entities that intentionally pollute our waterways (76%), protecting sources of clean drinking water from contamination and pollution (75%), and reducing toxic pollutants that make fish unsafe to eat (71%).

FIGURE 15 SUPPORT FOR PROJECTS





M E T H O D O L O G Y

The following sections outline the methodologies used in the study, as well as the motivation for using certain techniques.

QUESTIONNAIRE DEVELOPMENT Dr. McLarney of True North Research worked closely with C/CAG and SCI Consulting Group to develop a questionnaire that covered the topics of interest and avoided the many possible sources of systematic measurement error, including position-order effects, wording effects, response-category effects, scaling effects and priming. Several questions included multiple individual items. Because asking the items in a set order can lead to a systematic position bias in responses, the items were asked in a random order for each respondent.

Some of the questions asked in this study were presented only to a subset of respondents. For example, only individuals who did not support the measure at Question 2 were asked the follow-up open-ended Question 3 regarding their reasons for not supporting the measure. The questionnaire included with this report (see *Questionnaires & Fact Sheets* on page 39) identifies the skip patterns that were used during the interview to ensure that each respondent received the appropriate questions.

PROGRAMMING & PRE-TEST Prior to fielding the survey, the questionnaire was CATI (Computer Assisted Telephone Interviewing) programmed to assist the interviewers when conducting the telephone interviews. The CATI program automatically navigates the skip patterns, randomizes the appropriate question items, and alerts the interviewer to certain types of key-punching mistakes should they happen during the interview. The integrity of the questionnaire was pre-tested internally by True North and by dialing into random homes in the County prior to formally beginning the survey.

SAMPLES To accommodate the interest in obtaining reliable estimates of support for the proposed measure under two different funding scenarios—parcel tax and property-related fee—two samples were specified for the Phase 1 survey. Questions pertaining to a parcel tax were administered to a sample of 627 voters who, based on their voting history, are expected to participate in the November 2014 election. The property related fee version of the questions was administered to a subsample of 640 voters who are owners of residential properties in the County. The samples were stratified by key respondent characteristics—household party type, age, gender and location within the County—prior to randomly selecting individuals into sample clusters.

For the property-related fee survey, a total of 21,300 property owners in the County representing *all* property classes that are eligible to cast a ballot were mailed a survey on March 28, 2014. A total of 3,014 surveys were returned, representing a participation rate of 14.2% which is similar to the return rate for actual ballot proceedings in large jurisdictions. The final data were weighted to account for disproportionate participation rates in mailed-ballot elections and the strategic oversampling by jurisdiction.⁸

8. A minimum sample of 1,000 parcels was selected from each jurisdiction to enable more reliable jurisdiction-level comparisons.

STATISTICAL MARGIN OF ERROR Because this study consisted of random samples drawn from the likely voter and residential property owner universes in the County, the results can be used to estimate the opinions of *all* likely November 2014 voters (or residential property owner voters in the County) who are likely to vote in the elections of interest. Because not all voters or property owners participated in the study, however, the results have what is known as a statistical margin of error due to sampling. The margin of error refers to the difference between what was found, for example, in the survey of 627 voters regarding a parcel tax for a particular question and what would have been found if all of the approximately 227,737 likely November 2014 voters in the County had been surveyed for the study.

For example, in estimating the percentage of likely voters that would *definitely* support a parcel tax measure at the Initial Ballot Test (Question 2 in the survey), the margin of error can be calculated if one knows the size of the population, the size of the sample, a confidence level, and the distribution of responses to the question. The appropriate equation for estimating the margin of error, in this case, is shown below.

$$\hat{p} \pm t \sqrt{\left(\frac{N-n}{N}\right) \frac{\hat{p}(1-\hat{p})}{n-1}}$$

Where \hat{p} is the proportion of respondents who said *definitely yes* (0.31 for 31% in this example), N is the population of likely voters (227,737), n is the sample size that received the question (627) and t is the upper $\alpha/2$ point for the t-distribution with $n-1$ degrees of freedom (1.96 for a 95% confidence interval). Solving the equation using these values reveals a margin of error of $\pm 3.62\%$. This means that with 31% of survey respondents indicating they would *definitely* support the measure at the Initial Ballot Test, we can be 95% confident the actual percentage of all likely November 2014 voters that would definitely support the measure is between 27% and 35%.

