SANTA CLARA BASIN

Santa Clara Basin WMI Visual Preference Survey

May 2004

Summary of Findings

330-069

Fairbank, Maslin, Maullin & Associates

Opinion Research & Public Policy Analysis

Santa Monica, CA – Oakland, CA – Madison, WI – Mexico City

TABLE OF CONTENTS

INTRODUCTION AND METHODOLOGY 2

SUMMARY OF MAJOR FINDINGS 4

PROFILE OF PARTICIPANTS 8

PART I: STORMWATER CONTROLS 10

PART II: HOUSING AND NEIGHBORHOODS 18

PART III: ROADWAYS 21

PART IV: COMMUTING 24

PART V: LIVABILITY 34

PART VI: RECREATION 41

PART VII: CREEKS, WILDLIFE AND WETLANDS 56

PART VIII: REMEDIES TO TRASH IN CREEKS 61

APPENDIX: TOPLINE SURVEY RESULTS 64

INTRODUCTION AND METHODOLOGY

This report describes the findings of the 2004 visual preference survey conducted on behalf of the Santa Clara Basin Watershed Management Initiative (WMI). The goal of the survey was to assess the attitudes of residents of the Santa Clara Basin toward a variety of visual images including stormwater controls, housing development styles, modes of transportation, forms of outdoor recreation, and other physical constructs that may affect water quality in the Santa Clara Basin. The survey also included a number of questions exploring support for policy proposals designed to protect and enhance the watershed.

The unique requirements of the survey – to gain reactions to a series of visual images from a representative sample of residents of the basin – necessitated the use of a unique survey methodology. Obviously, the need to present respondents with visual images required direct contact with survey respondents, and prevented the use of a telephone survey. Attempts to schedule presentations of the survey at meetings of community groups, or to secure voluntary participation at local libraries, proved unsuccessful.

Accordingly, it was decided to recruit and compensate a representative group of 100 residents of the basin to participate in the survey. Two sessions were held on a weekday evening. Each session lasted approximately two hours. During the first hour of each session, participants viewed a series of images and recorded their responses to questions about those images in a survey booklet. In many cases, they were asked to indicate whether they had a positive or a negative reaction to the image, using a seven-point scale where seven represented a "strongly positive" reaction, four represented "neutral," and one represented a "strongly negative" reaction.

During the second hour, participants engaged in a moderated, open-ended discussion that allowed them to offer more detailed reactions to the images they had seen.

The visual preference survey sessions were held at the Martin Luther King Branch of the San Jose Public Library in downtown San Jose on the evening of May 4, 2004. The survey was designed by Fairbank, Maslin, Maullin & Associates (FMM&A) in consultation with staff from WMI member agencies. Participants were recruited by San Jose Focus, a qualitative research recruiting firm.

The following report presents key findings from the survey. Cross-tabulated results of the survey, as well as verbatim transcripts of the open-ended discussion, have already been provided to the WMI under separate cover.

Survey participants were recruited to have a demographic profile mirroring that of all residents of the portion of the Santa Clara Basin represented by the WMI.[1] While the demographic profile

[1] The jurisdictions represented by the Watershed Management Initiative include Santa Clara County and the Cities and Towns of Campbell, Cupertino, Los Altos, Los Altos Hills, Los

of respondents closely resembles that of residents of the Basin, it should be kept in mind that the participants do not (and given the nature of the survey, could not) represent a true random sample of the local population. Therefore, the results of the survey cannot be generalized to the whole population of the basin with any specified margin of sampling error. Accordingly, the findings of the survey should be viewed as more suggestive than definitive.

Gatos, Milpitas, Mountain View, Monte Sereno, Palo Alto, San Jose, Santa Clara, Saratoga, and Sunnyvale.

SUMMARY OF MAJOR FINDINGS

Among the key findings of the research were the following:

- **Participants were already involved in a number of activities that may positively impact the watershed.** Specifically, more than seven out of ten participants said they were already involved in outdoor recreation, preventing pollution, conserving natural resources, and protecting the Bay and streams. In addition, a significant number expressed interest in participating in some activities – like community gardening and planting native vegetation – in which they are not currently engaged.

- **While participants found some stormwater controls visually appealing, many were not currently aware of their environmental benefits.** Many participants found the minimally-paved driveway – and especially the grassy swale[2] – aesthetically appealing, but few initially understood their positive impact on water quality.

> *"I didn't even know what a grassy swale was…I thought it looked very beautiful but I didn't know it was doing such a wonderful job."*

Participants generally had negative reactions to an image of a channelized creek, and had few strong feelings about an image of riprap.

- **Participants had strongly positive feelings about images of urban trees, undeveloped open space, community gardens, and recreation on local lakes and reservoirs.** These images inspired less negative reaction than almost all of the others tested, and – especially in the case of urban trees – inspired some of the most strongly positive reactions.

- **Participants clearly preferred low-density housing to high-density housing.** While many participants could see how Santana Row-style might be appealing to young professionals – and acknowledged the benefits of housing located near shops and services – most participants said that they personally valued the privacy and space of low-density housing far more.

> *"When I think of housing, I think of my two kids in a private house with a backyard and a sandbox…and when I think of high-density housing, I think of the tenements in New York City."*

- **Concerns about traffic congestion – which participants viewed as one of the most serious problems facing the area – led to strongly negative feelings about local freeways.** While participants were ambivalent about images of local

[2] More properly known as a grassy berm.

two- and four-lane roads, they had a strongly negative reaction to an image of a local freeway.

- **Participants supported having light rail, a bus system, and carpool lanes in the Santa Clara Valley – although few actually used them.** Perhaps as a result of their frustration with traffic, participants welcomed the presence of all of these alternatives, and supported the use of local government funds to encourage their use. At the same, time, few participants said that they personally took advantage of light rail, buses, or (to a lesser extent) carpool lanes.

"I would like to live on a two-lane street, not too far away from the four-lane street, and not too far away from the freeway – but not too close either."

- **Participants were enthusiastic about increasing the use of hybrid cars.** While participants were skeptical that Californians would ever be persuaded to give up the convenience and comfort of their cars, they saw a need to reduce air pollution and dependence on Mideast oil. Accordingly, participants had an overwhelmingly positive reaction to the concept of having "vehicles designed to minimize their impact on the environment available in the Valley" – exemplified with a picture of a hybrid car. Fully 72 percent of participants assigned a score of seven on the seven-point scale, indicating a "very positive" reaction.

"Government should have more incentives for the hybrid cars, because we're Californians and we're not going to get out of our cars no matter what."

Participants were also hightly willing to have local government provide funds to encourage the use of such vehicles: fully 87 percent support the idea, and 45 percent support it "strongly." Support for local government promotion of the use of low-environmental impact vehicles dwarfed support for government promotion of light rail, buses, or carpool lanes – both in its overall level and in its intensity.

- **Participants have a positive reaction to the idea of bike lanes and bike paths.** Participants reacted favorably to images of bike lanes and bike paths. Bike paths seemed to inspire more support than bike lanes; although participants were skeptical that bike lanes offer benefits to residents beyond a small group of active cyclists, they are broadly supportive of having local government support the development of cycling trails.

- **In the abstract, participants were generally willing to pay additional money to promote conservation efforts in the Valley.** Relatively few participants objected to the concept of paying a few more dollars to fund programs to protect open space and natural areas.

- **At the same time, participants were highly suspicious that government would not manage additional conservation funding properly.** Participants were highly cynical that a tax increase to fund conservation would actually be used for that purpose, and not be diverted or wasted by government officials. Accordingly, many called for any proposed tax increase to be accompanied by some accountability mechanism to ensure that the money would be spent properly.

> *"Would they be accountable? Would I know for sure that money…was not going to be used for administrative fees and this and that and so forth?"*

- **Participants have strongly favorable reactions to images of undeveloped open space, as well as urban and open space parks.** Participants reacted favorably to images of each, and at least three out of five voters said they would be willing to pay increased taxes each year to fund more of that type of amenity. Enthusiasm was highest for acquiring undeveloped open space, and was lower for urban parks and especially open space parks.

- **Participants were willing to increase their taxes to set aside undeveloped wetlands, but were much less willing to do so to fund boardwalks in wetlands.** 57 percent were willing to pay increased taxes to preserve undeveloped wetlands – which most found visually appealing – but only 42 percent were willing to pay such taxes to build boardwalks in wetlands.

- **Community gardening may present a significant opportunity to promote public participation in activities that benefit the watershed.** While only six percent of participants are currently involved in community gardening, 42 percent said that they would like to be in the future. Participants had a strongly positive reaction to the image of a community garden with which they were presented.

- **When forced to choose, more participants preferred creeks <u>with</u> wildlife to creeks <u>without</u> wildlife.** Though about one-third of participants indicated that they were neutral on the issue, less than one in ten participants indicated that they preferred creeks <u>without</u> wildlife.

- **Though participants were divided on the issue, most prefer to leave local hillsides undeveloped.** Most participants found housing on hills appealing – especially if it was laid out efficiently and did not compromise ridgelines. But a plurality nevertheless rejected the idea of building on hills, saying such houses spoil spectacular views without providing additional housing that would be affordable to the middle- and lower-income people who most need it. The issue clearly provoked different – and strongly-held – views among the participants.

- **Participants favor regulatory approaches to preventing development around creeks.** After seeing a visual example, participants

were highly supportive of the idea of requiring development around creeks to follow a strict set of rules, most notably requiring 150-foot setbacks.

- **Participants strongly supported various remedies to trash in local creeks.** After seeing sample images of their implementation, participants voiced strong support for creek clean-ups, placing trash cans along creeks, and having curbside large item trash pick-up.

The balance of this report explores these and other findings in more detail.

PROFILE OF PARTICIPANTS

As noted in the introduction, survey participants were recruited to be as representative of adult residents of the Santa Clara Basin as possible. The following were some of the key demographic characteristics of survey participants:

- ✓ 50 percent male and 50 percent female;
- ✓ 76 percent homeowners and 23 percent renters;
- ✓ 47 percent white, 26 percent Asian/Pacific Islanders, 18 percent Latinos, and 9 percent some other ethnic group;
- ✓ 27 percent with annual household incomes under $50,000 per year, 43 percent with incomes between $50,000 and $100,000 per year, and 29 percent with household incomes over $100,000 per year.
- ✓ 37 percent under age 40, 31 percent in their forties, and 32 percent age 50 and over; and
- ✓ 62 percent from the City of San Jose and 38 percent from other communities throughout the area.

Significant numbers of participants indicated that they were involved in a variety of community organizations, including the following:

- ✓ 25 percent in a PTA or other school-related organization;
- ✓ 23 percent in a professional association;
- ✓ 16 percent in a homeowners' association; and
- ✓ Less than five percent each in an environmental organization, political organization, or chamber of commerce.

As shown below in **Figure 1**, participants were already involved in a number of activities that impact the watershed. Specifically, more than seven out of ten participants said they were involved in outdoor recreation, preventing pollution, conserving natural resources, and protecting the Bay and streams.

FIGURE 1:
Current Participation in Watershed-Related Activities

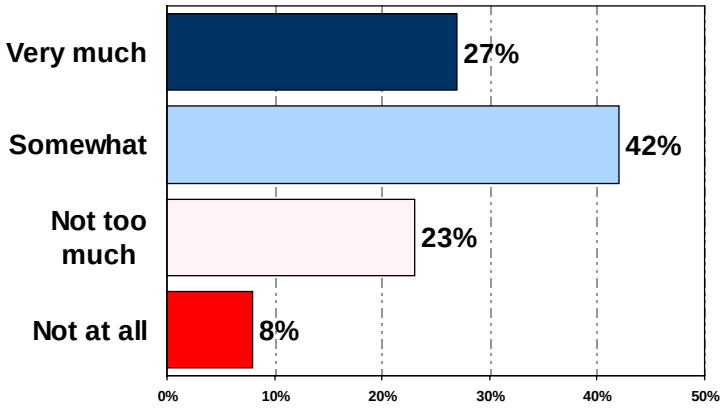
Activity	Current Part.
Outdoor recreation	93%
Preventing pollution in your daily life	80%
Conserving natural resources	75%
Protecting the Bay and streams	71%
Visiting or viewing places of environmental interest	60%
Learning about wildlife	58%
Removing invasive species	43%
Planting native vegetation	27%
Composting	19%
Watershed education	13%
Trail development and maintenance	8%
Community gardening	6%
Watershed management planning	3%

In addition, sizable numbers of participants indicated that while they are not currently engaged in some of these

activities, they would be interested in becoming more involved in the future. In particular, while only six percent are currently involved in community gardening, 42 percent said they would like to be in the future. And while only 27 percent said that they currently plant native vegetation, 35 percent said they would do so in the future.