FIGURE 16 MAXIMUM MARGIN OF ERROR DUE TO SAMPLING PHASE 1 SURVEY

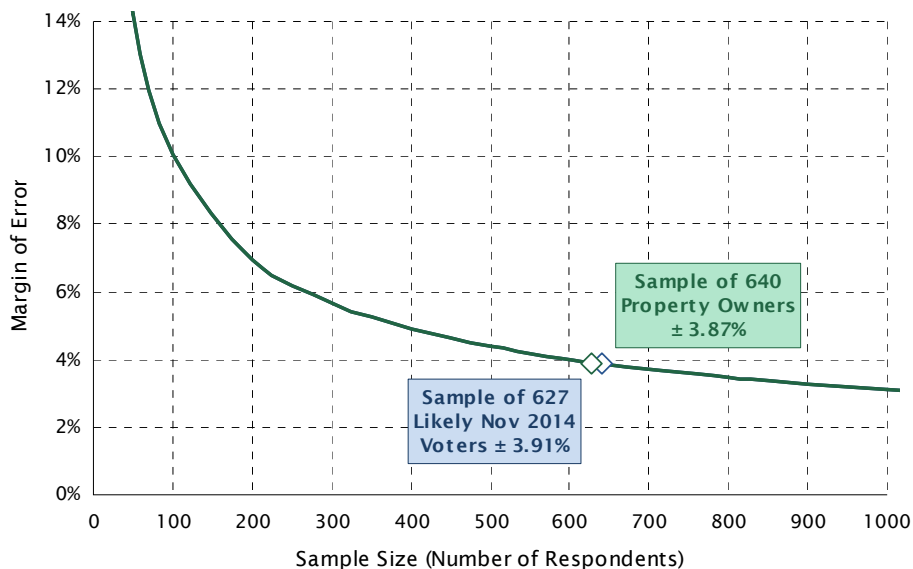


Figure 16 provides a plot of the *maximum* margin of error for the Phase 1 survey. The maximum margin of error for a dichotomous percentage result occurs when the answers are evenly split such that 50% provide one response and 50% provide the alternative response (i.e., $\hat{p} = 0.5$). For the Phase 1 survey, the maximum margin of error is $\pm 3.91\%$ for questions answered by all 627 respondents from the parcel tax sample and $\pm 3.87\%$ for questions answered by all 640 respondents from the property related fee sample.

Because the Phase 2 mail survey had a much larger sample size, it has a higher degree of reliability, achieving a statistical margin of error of $\pm 1.75\%$ at the 95% level of confidence.

Within this report, figures and tables show how responses to certain questions varied by subgroups such as age and gender. Figure 16 is thus useful for understanding how the maximum margin of error for a percentage estimate will grow as the number of individuals asked a question (or in a particular subgroup) shrinks. Because the margin of error grows exponentially as the sample size decreases, the reader should use caution when generalizing and interpreting the results for small subgroups.

DATA COLLECTION Interviews for the Phase 1 telephone survey were conducted via telephone during weekday evenings (5:30PM to 9PM) and on weekends (10AM to 5PM) between June 22 and June 28, 2013. It is standard practice not to call during the day on weekdays because most working adults are unavailable and thus calling during those hours would bias the sample. Interviews averaged 15 minutes in length.

For the Phase 2 mail survey, invitations were mailed to sampled property owners on March 28, 2014. Respondents were allowed to return surveys by mail or via an online survey site that required a unique code for each parcel. The data collection period allowed for returned surveys extended to May 9, 2014.