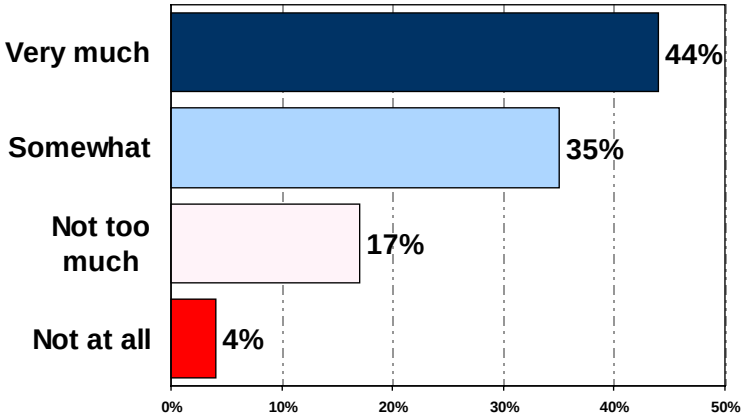
Participants were also asked to indicate, at the beginning of the session, the degree to which they believe their current activities – both indoors and outdoors – affect the environment. As shown in **Figure 2**, more than two-thirds of those polled believe that their "personal daily actions and choices, at home and at work" have at least "somewhat" of an effect on wildlife and the environment. Fewer than one in ten believe that their indoor actions have no effect at all.

FIGURE 2:
Perceived Degree of Impact of Personal Actions Indoors on Wildlife and the Environment



When asked a similar question about their daily actions and choices outdoors, as illustrated in **Figure 3** below, participants were even more conscious of the impact that their actions could have. Nearly four out of five (79 percent) said they their actions outdoors had at least "somewhat" of an impact on wildlife and the environment.

FIGURE 3:
Perceived Degree of Impact of Personal Actions Outdoors on Wildlife and the Environment



Some interesting demographic patterns revealed themselves in the responses to both questions. In each case, women, residents under age 50, parents with children at home, and upper-income residents (those with household incomes in excess of $100,000) were more likely than others to indicate that their personal actions had an impact on the environment.

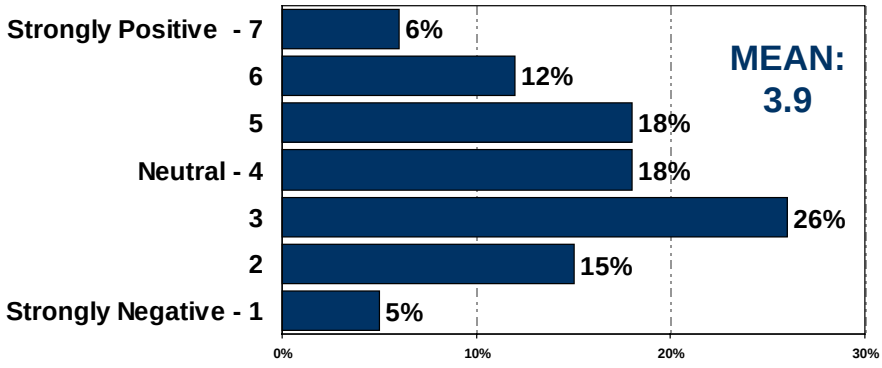
PART I: STORMWATER CONTROLS

FIGURE 4: A Fenced and Channelized Creek

Participants were presented with the image of the fenced and channelized creek shown in **Figure 4** above. They were then asked to indicate their reaction using the standard seven-point positive-to-negative scale.

The responses are shown in **Figure 5**. Overall, participants had more negative reactions than positive ones. The mean score was 3.9, just below the "neutral" ranking of four. And the most frequent rating was the slightly negative score of three.

FIGURE 5:
Reactions to the Image of a Channelized Creek



The open-ended discussion revealed some of the reasons behind the participants' rankings. One participant

said that the channel appeared to provide some measure of flood safety, which led him to have a positive reaction. Other reactions were generally more negative, as represented by the comments below:

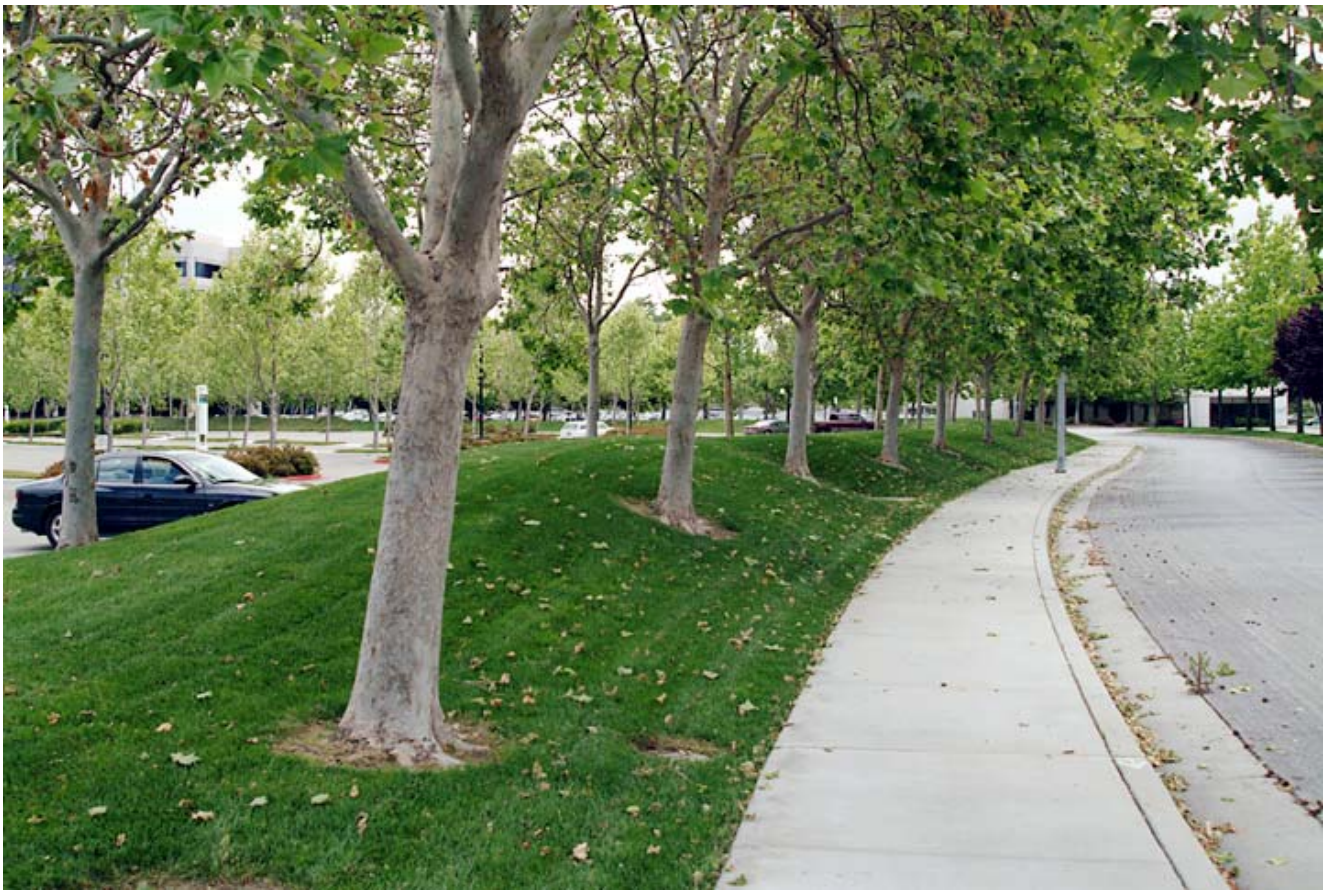
"That looked very disturbing. It looked dirty. It looked like a kid could drown. It looked like there are houses on either side, I see the electrical, so that's just not good because that's where you find dead kids."

"My personal reaction to it was that it was a complete eyesore and if anything, it brings down the property value…I would not want to see that near my house."

"I live right next to the Los Gatos Creek Trail and I guess over the years, I've been there 40 years, it was just very natural access to the creek. I know they've done some flood mitigation, but they've done it in a very natural way so you don't have a lot of concrete and this sort of thing. To me, I agree that it's a very unsafe situation and it's very ugly…"

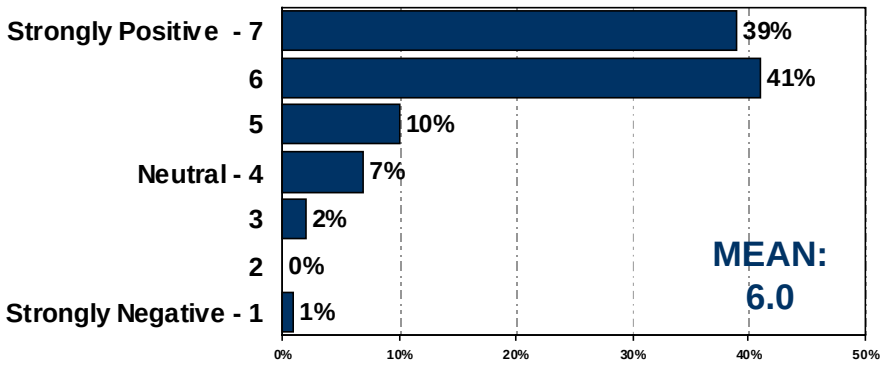
"It just seems prime to be tagged and spray-painted, which is going to make it look even worse, so no good can come from that."

FIGURE 6:A Grassy Swale



Participants had a generally positive reaction to the image of the grassy swale, [3] as illustrated in **Figure 6**. The results in **Figure 7** show that on average, participants assigned it a rating of six on the seven point scale, and nearly two out of five (39 percent) rated the image a seven, indicating a very strongly positive reaction.

FIGURE 7:
Reactions to the Image of a Grassy Swale



[3] More properly known as a grassy berm.

The open-ended discussion showed that few participants had any understanding of the environmental benefits of the grassy swale. Most just reacted positively because they found it aesthetically attractive.

"Actually, I didn't even know what a grassy swale was, but I really like that image so I learned something, that's for sure. I didn't know that that was doing something great [for the environment]. I thought it looked very beautiful but I didn't know it was doing such a wonderful job."

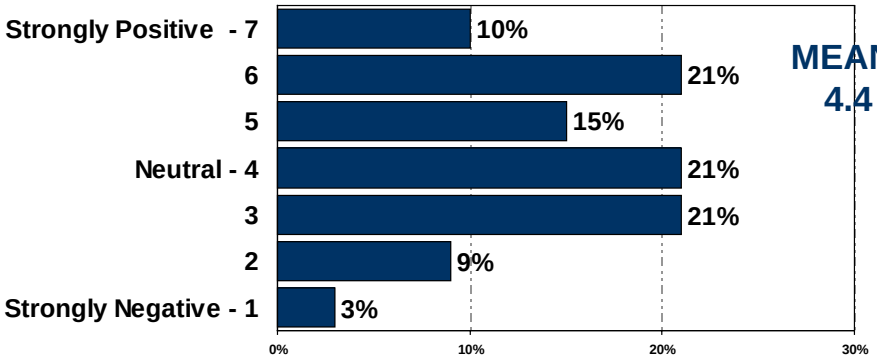
"When I first saw it, I thought it was just something kind of decorative…If you told me that it's got an environmental purpose and it's actually kind of good, that's kind of cool. Learn something new. I like it more now that I know about it. I think education along those lines can be very helpful in turning public opinion."

One participant observed that it would be important for there to be walkways or flat spaces to make it easy to walk past the swale.

FIGURE 8:A Minimally-Paved Driveway

Participants had generally positive feelings about the image of a minimally-paved driveway, as illustrated in **Figure 9** below. On average, participants assigned the image a score of 4.4 on the seven-point scale, slightly over the neutral midpoint.

FIGURE 9:
Reactions to the Image of a Minimally-Paved Driveway



In the open-ended discussion, it appeared that many participants viewed the image favorably because it reminded them of old houses or neighborhoods and inspired a sense of nostalgia. Many of the positive reactions seemed to be based primarily on the aesthetic appeal of the driveway.

But it quickly became clear that few, if any, participants understood the environmental benefits that this type of driveway produces, by reducing the amount of paved surface and slowing the flow of rainwater off of paved surfaces into local creeks and the Bay. In fact, many participants thought

– incorrectly – that this type of driveway would actually cause more environmental damage than a fully-paved driveway.

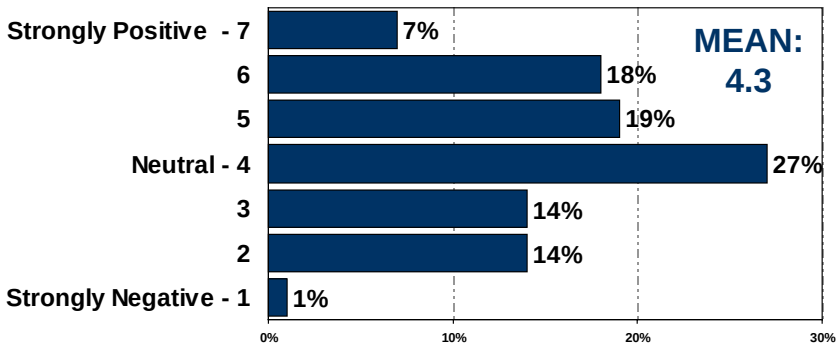
The following comment is typical of this perception:

"I thought it was negative [for the environment] because it allows for your motor oil and gas to drop into the soil there and…gets passed to the water table…below, which then ultimately ends up in your tap water that you're drinking….I used to think that it was probably an aesthetic thing, and something that they used to do a long time ago for houses…and if you have that in your landscaping today, it was probably something that you were trying to preserve as the character of the house. But there is a negative impact to it…cars do bleed oil and fluids."

FIGURE 10:A Creek Bank Stabilization Method

Participants had a generally ambivalent reaction to the image of riprap, a creek bank stabilization method. As shown in **Figure 11**, participants' average ranking of the image was 4.3, slightly on the positive side of the seven-point scale. Fewer than one in ten participants had extreme positive or negative reactions to the image (as reflected in a ranking of either seven or one).

FIGURE 11:
Reactions to the Image of a Creek Bank Stabilization Method



In the open-ended discussion, one participant noted that he had used riprap to stabilize a creek on his property, and said he had found it to be an effective technique:

MALE: It's a lot of work to build because I've built it.

MODERATOR: Is it worth doing even though it's a lot of work?

MALE: If it's done in the right place where there is serious erosion, I would say yes. Just as a rule of thumb, no….We had serious problems up around a cabin of ours in Northern California and that cured the problem…You don't have too many other choices.

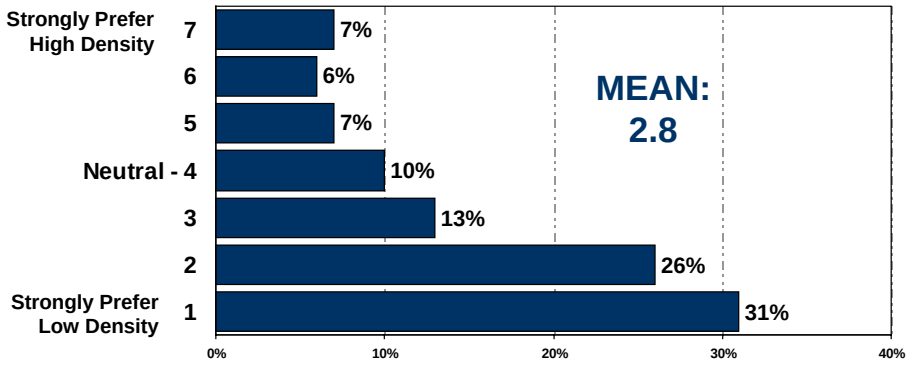
PART II: HOUSING AND NEIGHBORHOODS

FIGURE 12: High-Density Development

Participants were shown the picture of high-density housing depicted in **Figure 12** – which most quickly recognized as being from Santana Row – and were then asked to use a seven-point scale to indicate whether they preferred high-density housing of the type pictured, or lower-density housing such as single-family homes on larger lots.

As shown in **Figure 13** on the following page, residents overwhelmingly expressed a preference for lower-density homes. On a seven-point scale, where seven represented a strong preference for high-density homes and one represented a strong preference for low-density housing, a 57-percent majority chose either a one or a two.

FIGURE 13:
Preference For Pictured High-Density Development Versus Single-Family Homes on Larger Lots



This strong preference for single-family housing cut across all major subgroups of the participants. There was no major subgroup among which more than about one-quarter of participants expressed a strong preference for high-density housing, as reflected in a rating of either six or seven on the seven-point scale.

Some typical comments about high-density housing follow:

"I really don't like it. It reminds me of San Francisco and it's just too crowded. You're just too close to your neighbors and [you have] no privacy."

"When I think of housing, I think of my two kids in a private house with a backyard and sandbox, a place to play and a little bit of privacy. I don't think of [the pictured high-density housing] as a place I would want to raise a family, and when I think of high-density housing, I think of the tenements in New York City."

"I've got two young kids and since I've had my house I've re-landscaped the whole thing, front and back and made…a little part for them, and I've got a fairly large vegetable and fruit garden and all that kind of stuff, so I like the privacy. I would rather not live in a place like this high-density housing with kids. But being single, young professional, great, [although] that is expensive."

"I don't like…Santana Row because it reminds me of San Francisco where people are stacked up. I don't like that. I like a single-family home. I want 20 feet between my house and the next house and I want to be able to blast my stereo. I don't want to have to hear their toilet every time it flushes."

"For me what these houses symbolize, because I grew up in cities and my husband grew up on an acre of land in Los Altos Hills with a farm – and they still have a tractor, for me what these symbolize is a total lack of community. You have a bunch of people stuffed into rat holes. They are not going to really care about their environment they're in. Their kids aren't going to play together or talk together. You're just promoting people being isolated and stuffed in a stasis until they can get a real home in a community that they want."

Some comments from participants suggested that if the image showed high-density housing other than Santana Row – which most participants considered appealing but well out of the price range of the average Santa Clara Valley resident – there might have been an even stronger preference for low-density housing:

"Actually, I like the picture of Santana Row, the high-density housing. Maybe I'm weird that way…I like the…sort of European downtown look. I've always liked that little area in there. I didn't know actually know it was housing. I thought it was more shops and things like that but it seems like it would be a fun place to live. You have a little

community and shops and place to sit and things."

"This obviously is Santana Row, but…when you say high-density housing, this is whitewashing what high-density housing looks like. The reality is it looks like those places, like at Curtner across from 87, it looks like a slum, eventually going to become broken down and that's the reality of what high-density housing is. It's not Santana Row."

Few residents had any clear idea of how high-density housing might have environmental benefits, and some even thought that high-density housing might cause environmental problems:

"I personally feel that [high-density housing] has a worse impact, because you've got a lot more flushed toilets overburdening sewers, a lot more people with leaky cars in a small area where it's going to be washed off into the concrete."

PART III: ROADWAYS

FIGURE 14:A Two-Lane Road

Participants were shown a series of pictures of different roadways in the Santa Clara Valley, and were asked their reaction to each. While participants offered mixed evaluations of pictures of two- and four-lane roads, they had an overwhelmingly – and viscerally – negative reaction to an image of a crowded freeway. Participants' overall views of local roadways were perhaps best summed up by one participant who said:

"I [would] like to live on a two-lane street, not too far away from the four-lane street, and not too far away from the freeway – but not too close either."

Figure 14 above shows an image of a two-lane road, and **Figure 15** below shows participants' reactions to it. The image received a mean score of 3.5 on the seven-point scale of positive to negative, slightly below the neutral midpoint of four.

FIGURE 15:
Reactions to Image of a Two-Lane Road

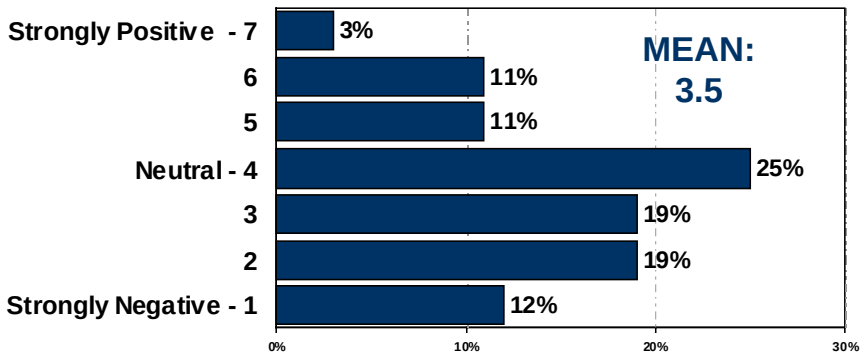


FIGURE 16:A Four-Lane Road

Figure 16 above shows the image of a four-lane road with which participants were presented. Their reactions to this image (documented in **Figure 17**) were somewhat more positive than their reaction to the two-lane road, but again were close to the middle, neutral value of four.

By far the most negative reaction respondents offered was to the image of a freeway, as shown **Figure 18** on the following page. Fully 40 percent of participants offered the most negative score – a one on the seven-point scale – and an additional 29 percent offered a score of two. Thus, in total, more than two-thirds of participants had a highly negative reaction to the image.

FIGURE 17:
Reactions to Image of a Four-Lane Road

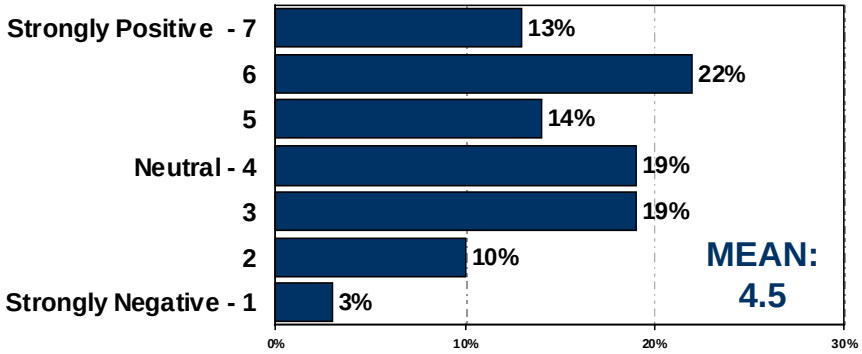
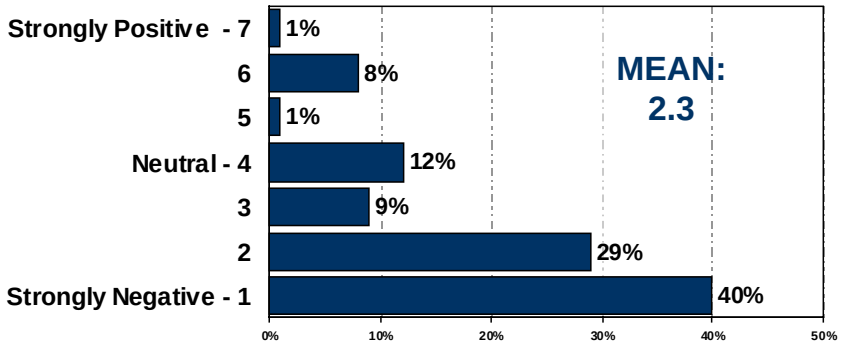


FIGURE 18:A Freeway

The reasons for this strongly negative reaction were fairly unsurprising, and were expressed clearly during the group discussion:

"I think everyone had a very negative reaction to [the freeway image]. This is something I think we encounter everyday, and it's from morning until night. There never seems to be a point in which there is minimal traffic. In other words, back in the 50's, you knew when commute time was. It was at 5:00 and 7:30 in the morning. Now, no matter what time you're on the freeways, they're impacted and it's just very sad to see that there is not more carpooling or to me better mass transit transportation."