DATA PROCESSING Data processing consisted of checking the data for errors or inconsistencies, coding and recoding responses, and preparing frequency analyses and crosstabulations.

ROUNDING Numbers that end in 0.5 or higher are rounded up to the nearest whole number, whereas numbers that end in 0.4 or lower are rounded down to the nearest whole number. These same rounding rules are also applied, when needed, to arrive at numbers that include a decimal place in constructing figures and charts. Occasionally, these rounding rules lead to small discrepancies in the first decimal place when comparing tables and pie charts for a given question.

QUESTIONNAIRES & FACT SHEETS

PHASE 1 TELEPHONE SURVEY



*San Mateo CCAG
Clean Water Measure Survey
July 2013*

Section 1: Introduction to Study

Hi, may I please speak to _____. My name is _____, and I'm calling on behalf of TNR, an independent public opinion research firm. We're conducting a survey about important issues in San Mateo (Muh-TAY-o) County and I'd like to get your opinions.

If needed: This is a survey about important issues in your community. I'm NOT trying to sell anything and I won't ask for a donation.

If needed: The survey should take about 12 minutes to complete.

If needed: If now is not a convenient time, can you let me know a better time so I can call back?

If the person asks why you need to speak to the listed person or if they ask to participate instead, explain: For statistical purposes, at this time the survey must only be completed by this particular individual.

If the person says they are an elected official or is somehow associated with the survey, politely explain that this survey is designed to measure the opinions of those not closely associated with the study, thank them for their time, and terminate the interview.

Section 2: Importance of Issues

Q1 To begin, I'm going to read a list of issues facing your community and for each one, please tell me how important you feel the issue is to you, using a scale of extremely important, very important, somewhat important or not at all important.

Here is the (first/next) issue: _____. Do you think this issue is extremely important, very important, somewhat important, or not at all important?

		Extremely Important	Very Important	Somewhat Important	Not at all Important	Not sure	Refused
	<i>Randomize</i>						
A	Protecting water quality	1	2	3	4	98	99
B	Reducing pollution	1	2	3	4	98	99
C	Maintaining the quality of education in our local public schools	1	2	3	4	98	99
D	Preventing local tax increases	1	2	3	4	98	99
E	Maintaining local streets and roads	1	2	3	4	98	99
F	Reducing traffic congestion	1	2	3	4	98	99
G	Improving the local economy	1	2	3	4	98	99
H	Protecting the environment	1	2	3	4	98	99

Section 3: Initial Ballot Test		
Next year, voters in San Mateo (Muh-TAY-o) County may be asked to vote on a local ballot measure. Let me read you a summary of the measure:		
Q2	<p>In order to protect public health and water quality in your community by:</p> <ul style="list-style-type: none"> ◊ Removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways; ◊ Protecting sources of clean drinking water from contamination and pollution; ◊ Keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay; and ◊ Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution <p>Shall San Mateo County levy (lev-ee) up to \$35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>	
	1	Definitely Yes
	2	Probably Yes
	3	Probably No
	4	Definitely No
	98	Don't Know/Not Sure
	99	Refused
Q3	<p>Is there a particular reason why you do <u>not</u> support the measure I just described? <i>If yes, ask:</i> Please briefly describe your reason.</p>	
	<i>Record Verbatim Response – Record up to first two responses.</i>	
	2	No
	98	Don't Know
	99	Refused

Section 4: Tax Threshold							
Q4	The measure I just described would raise money through annual property taxes paid by residential and commercial property owners in the County. However, the amount to be charged to each parcel has not been determined yet.						
	If you heard that your household would pay _____ per year for each property that you own in the County, would you vote yes or no on the measure? <i>Get answer, then ask: Is that definitely (yes/no) or probably (yes/no)?</i>						
<i>Read in sequence starting with the highest amount (A), then the next highest (B), and so on. If respondent says 'definitely yes', record 'definitely yes' for all LOWER dollar amounts and go to next section.</i>							
	<i>Ask in Order</i>	Definitely Yes	Probably Yes	Probably No	Definitely No	Not Sure	Refused
A	35 dollars	1	2	3	4	98	99
B	23 dollars	1	2	3	4	98	99
C	17 dollars	1	2	3	4	98	99

Section 5: Programs & Projects							
Q5	The measure we've been discussing would fund a variety of water-related projects and services in the County.						
	If the <u>measure passes</u> , would you favor or oppose using some of the money to: _____, or do you not have an opinion? <i>Get answer, if favor or oppose, then ask: Would that be strongly (favor/oppose) or somewhat (favor/oppose)?</i>						
	<i>Randomize. Split Sample H1 & H2 using odd/even clusters.</i>	Strongly Favor	Somewhat Favor	Somewhat Oppose	Strongly Oppose	No Opinion	Refused
A	Protect sources of clean drinking water from contamination and pollution	1	2	3	4	98	99
B	Remove dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways	1	2	3	4	98	99
C	Keep trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay	1	2	3	4	98	99
D	Reduce illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution	1	2	3	4	98	99
E	Inspect and test water quality throughout the County on a regular basis to ensure that it meets Federal and State clean water requirements	1	2	3	4	98	99
F	Catch, clean-up, and reuse rainwater runoff to irrigate landscapes, which will conserve our clean drinking water	1	2	3	4	98	99
G	Organize volunteer Clean-Up Days to remove trash from shorelines and the Bay	1	2	3	4	98	99

H1	Install devices in storm drains that capture trash and pollution <u>before</u> they enter our waterways	1	2	3	4	98	99
H2	Install 'Trash Capture' devices in storm drains that remove trash and pollution <u>before</u> they enter our waterways	1	2	3	4	98	99
I	Educate students, residents and businesses on how they can reduce water pollution	1	2	3	4	98	99
J	Fund 'Green Street' projects that install special landscape strips along roadways to capture and filter polluted water runoff from public spaces	1	2	3	4	98	99
K	Protect and improve water quality in the San Francisco Bay	1	2	3	4	98	99
L	Protect and improve water quality in the ocean and coastal waters near San Mateo (Muh-TAY-o) County	1	2	3	4	98	99
M	Reduce the number of beach closures caused by pollution	1	2	3	4	98	99
N	Restore wildlife habitat and protect open space in watersheds	1	2	3	4	98	99
O	Provide flood protection to homes, schools and businesses	1	2	3	4	98	99

Section 6: Positive Arguments

What I'd like to do now is tell you what some people are saying about the measure we've been discussing.

Q6	Supporters of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to SUPPORT the measure?						
	<i>Randomize. Split Sample J1 & J2 using odd/even clusters.</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	All of the money raised by this measure will be spent locally to protect our water quality. It cannot be taken away by the State or be used for other purposes.	1	2	3	4	98	99
B	Nothing is more important than having clean water to drink. This measure will protect our clean water sources from contamination to ensure that we always have a safe, local supply of clean water.	1	2	3	4	98	99
C	This measure will cost your household about 3 dollars per month. That is a small price to pay to have clean shorelines, safe drinking water, and better public health.	1	2	3	4	98	99
D	The levels of pollution in the Bay are so high that the fish are toxic. Experts agree its not even safe to eat certain types of fish more than a few times per year . This measure will help clean up the Bay.	1	2	3	4	98	99