FIGURE 19:
Reactions to Image of a Freeway



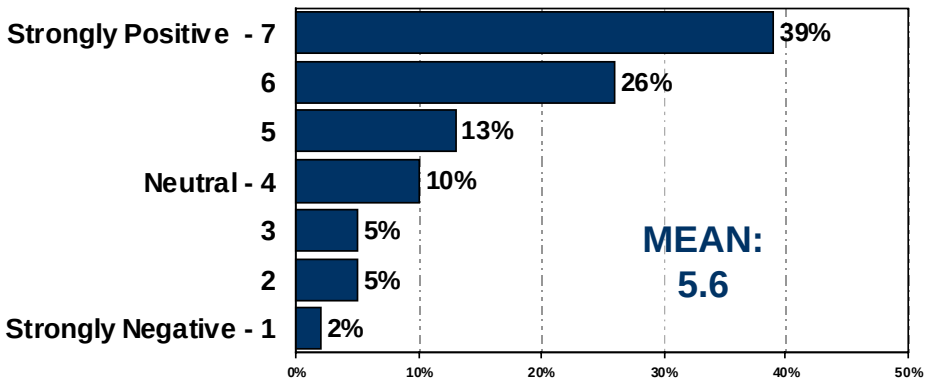
PART IV: COMMUTING

FIGURE 20:Availability of Bike Lanes

Participants were shown the picture of a bike lane depicted in **Figure 20** above, and were asked whether they had a positive or a negative reaction to the concept of having bikes lanes available, rather than to the image itself.

Figure 21 below shows participants' (generally favorable) responses. On average, participants gave the concept of bike lanes a ranking of 5.6 on the seven-point scale, indicating a thoroughly positive response. Nearly two-thirds (65 percent) offered highly positive ratings of six or seven. Generally, the most positive ratings for bike lanes came from parents, renters, residents under age 50, and residents of the City of San Jose.

FIGURE 21:
Reactions to the Concept of Having Bike Lines Available



The group discussion revealed that while participants generally have a positive feeling about the presence of bike lanes, there was a widespread sense that their benefits for the population at large are relatively marginal. They may lead to some traffic calming, encourage recreation, and make it possible for some people to bike to work rather than drive (thus reducing pollution), but overall few participants believed that any of these benefits affected a significant number of people.

"I think in San Jose there are very few people who live close enough to their work to be able to bike to their work. I, in fact, live probably a minute away from work and I choose to drive."

"I… think we spend a lot of money and take up a lot of space for bike lanes to satisfy a very few people. That's my own personal opinion. Obviously with my size, I'm not very much of a bicyclist. But there are just too few people riding bikes and we have bike lanes that are taking up spaces all over the place.

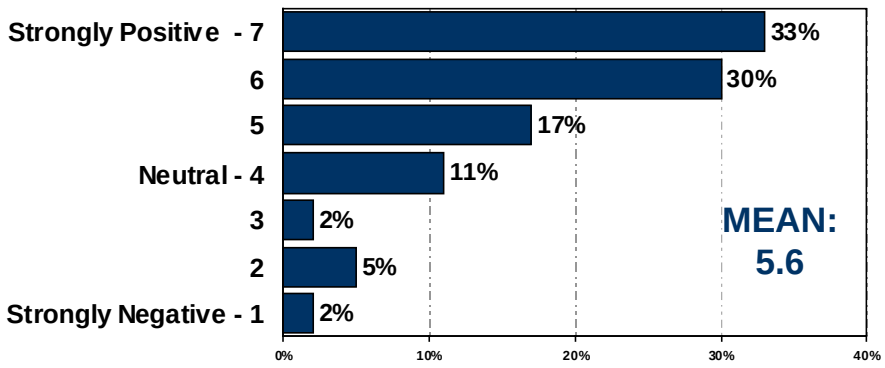
"MODERATOR: What if we came back and said that by having those bike lanes maybe it encourages more people to ride, which means less traffic and less pollution?

"I don't think the amount of people riding bikes in Santa Clara County has really any impact on the pollution whatsoever."

FIGURE 22:Availability of a Light Rail System

Participants were also highly enthusiastic about the concept of having light rail available in the Valley. **Figure 23** documents participants' reactions, which were clearly positive, with a mean score of 5.6 and more than three out of five participants (63 percent) offering scores of six or seven on the seven-point scale. Residents of San Jose and long-term County residents offered more positive evaluations of the concept of light rail than did participants elsewhere in the basin.

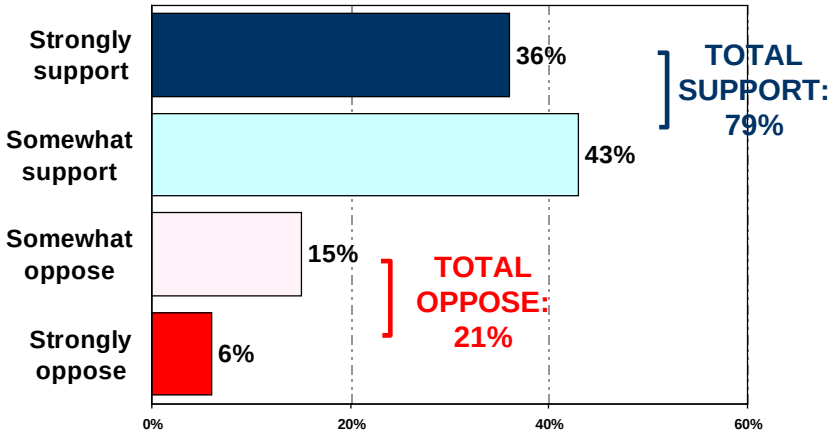
FIGURE 23:
Reactions to the Concept of Having Light Rail Available



As a follow-up question, participants were asked whether they would support "local government agencies providing funds to encourage the use of a light rail system." Again, participants were overwhelmingly supportive, as illustrated in **Figure 24**. Nearly four out of five (79 percent) said that they would

support government programs to encourage the use of light rail, while 21 percent were opposed. That support generally cut across all subgroups of participants: there was no major subgroup of participants in which even one-third opposed local government programs to encourage the use of light rail.

FIGURE 24:
Support for Having Local Government Provide Funds to Encourage Use of Light Rail



Within this broad pattern of overall support, however, it should be noted that there is a distinct lack of intensity in feelings about light rail. Only about one-third of participants (36 percent) said they "strongly supported" local government programs to encourage the use of light rail, while a larger group (43 percent) offered a more qualified response, saying they only "somewhat" supported it. Lower-income residents and renters tended to be more supportive than others.

Some the reasons for participants' hesitance to endorse light rail emerged in the group discussion. While most participants welcomed having light rail available – as they would any additional transportation option – very few said they personally used it, and many expressed frustration with its limited coverage and the length it takes to travel from place to place.

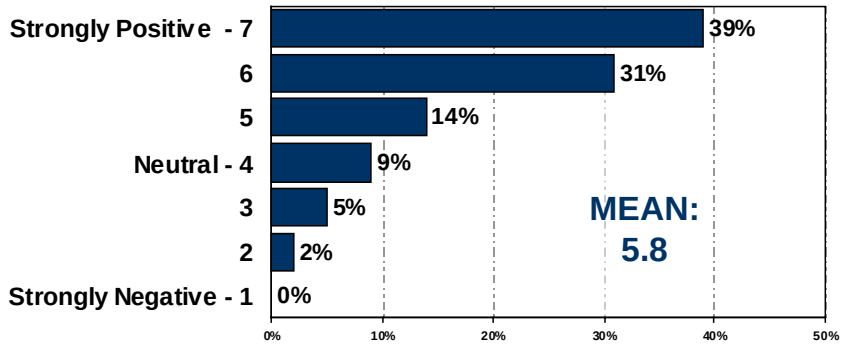
"I think the light rail is a waste. I work right next to it and I never see anybody on it. I work a little bit out of San Jose, and I've taken it a few times and it takes me twice as long to get to work…we're not going to get out of our cars."

While most participants support the concept of light rail, their comments make it seem unlikely that they would be willing to sacrifice – by paying additional taxes, for example – to fund expansion or enhancement of the light rail system.

FIGURE 25:Availability of a Bus System

Participants were also asked whether they supported the concept of having a bus system available, with the photo in **Figure 25** presented as a visual aid. As shown in **Figure 26**, participants once again had an overwhelmingly favorable reaction, with seven out of ten offering a highly positive score of six or seven on the seven-point scale. Positive feelings about the bus system cut across every subgroup of participants.

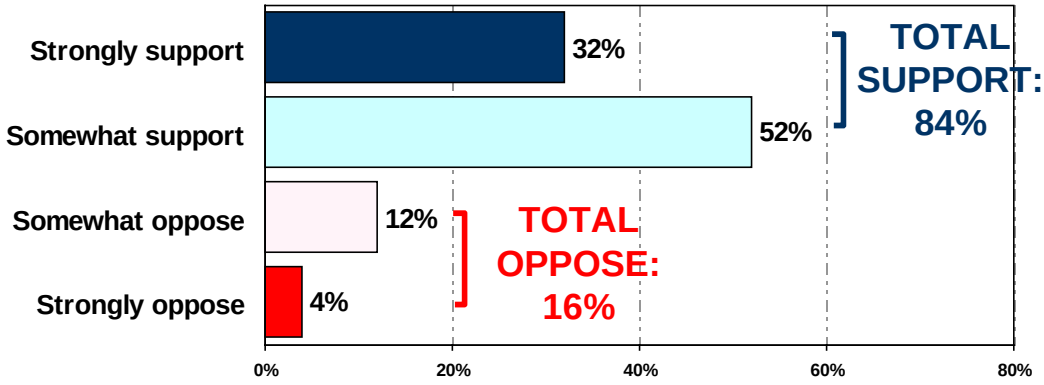
FIGURE 26:
Reactions to the Concept of Having A Bus System Available



And as was the case with light rail, participants also offered broad overall support for having local government provide funds to encourage the use of buses (with 84 percent in favor and 16 percent opposed, as shown in **Figure**

27). Once again, however, only a relatively small subgroup of participants – 32 percent – said that they would "strongly" support such a use of local government funds. Those most enthusiastic about such programs tended to be male, renters, Asian-Americans, and those with household incomes under $50,000 per year.

FIGURE 27:
Support for Having Local Government Provide Funds to Encourage Use of the Bus System



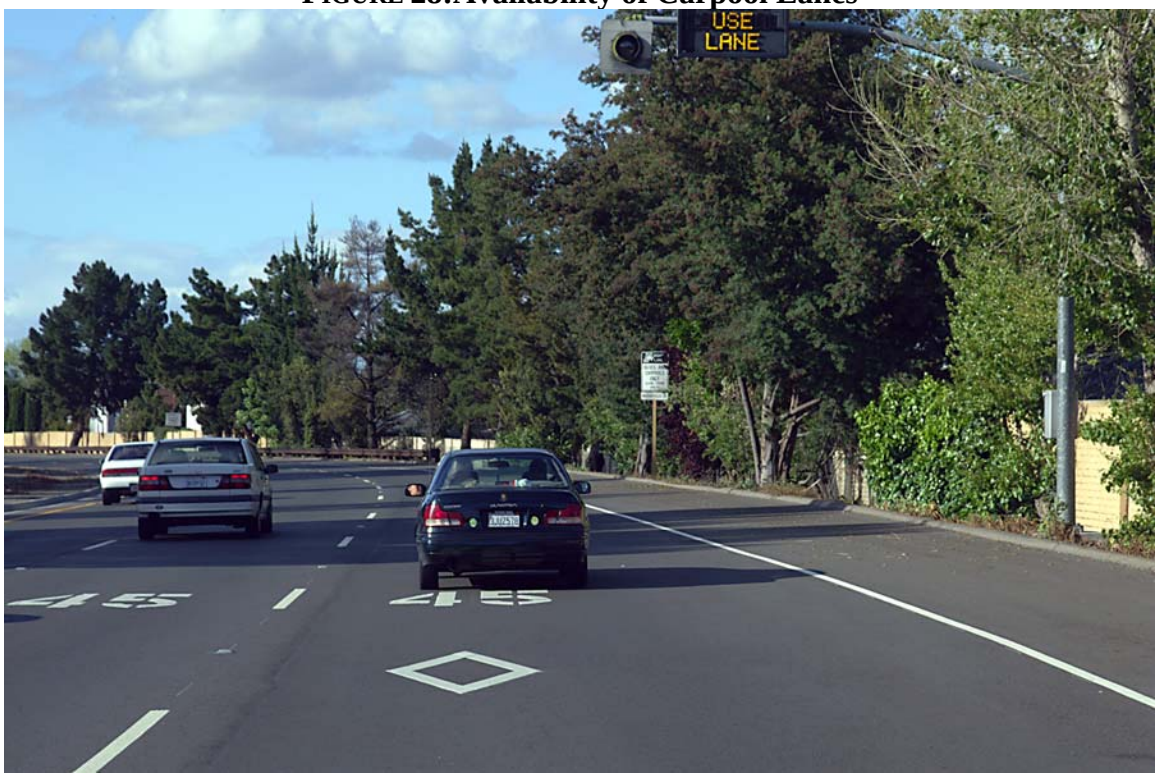
In the open-ended discussion, there were a small but vocal group of participants who were strong advocates of the bus system, especially in comparison to light rail.

"I think we should create more bus systems. The light rail system is good and is environmentally friendly. Unfortunately, it is fixed. It can't move wherever you want it to move. On the contrary, the bus can go any street if it is properly managed, and definitely we should spend more money on that."

"In order to increase the mass transportation, I would even go to the extent that the government pays for…free rides for everybody to encourage them to get into the buses. That will eventually lead people to say that this is better and improved so people can go from one place to another without any problems. That will eliminate a lot of cars and help get rid of the pollution also."

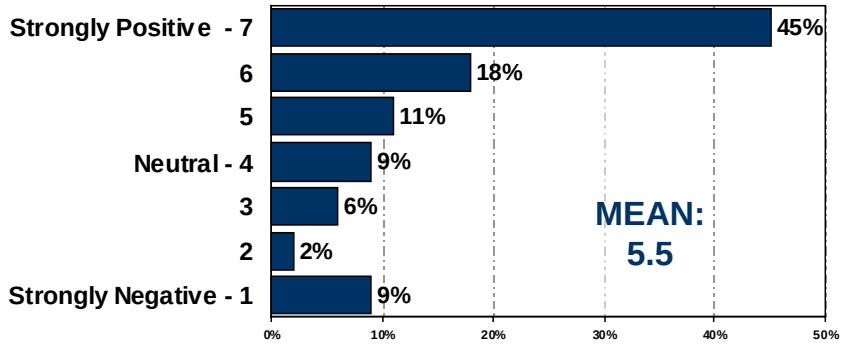
However, the overall sense of the discussion was that few participants used the bus system themselves, and while they thought it was important that buses be available, most participants did not appear to feel a strong personal commitment to the bus system.

FIGURE 28:Availability of Carpool Lanes



Participants had a very positive reaction to the concept of having carpool lanes available in the Valley. When asked to use the seven-point positive/negative scale to indicate their reaction to the concept of having carpool lanes available (accompanied by the illustration in **Figure 28**), fully 45 percent offered the most strongly positive response of seven. Fewer than one in ten (nine percent) had a strongly negative response, as reflected in a score of one. The range of responses (averaging 5.5) are shown in **Figure 29** below.

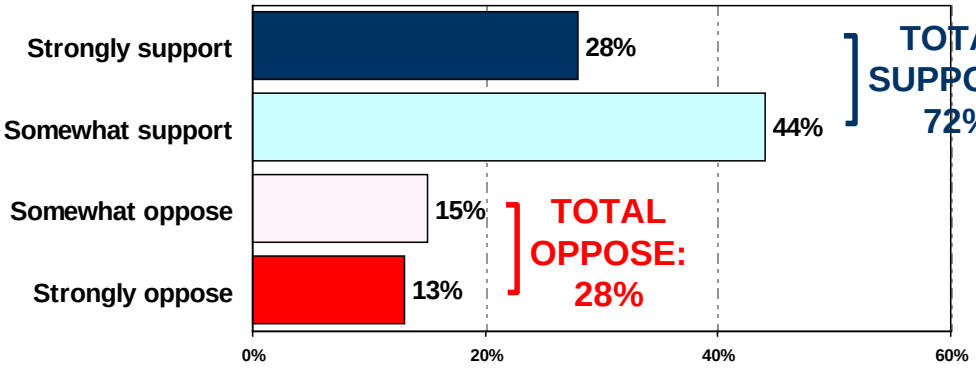
FIGURE 29:
Reactions to the Concept of Having Carpool Lanes Available



While the clear majority of participants were at least "somewhat" willing to support local governments' providing funds to encourage the use of carpool lanes (as shown in **Figure 30**) the proportion who "strongly supported" such a use was relatively low, especially in comparison to levels of "strong support" for government promotion of

light rail and the bus system. Just over one out of four participants "strongly supported" having local government provide funds to encourage the use of carpool lanes.

FIGURE 30:
Support for Having Local Government Provide Funds to Encourage Use of Carpool Lanes



The open-ended discussion revealed some division in perceptions of carpool lanes. Most participants liked them, and thought they offered a positive incentive to carpool and reduce traffic. Others, however, thought that carpool lanes were a waste of freeway space and contributed to making traffic worse. Typical comments follow:

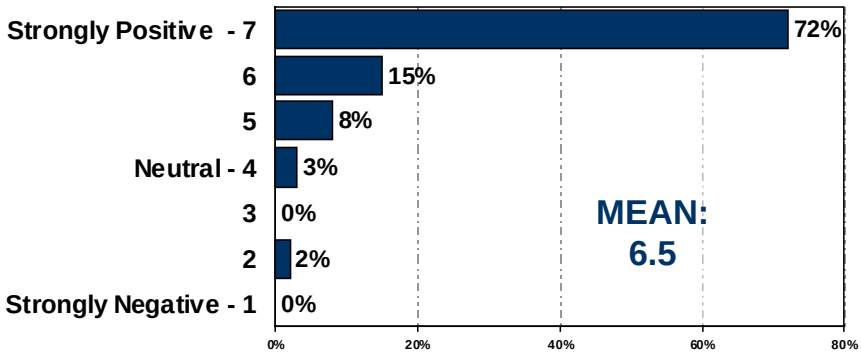
"The commuter lanes are a beautiful thing because I commute everyday. They cut about a half an hour off of my time, and that's one less car on the road. But I've been hearing through other commuters that they're talking about putting in something where you can pay to use the commuter lane if you're a single driver, and I think that's a bad idea because then the freeways are going to look just like they do now if they do that."

"I'm a bit conflicted with [carpool lanes]. In the beginning everybody thought it was a good idea to get people to carpool, but everyday when you get on the freeway and you look at the…carpool lanes, they're empty by and large compared to the regular lanes, and you're stuck in bumper-to-bumper traffic and the carpool lane is flying through, and this has been going on year after year after year. Get rid of the carpool lane and free up the lane so we can all start using it. It's just not working. Kind of like mass transit, it's a good idea in theory, but…no one is using it."

FIGURE 31:Availability of Vehicles with Low Environmental Impact

Participants were shown the illustration of a hybrid car presented in **Figure 31** above as an example of a vehicle designed to have low environmental impact. They were then asked for their reactions to the concept of having "vehicles designed to minimize their impact on the environment available in the Valley." As shown in **Figure 32**, participants had an enormously positive reaction to this idea, with 72 percent of participants assigning it a score of seven on the seven-point scale.

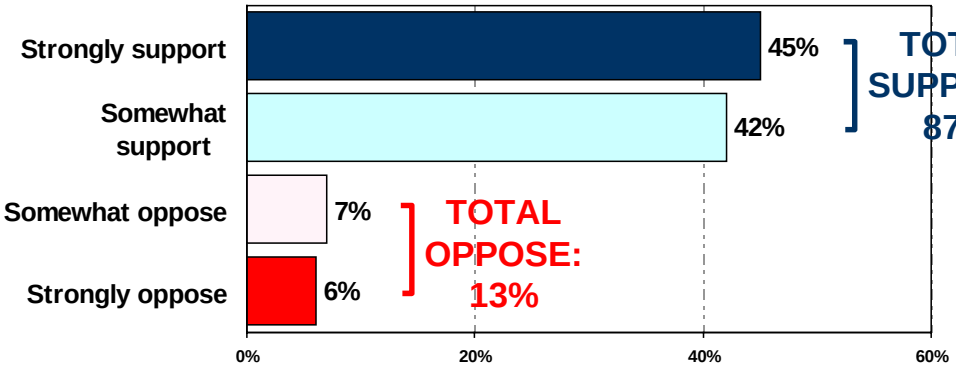
FIGURE 32:
Reactions to the Concept of Having Vehicles with Low Environmental Impact Available



Similarly, participants were overwhelmingly willing to have local government provide funds to encourage the use of such vehicles, as shown in **Figure 33**. Fully 87 percent support the

idea, and 45 percent support it "strongly." In short, support for local government promotion of the use of low-environmental impact vehicles dwarfed support for government promotion of light rail, buses, or carpool lanes – both in its overall level and in its intensity.

FIGURE 33:
Support for Having Local Government Provide Funds to Encourage Use of Vehicles with Low Environmental Impact



The open-ended discussion reaffirmed the popularity of the notion of hybrid vehicles. Participants acknowledged that Californians love their cars, but many also stressed a need to reduce our dependence on Middle Eastern oil. Hybrid cars appeared to many participants to offer an ideal solution. And participants were not at all hesitant to call for an active government role in promoting them.

"I personally think that government should have more incentives for the hybrid cars, because we're Californians and we're not going to get out of our cars no matter what. Even if we see an empty carpool lane, we're so independent and we have all different schedules, we're going to do what we're going to do and we want our independence. So that way it's better to get us in cars that pollute less, as opposed to building the light rail system which hardly I find anybody uses."

"I think the problem with the mass transit is that – it's clean and a great idea – but it's more inconvenient and in the long run sometimes I can't get to places I need to go. I think going the hybrid way is a much better solution. It's something I can do at any time. I can get up at 3:00 in the morning and go somewhere if I need to. I don't have to worry about figuring out the routes and how to get to so-and-so and get off at a certain station and get to another place. I can just get there. It's more convenient. The hybrid cars are a great idea. It helps reduce the pollution, but it gives you the convenience factor."

Many participants welcomed the idea of providing some type of government subsidy for the purchase of hybrid cars, and some suggested that hybrid car drivers should be able to use carpool lanes.

PART V: LIVABILITY

FIGURE 34:Urban Trees

Participants were asked for their reaction to the image of urban trees shown in **Figure 34**. As indicated by the responses in **Figure 35**, there was no significant negative reaction to the image at all. Fully 72 percent of respondents rated it a seven ("strongly positive"), and even the average score (6.5) was close to seven.

As one participant said:

"[I had a positive reaction to] the neighborhood picture with all of the green trees and the grass and the parkways. It's like home."

FIGURE 35:
Reaction to Image of Urban Trees

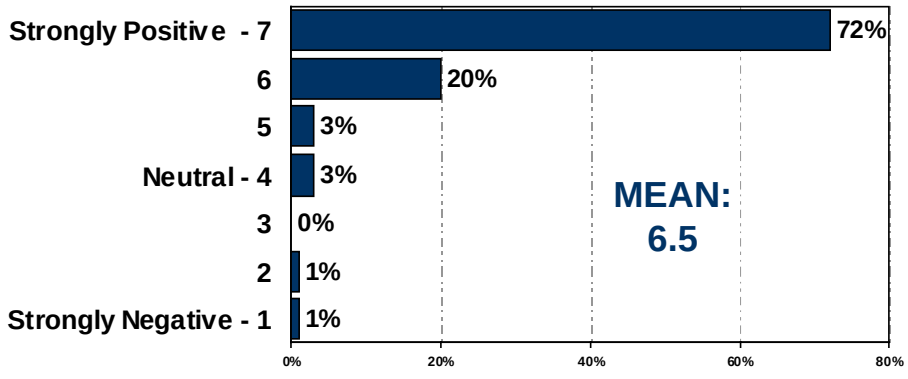
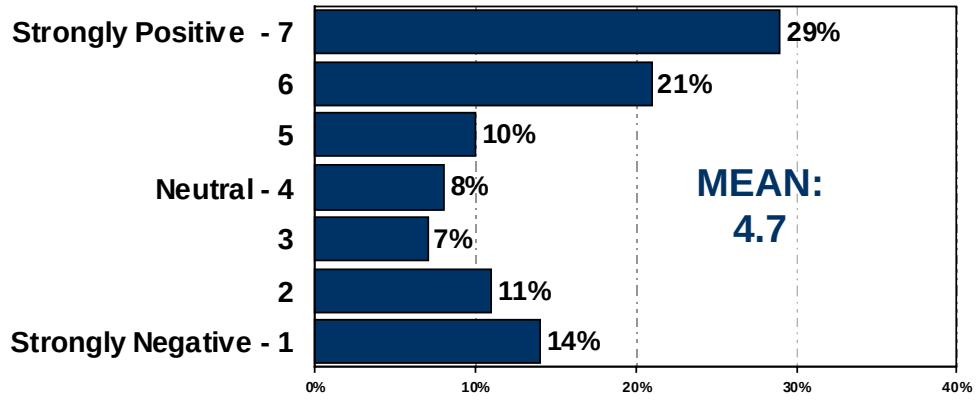


FIGURE 36:An Unfenced Creek

Participants also had a generally positive reaction (although not nearly as strongly positive as their reaction to urban trees) to the image of "a creek without fencing or any other man-made structures" shown in **Figure 36** above. As **Figure 37** indicates, half of participants assigned it a score of six or seven on the seven-point scale, and overall it received an average score of 4.7 – well above the neutral midpoint of four.

FIGURE 37:
Reaction to Image of an Unfenced Creek



Some of the most strongly positive reactions to the image were offered by participants over age 50, residents of cities outside San Jose, and middle-income participants (those with annual household incomes between $50,000 and $100,000).

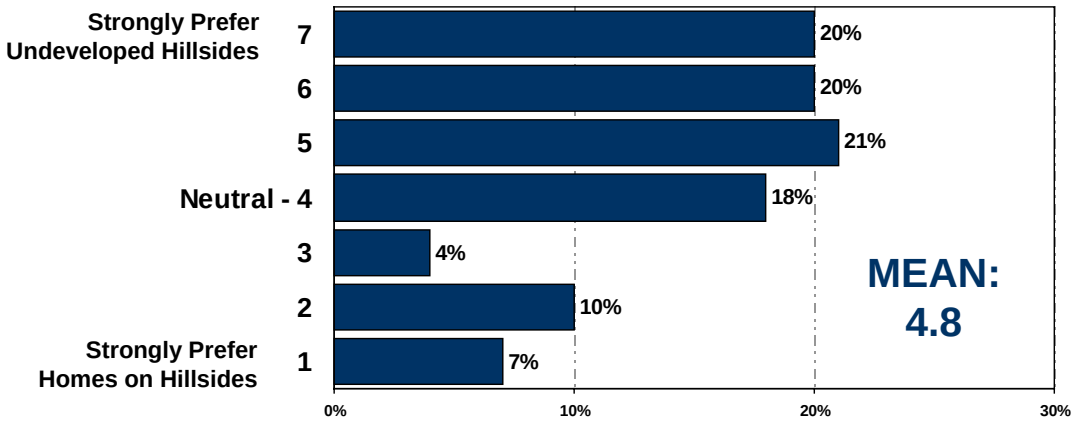
FIGURE 38: Housing on Hillsides

Few of the images presented to participants provoked as strong and divided a reaction as did the image of housing on hillsides in **Figure 38**. After being shown this image, participants were asked to use a seven-point scale to express their reactions, with a score of one representing a strong preference to build housing on hillsides and seven representing a strong preference to leave hillsides undeveloped.

As **Figure 39** on the following page indicates, with a mean score of 4.8 there was more sentiment toward leaving hillsides undeveloped than there was sentiment toward building houses on the hillside. But few participants were firmly dug in on either side of the issue. Only 20 percent offered a score of seven (indicating a strong preference for undeveloped hillsides) and just seven percent offered a score of one (indicating a strong preference for homes on hillsides).

The preference for homes on hillsides was slightly stronger among Latinos and those who have moved to Santa Clara County most recently; the preference for keeping hills undeveloped was most prevalent among participants over age 50 and those who have lived in the County for more than 20 years.

FIGURE 39:
Preference for Homes on Hillsides Versus Leaving Hills Undeveloped



The comments from the open-ended discussion reflect much of the participants' ambivalence on this issue:

"The image that bothered me the most was the hillside houses that looked invasive and very incongruous. I just felt that somebody had dumped those there and I could just wait for the heavy rains to start washing them off."

"I wish I could live in one of those houses. I think it's beautiful. I think it's nice. It looks like they all have big yards and they're not packed in there like a lot of other places are."

"I wish I had a hillside house, but when I saw this picture they were so badly situated and the hills behind them were so pretty where they weren't developed that my reaction became much more negative."

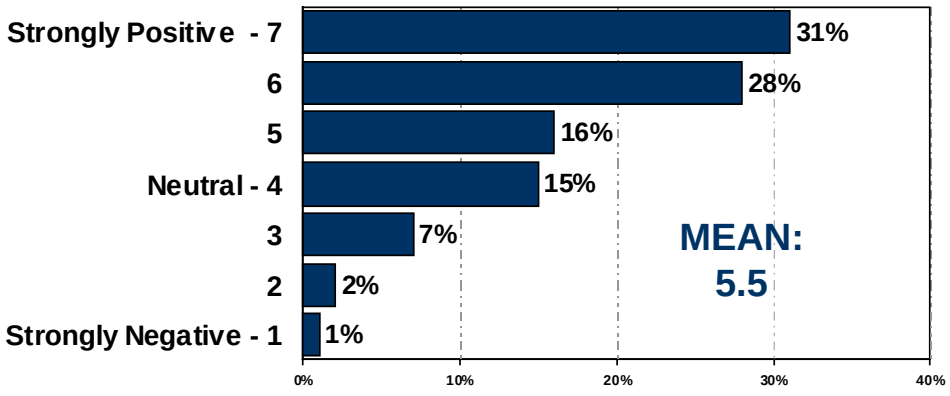
"I think I object most to this picture also. Someone else said that too, but most of all it's the housing right on the skyline. Housing on the hillside that doesn't protrude above the skyline or the ridge of the mountain doesn't bother me as much as the mountain being spoiled by houses right on the ridge."

"Of course we don't want houses on our hillsides. Wouldn't that be nice if we could just live in our house and have all beautiful space around us, but then again, wouldn't you love to have one of those houses on the hillside? So it's kind of a Catch-22, because I'd like to be in that house on the hillside and have no other houses on the hillside with me. Wouldn't that be nice? It's reality. We need to have places to build, but I like the fact that they've spaced them out and they're not like cracker box houses all in a row and they have left some green to go along with the fact that there is civilization."

FIGURE 40:Housing Near Shops and Services

Participants had a generally positive reaction to the image of high-density housing near shops and services depicted in **Figure 40**. As **Figure 41** indicates, participants offered it an average rating of 5.5 on the seven point scale, with nearly three out of five residents giving it a highly positive score of either six or seven.

FIGURE 41:
Reaction to Image of Housing Near Shops and Services



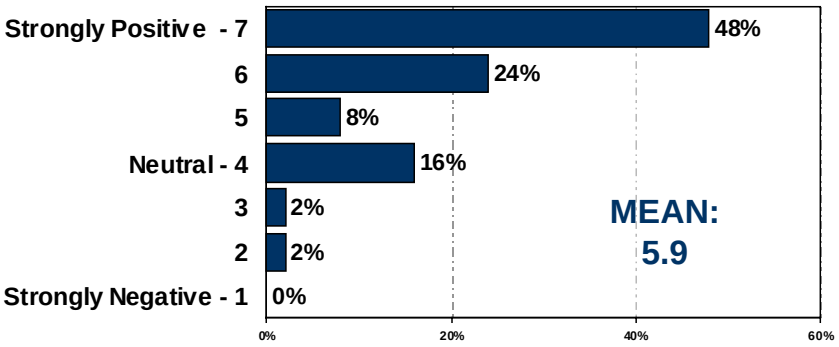
Most participants thought it was important to have such housing available, and could imagine how some people would find it appealing. Most also seemed to feel, however, that they would be unlikely to choose to live in such a location. There were a few noteworthy exceptions:

"I like the picture of urban style homes mixed with stores like right below… there [is] transit in the middle, and there [are] homes built right next to each other along with grocery stores and drycleaning and all that kind of stuff….That struck me as something positive, for my lifestyle anyway."

FIGURE 42: A Community Garden

Participants had a clear and positive reaction to the picture of a community garden. As illustrated in **Figure 43**, nearly half of participants (49 percent) gave the image a score of seven, reflecting a "strongly positive" feeling. The overall average of 5.9 on the seven-point scale also reflected this highly positive sentiment.

FIGURE 43:
Reaction to Image of a Community Garden



After seeing the image, some participants expressed new interest in community gardening. As noted in the first section of the report, only six percent of participants said they currently participate in community gardening right now, but 42 percent would be open to participating in the future. The following comments reflect this sentiment.

"I think with the price of food and vegetables, it is working and I just like the idea of community gardens.

"MODERATOR: Is that something that you do?

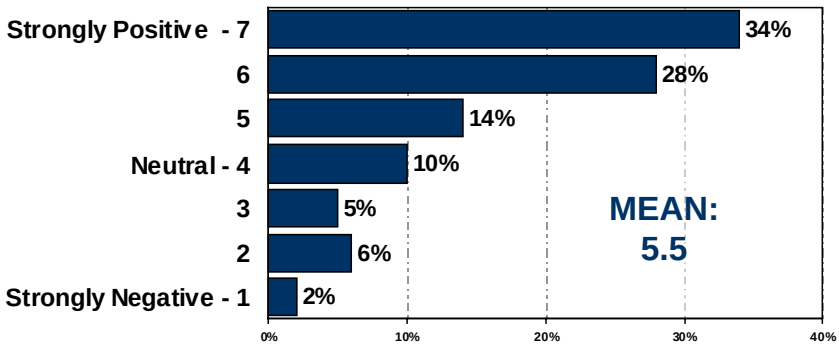
"Not currently, but if there was a plot of land set aside in my community to do something like that, I think that most of us would participate in it."

PART VI: RECREATION

FIGURE 44:Recreation Along Creeks

Figure 44 shows an image presented to participants to illustrate recreational development – in this case a golf course – along a creek. Participants were asked whether they had a positive or negative reaction to the image, and as shown in **Figure 45**, their reactions tended to be quite positive. The average score was a 5.5 – well past the neutral mid-point of four – and only 13 percent of participants offered a score below four, (reflecting a negative evaluation).

FIGURE 45:
Reaction to Image of Recreation Along Creeks



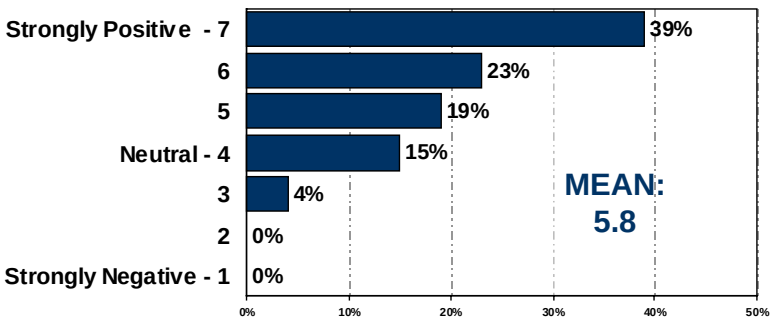
The only subgroup of participants that offered a substantial number of negative evaluations was residents with household incomes under $50,000.

While 26 percent of this group offered a score between one and three (more double the rate among the rest of the participants), a 66-percent majority of this subgroup nevertheless assigned the image a positive score between five and seven.

FIGURE 46:Recreation on Local Creeks and Reservoirs

Participants also had a positive reaction to this image of recreation along local creeks and reservoirs. As illustrated in **Figure 47**, the lowest score the image received was a three, and a 62-percent majority of participants rated it either a six or a seven. The average ranking was 5.8.

FIGURE 47:
Reaction to Image of Recreation on Local Creeks and Reservoirs



A number of participants were familiar with the site shown in the image, which served to increase their positive feelings about it.

"I just thought the image of the windsurfing was positive, knowing that that was a former landfill site and Mountain View was able to develop it into something that everyone in the community could enjoy."

After seeing this image, participants were asked a more general question: "do you think local government or other public agencies should encourage the planning of recreational opportunities in future development projects?" Sentiment was nearly unanimous: a total of 96 percent of participants said "yes," with 60 percent saying "yes, very much" and 36 percent saying "yes, a little."

FIGURE 48:Image of an Impervious Pathway

Participants were shown the image of an impervious pathway presented in **Figure 48** above, and were then asked whether they would support "having local government agencies provide funds to encourage the development of impervious pathways like the one in the photograph." As shown in **Figure 49** below, a sizable 82-percent majority of those polled supported the creation of such pathways.

However, as the figure makes clear, that general support is not at all strongly-held. Those who say they only "somewhat" support government encouragement of such pathways outnumber those who "strongly" support them by a margin of more than three to one. There was no subgroup of participants among which more than about one-third of those present "strongly supported" the construction of such pathways.

FIGURE 49:
Support for Local Government Funding for the Development of Impervious Pathways

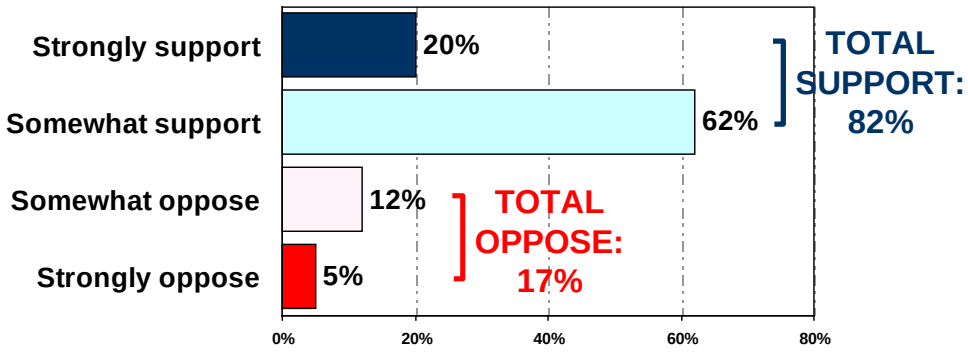
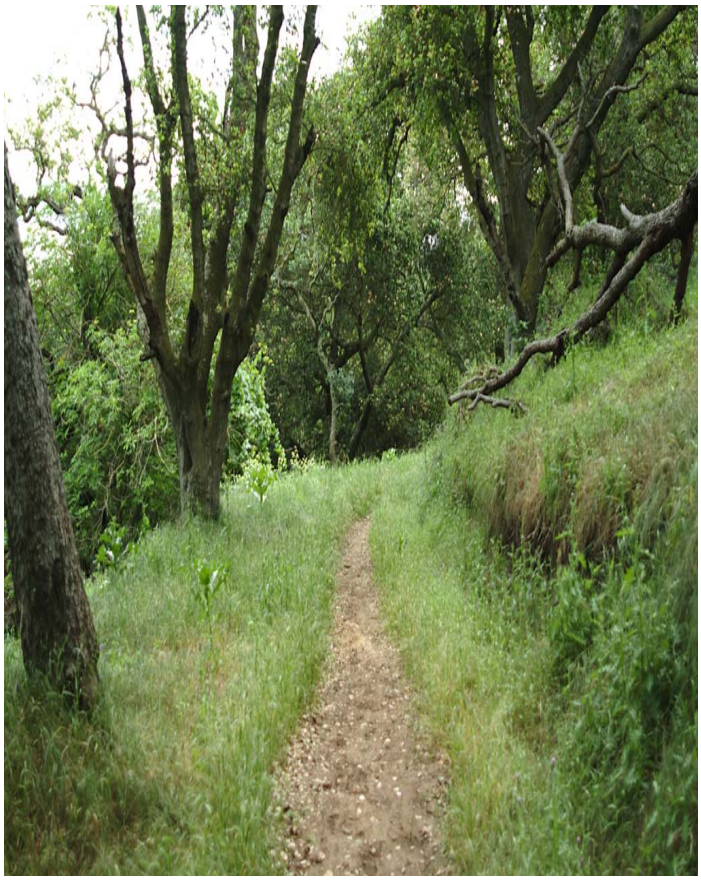
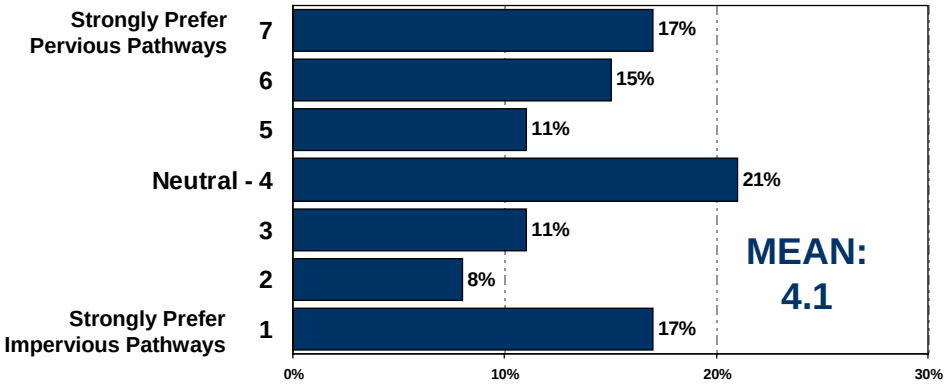


FIGURE 50:Images of Pervious and Impervious Pathways



Survey participants were then offered the image of a pervious pathway shown in **Figure 50** above, in addition to the previous image of the impervious pathway, and were asked to choose which of the two types of pathways they preferred, using a seven-point scale (as illustrated below in **Figure 51**).

FIGURE 51:
Preference Between Pervious and Impervious Pathways

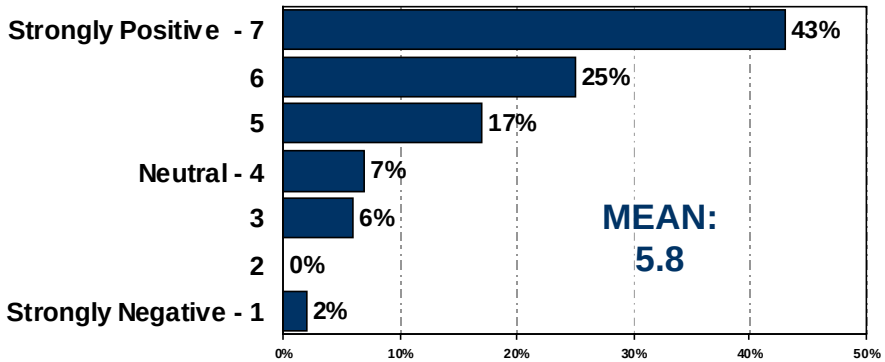


Participants were just about evenly divided in their preferences for the two types of pathways, as reflected in the mean score of 4.1 – essentially at the neutral midpoint of the scale. While all subgroups of the participants were heavily divided in their preferences, the pervious pathway seemed to be more favored by those over age 50 and those who live outside San Jose. The impervious pathway was most preferred by renters and lower- income participants, those with annual household incomes under $50,000.

FIGURE 52:A Cycling Trail

The image of a cycling trail presented to survey participants is shown in **Figure 52** above. Participants had a very positive reaction to the image, as illustrated in **Figure 53**: on average, it received a score of 5.8 on the seven-point positive/negative scale, with 43 percent of participants having a "strongly positive" reaction (a score of seven) and an additional 42 percent offering more modestly positive evaluations (scores of five or six). The most strongly positive evaluations were offered by whites, parents, and middle-income participants (those with annual household incomes between $50,000 and $100,000).

FIGURE 53:
Reaction to the Image of a Cycling Trail



As a follow-up question, participants were asked whether they thought "local government or other public agencies should try to encourage the development of cycling trails." As illustrated in

Figure 54, an 88-percent majority of those polled said "yes," with 51 percent (particularly including parents, whites, and those who have lived in the County for at least 20 years) saying they thought "very much" that public agencies should encourage the development of cycling trails.

At the same time, some of the open-ended discussion among participants suggested many did not view cycling trails as a realistic commute alternative for themselves – though they realized such trails might have benefits for others.

FIGURE 54:
Support for Local Government Encouraging the Development of Cycling Trails

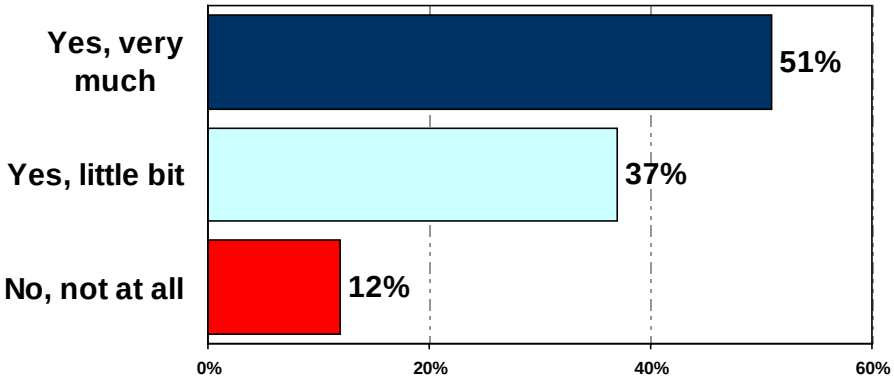


FIGURE 55:Open Space

When shown the image of open space in **Figure 55** above, participants had a clearly positive reaction (as detailed in **Figure 56** below). Seven out of ten participants gave the image a rating of seven on the seven-point scale, indicating a "strongly positive" response. The average rating was 6.5, and only two percent of participants offered any rating on the negative side of neutral.

While almost all participants clearly liked having open space in the area, fewer were willing to pay significant additional taxes to preserve it. As shown on the following page in **Figure 57**, 79 percent said they would be willing to pay additional taxes to fund open space protection, but fewer than one quarter (23 percent) would be willing to pay more than twelve dollars per year for the purpose.

FIGURE 56:
Reaction to Image of Open Space

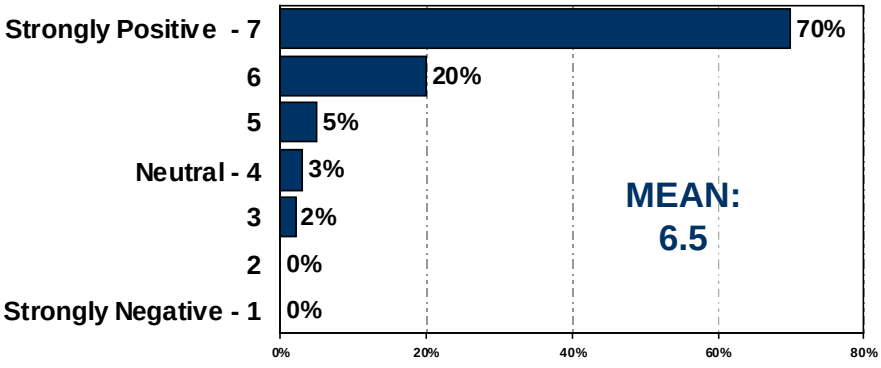
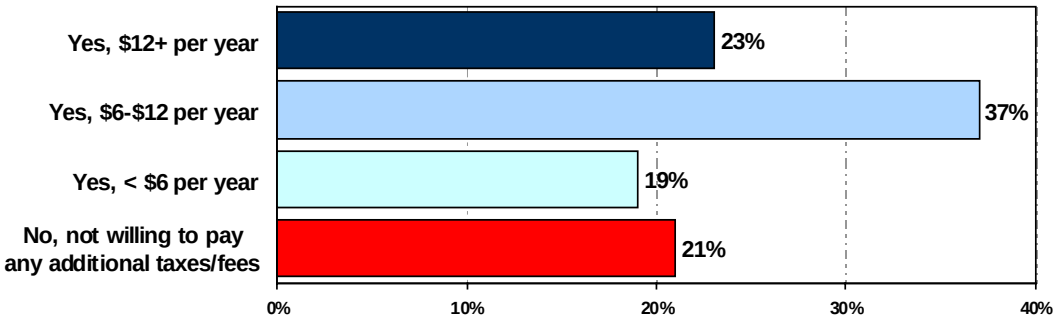


FIGURE 57:
Willingness to Pay Additional Taxes/Fees to Preserve Open Space



Generalized support for open space was also apparent in the open-ended discussion. However, as soon as the conversation turned to taxes for open space, the participants were much more divided. While some indicated a willingness to pay, nearly all expressed cynicism that government would actually use the money to protect open space, and not divert it for some other purpose.

"Having these [open space areas] preserved to me is very important, because we live in the core of the city and you don't have to go too far – but I don't want to have to keep getting further and further away – in order to take my kids fishing, and so I think I would pay extra money as long as it didn't go into the general fund and was earmarked for this to keep the open lands available."

"I [would say] yes to everything except to paying any more taxes for anything. Stay out of my pocket already."

"I think the last five years that I voted every single time I voted there has been a [tax] increase, 'save the water,' 'we need clean water or clean air.' Every time we vote it's on there. Where does [the money] go?"

"When I was answering those questions and it asked about would you be willing to pay between $6 and $12 and so forth, the very first question that entered my mind as I was answering those was would they be accountable, or would I know for sure that that's exactly where that money is going to go and it's not going to be used for administrative fees and this and that and so forth?"

There was also some talk, in the open-ended discussion, about prioritization of potential uses of tax dollars. While some participants said they felt comfortable supporting a tax increase for parks in the abstract, they also acknowledged that they might not if the alternative was to use the same money to improve education, public safety, or some other public service.

FIGURE 58:An Urban Park

When presented with the image of the urban park shown in **Figure 58**, most respondents had a positive reaction (as highlighted in **Figure 59**). More than three-quarters rated the image either a six or a seven, and only three percent of participants offered a rating below four. The average rating was over six (6.1), indicating a broadly-based favorable reaction to the image. Not surprisingly, parents were some of those most enthusiastic about the urban park, as were participants under age 50 and upper-income participants.

When asked about their willingness to pay taxes to create additional urban parks, support was a little more divided – much as was the case with open space. As **Figure 60** shows, while 80 percent of participants indicated at least some willingness to pay additional taxes to create urban parks, only 15 percent were willing to pay more than twelve dollars per year, and a majority of 52 percent were willing to pay six dollars or more per year.

FIGURE 59:
Reaction to Image of an Urban Park

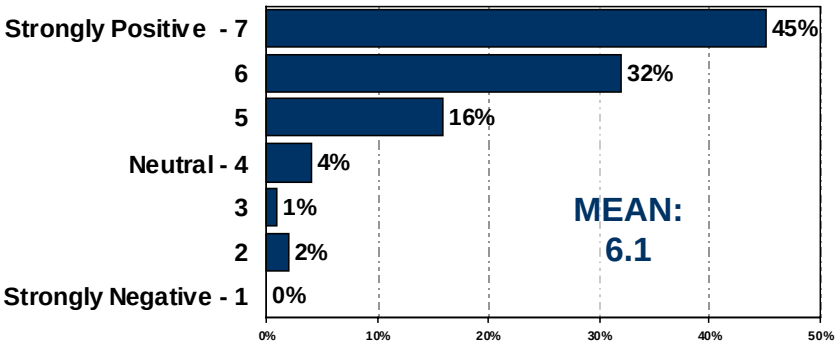
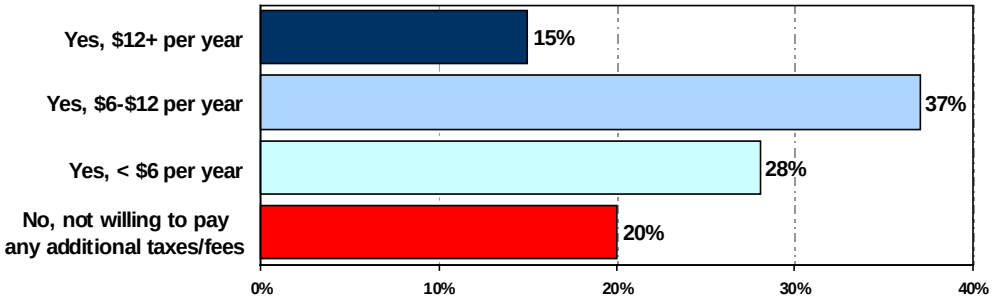


FIGURE 60:
Willingness to Pay Additional Taxes/Fees to Create Urban Parks



In the open-ended discussion, there appeared to be a split between those who most appreciated the urban park – with its convenience and safety for kids – and those who most appreciated the open space park, because it was less developed and offered more exposure to nature. A few typical comments follow:

"I think the urban park is a much more practical approach because the other parks where they show all the empty fields, what they don't show is the clogged 280 and the people trying to get there, so I think this is a lot more practical. You get out of your cars and just walk across the street or walk a block or two to the park."

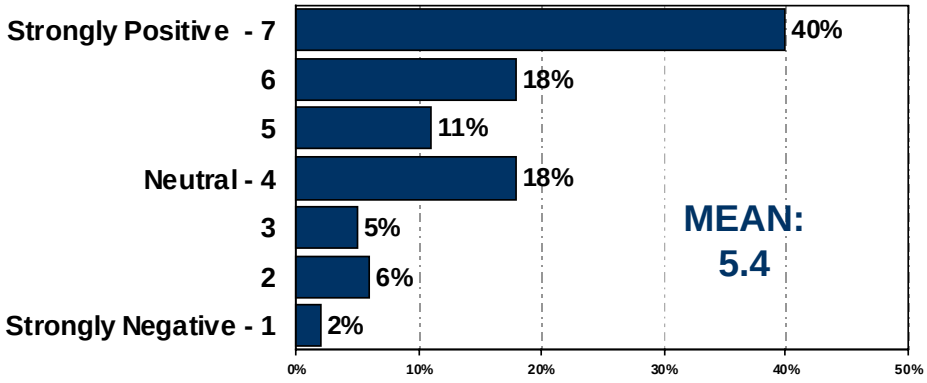
"The development…with the park, it's still regimented to me…I like it as far as being a park setting with the kids and everything, but if I had my druthers, my preference would be the open space."

"That one [the urban park] is great because…I have little kids…it is fenced in which is great for little kids, but my children when they go to a park like that, they are there to play and burn off steam and it's nice and comfortable…but I don't feel spiritually fed. I don't feel free. When I go to the other place [an open space park] with my kids, they get on their hands and knees and they're looking at bugs and they're like 'mom, why did that bird go and do that,' because they dive bomb the squirrels, and they get such a sense of nature. In fact, we end up taking little digital pictures of the different animals and bringing them to the library and we'll spend three or four hours alone looking at what's this species of bug. My kids are four and seven and they love it".

FIGURE 61:An Open Space Park

After viewing the urban park, participants were also shown the image of the open space park depicted in **Figure 61**. The response was also positive, but with far less intensity than was the case with the urban park. As shown in **Figure 62**, the mean score was a 5.4 on the seven-point scale. A total of 58 percent of participants rated the open space park a six or seven on the scale, an impressive proportion, but still less than the 77 percent that offered the same evaluation for the urban park. A small but significant proportion of participants (13 percent) offered a negative evaluation.

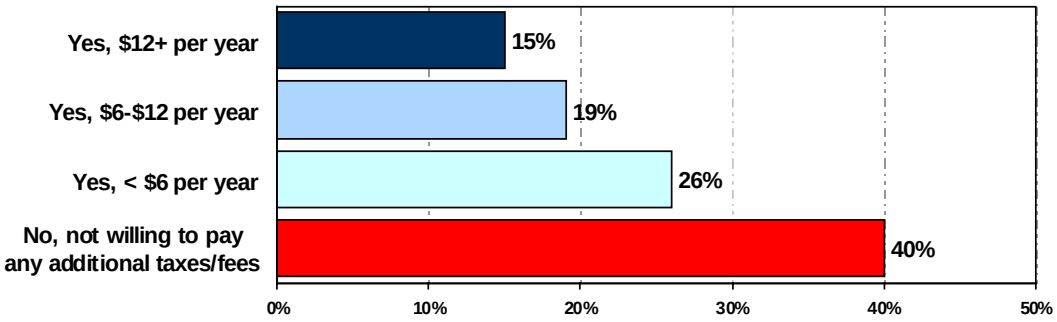
FIGURE 62:
Reaction to Image of an Open Space Park



A shown in **Figure 63**, participants were notably less willing to pay increased taxes for an open space park, as opposed to an urban park. Fully 40 percent of those polled said they would be unwilling to pay any increased taxes at

all, while just one-third (34 percent) would be willing to pay more than six dollars and only 15 percent would be willing to pay more than twelve dollars per year in additional taxes. Women, homeowners, upper-income residents, and long-term residents of the county were more willing to pay increased taxes for open space parks than were other groups.

FIGURE 63:
Willingness to Pay Additional Taxes/Fees to Create Open Space Parks



Many participants saw important values in having open space parks:

"I like the open park because aside from just like our own personal amusement, the plant life, the wildlife and the other things that exist outside of our own personal lives have just as much right to be here and have just as much right to this space on the planet. I like the open field."

"I really loved the open grassy park because I thought of mountain biking, and riding through that with the grass and the quiet and the not-screaming-kids and the not-cars'-music-blaring-around-parks that usually come with that, so I thought the open spaces were beautiful."

"My favorite [picture]…there were these logs with a path in the background. I loved that because when I was in high school I used to have a teacher who used to take us to a place very similar to that, and we would walk all the way out to the ocean and it was the greatest thing to see the seals and the birds and to go out into the tide pools, and we would have never had that experience had the land not been set aside as a park."

At the same time, as shown in the discussion of urban parks, other participants saw more value in more accessible, developed parkland with more opportunities for active recreation. Many of those participants were less willing to pay increased taxes to set aside open space parks.

FIGURE 64:A Boardwalk Through a Wetland

When shown the picture of the boardwalk through a wetland in **Figure 64**, participants offered mixed reactions. In general, as indicated in **Figure 65**, there were more positive reactions than negative ones; the average score for the image was a 4.8, well over the neutral mid-point of 4.0. But nearly one out of five participants offered the image a negative rating of either one, two, or three.

When asked about the possibility of paying increased taxes to build boardwalks in wetlands, participants were generally negative. As shown in **Figure 66** on the following page, a 58-percent majority indicated that they would be entirely unwilling to pay additional taxes for the purpose, and fewer than one participant in five (19 percent) was willing to pay more than six dollars.

FIGURE 65:
Reaction to Image of a