E	There will be a clear system of accountability including independent audits and a Citizen's Oversight Committee to ensure that the money is spent properly.	1	2	3	4	98	99
F	It's our responsibility to take care of the environment and our natural resources for future generations. This measure will help improve our quality of life as well as theirs.	1	2	3	4	98	99
G	Infection-causing bacteria and toxic pollutants in our local waters cause many people to get sick and suffer infections, fever and intestinal illnesses. This measure will improve our water quality and protect public health.	1	2	3	4	98	99
H	This measure will benefit every city and neighborhood in the County. Each community will receive water quality services and improvements that are most needed in that area.	1	2	3	4	98	99
I	This measure will keep pollution and pesticides out of our groundwater supply, which is a source of drinking water in our County.	1	2	3	4	98	99
J1	Over the past two years, the County's Water Pollution Prevention Program has been successful at preventing more than 160 thousand gallons in pollution and trash from reaching our waterways, Bay and ocean. This measure will provide the funding needed to continue and expand these efforts.	1	2	3	4	98	99
J2	Every year, over 160 thousand gallons of trash from our streets and communities washes up on San Mateo shorelines and beaches. This measure will help prevent and clean up trash and pollution before it ends up in our water and on our shorelines and beaches.	1	2	3	4	98	99

Section 7: Interim Ballot Test																			
<p>Sometimes people change their mind about a measure once they have more information about it. Now that you have heard a bit more about the measure, let me read you a summary of it again:</p>																			
Q7	<p>In order to protect public health and water quality in your community by:</p> <ul style="list-style-type: none"> ◊ Removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways; ◊ Protecting sources of clean drinking water from contamination and pollution; ◊ Keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay; and ◊ Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution <p>Shall San Mateo County levy (lev-ee) up to \$35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local?</p> <p>If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?</p>																		
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">1</td> <td style="width: 85%;">Definitely Yes</td> <td style="width: 10%;"></td> </tr> <tr> <td style="text-align: center;">2</td> <td>Probably Yes</td> <td></td> </tr> <tr> <td style="text-align: center;">3</td> <td>Probably No</td> <td></td> </tr> <tr> <td style="text-align: center;">4</td> <td>Definitely No</td> <td></td> </tr> <tr> <td style="text-align: center;">98</td> <td>Don't Know/Not Sure</td> <td></td> </tr> <tr> <td style="text-align: center;">99</td> <td>Refused</td> <td></td> </tr> </table>	1	Definitely Yes		2	Probably Yes		3	Probably No		4	Definitely No		98	Don't Know/Not Sure		99	Refused	
	1	Definitely Yes																	
	2	Probably Yes																	
3	Probably No																		
4	Definitely No																		
98	Don't Know/Not Sure																		
99	Refused																		

Section 8: Negative Arguments							
Next, let me tell you what opponents of the measure are saying.							
Q8	Opponents of the measure say: _____. Do you think this is a very convincing, somewhat convincing, or not at all convincing reason to OPPOSE the measure?						
	<i>Randomize</i>	Very Convincing	Somewhat Convincing	Not At All Convincing	Don't Believe	Don't Know/No Opinion	Refused
A	People are having a hard time making ends meet with the housing crisis, high unemployment, and the economy in recession. Now is NOT the time to be raising taxes.	1	2	3	4	98	99
B	Government can't be trusted with this tax. It will mismanage the money or use it for pet projects.	1	2	3	4	98	99
C	They just raised the sales tax in the County, now they want to raise property taxes? That's not fair to taxpayers.	1	2	3	4	98	99

D	This measure won't make a difference. Most of the water pollution is coming from other counties in the Bay Area, and they aren't doing much to stop it.	1	2	3	4	98	99
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Section 9: Final Ballot Tests

Now that you have heard a bit more about the measure, let me read you a summary of it one more time:

Q9	In order to protect public health and water quality in your community by:	
	<ul style="list-style-type: none"> ◊ Removing dangerous pollutants, toxic chemicals, and infectious bacteria from water reservoirs and waterways; ◊ Protecting sources of clean drinking water from contamination and pollution; ◊ Keeping trash and pollution off our shorelines and out of creeks, lakes, coastal waters and the Bay; and ◊ Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution 	
	Shall San Mateo County levy (lev-ee) up to \$35 per parcel annually, with independent citizen oversight, mandatory audits, and all money staying local?	
	If the election were held today, would you vote yes or no on this measure? <i>Get answer, then ask:</i> Would that be definitely (yes/no) or probably (yes/no)?	
	1	Definitely Yes
	2	Probably Yes
	3	Probably No
4	Definitely No	
98	Don't Know/Not Sure	
99	Refused	

Section 10: Background/Demographics

Thank you so much for your participation. I have just a few background questions for statistical purposes.

D1	How long have you lived in San Mateo (Muh-TAY-o) County?	
	1	Less than 1 year
	2	1 year to less than 5 years
	3	5 years to less than 10 years
	4	10 years to less than 15
	5	15 years or more
	99	Refused

D2	Do you own or rent your home?	
	1	Own
	2	Rent
	99	Refused
D3	Which of the following best describes your current home?	
	1	Detached single family home
	2	Condominium
	3	Townhome
	4	Apartment
	5	Mobile home
	99	Refused
D4	How many school-aged children under the age of 18 do you have living in your household?	
	0	None
	1	One
	2	Two
	3	Three or more
	99	Refused
D5	Do you consider yourself to be an environmentalist? <i>If yes, ask: Would that be a strong or a moderate environmentalist?</i>	
	1	Yes, strong environmentalist
	2	Yes, moderate environmentalist
	3	No, not an environmentalist
	99	Refused
Those are all of the questions that I have for you. Thanks so much for participating in this important survey.		

Post-Interview & Sample Items		
S1	Gender	
	1	Male
	2	Female
S2	Party	
	1	Democrat
	2	Republican
	3	Other
	4	DTS
S3	Age on Voter File	
	1	18 to 29
	2	30 to 39
	3	40 to 49
	4	50 to 64
	5	65 or older
	99	Not Coded
S4	Registration Date	
	1	2013 to 2005
	2	2004 to 2001
	3	2000 to 1997
	4	1996 to 1990
	5	Before 1990
S5	Household Party Type	
	1	Single Dem
	2	Dual Dem
	3	Single Rep
	4	Dual Rep
	5	Single Other
	6	Dual Other
	7	Dem & Rep
	8	Dem & Other

	9	Rep & Other	
	0	Mixed (Dem + Rep + Other)	
S6	ZIP Code		
	5-digit ZIP		
S7	Voting History		
	For last six elections		
S8	Homeowner on Voter File		
	1	Yes	
	2	No	
S9	Likely to Vote by Mail		
	1	Yes	
	2	No	
S10	Likely June 2014 Voter		
	1	Yes	
	2	No	
S11	Likely November 2014 Voter		
	1	Yes	
	2	No	



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 governed 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 online with the provided URL and passcode. Your answers will help guide our efforts toward achieving clean water and healthy communities.

Our local waters can be polluted with:

- Bacteria (E. Coli)
- Fertilizers
- Litter
- Motor oil
- Pesticides
- Toxic heavy metals

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 have the most violations of acceptable daily bacteria levels 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 Bummer list.



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



Trash collects on beaches after being carried through storm drainage systems directly to the ocean.

Protecting our local water quality

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



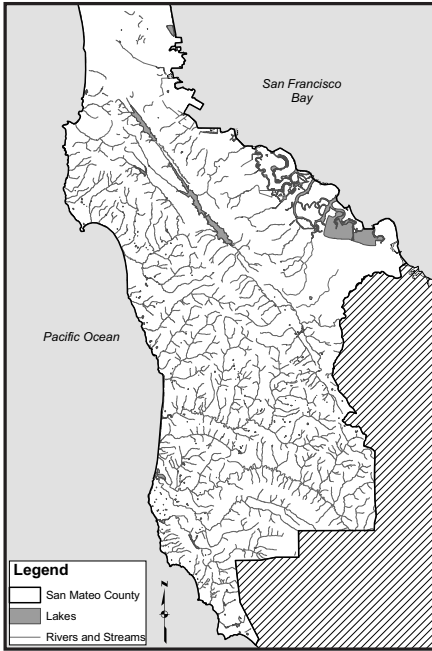
OFFICIAL SURVEY

Information Fact Sheet, Continued

Safe, clean, healthy water in our communities

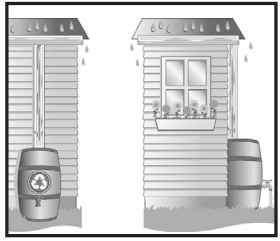
In order to ensure clean, safe and healthy water in San Mateo County, the Water Pollution Prevention Program is developing the Clean and Safe Water in San Mateo County Action Plan. This action plan will consider the following initiatives:

- 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, lakes, 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, non-profits, 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



Watersheds in San Mateo County feed directly into the San Francisco Bay and the Pacific Ocean.

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.



An example showing how rain barrels can be used to catch stormwater; conserving our clean drinking water.

San Mateo County needs your help

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 considering 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. A ballot measure would include other strict fiscal safeguards 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 passcode as soon as possible. For more information, visit: www.flowstobay.org.

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

MAIL SURVEY: VERSION 1 - STORMWATER



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).

SCHW-SMC 14-1

Detach Here Fill in Lower Portion, Detach at this Line, and Mail Back in Return Envelope Detach Here

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

Voters 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:
- Protecting sources of clean drinking water from contamination and pollution; and
 - Restoring and cleaning our beaches (*San Mateo County has the second-most polluted beaches in the State*); and
 - Keeping trash and pollution off our shorelines and out of our creeks; and
 - Reducing illegal discharges of pollution into water sources through improved monitoring, investigation and prosecution;
- would you support an increase in your annual fee for your property(ies)* in the amount of _____?

<u>Definitely YES</u>	<u>Probably YES</u>	<u>Probably NO</u>	<u>Definitely NO</u>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*Fee amount listed is the proposed total combined 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:

	Much More Likely	Somewhat More Likely	No Impact	Somewhat Less Likely	Much Less Likely
1. Protect sources of clean drinking water from contamination and pollution.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Reduce toxic pollutants that make fish unsafe to eat.....	<input type="radio"/>	<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	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Fund "Green 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"/>	<input type="radio"/>
5. Restore wildlife habitat and protect open space in watersheds.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Provide rebates 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"/>	<input type="radio"/>
7. Restore and clean our shorelines and beaches.....	<input type="radio"/>	<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"/>	<input type="radio"/>
9. Crack down on people and private entities that intentionally pollute our waterways.....	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Reduce harmful bacteria from our waterways that can cause skin rashes and stomach flu and lead to the closure of our local beaches (<i>San Mateo County beaches are the second-most polluted in the State</i>)..	<input type="radio"/>	<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"/>	<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:

INFORMATION FACT SHEET: VERSION 2 - ENVIRONMENTAL



Why am I receiving this survey?

Each year, tons of 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 passcode. Your answers 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 comprised 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; installation of homeowner rain barrels to catch and reuse rainwater runoff; re-vegetation projects along creeks, streams and shorelines; and water pollution grant and incentive programs for local agencies, non-profits and school groups.



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



Litter and pollutants collect in waterways near the San Francisco Bay.

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 guarantee 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. A ballot measure would include other strict fiscal safeguards such as mandatory annual audits.

A ballot measure would include:

- Protect sources of clean drinking water
- Remove dangerous pollutants, chemicals, and bacteria from our waterways 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.flowstobay.com

MAIL SURVEY: VERSION 2

 <p>SAN MATEO COUNTYWIDE Water Pollution Prevention Program</p>	<p>OFFICIAL SURVEY</p>
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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).

SCTIWSMC 14+ 2

----- Detach Here Fill in Lower Portion, Detach at this Line, and Mail Back in Return Envelope Detach Here -----

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

Voters 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 waterways;

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
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* Fee amount listed is the proposed total combined 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 waterways.....	<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 waterways that can cause skin rashes and stomach flu and lead to the closure of local beaches (<i>San Mateo County beaches are the second-most polluted in the State</i>)	<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 revitalize stream 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:
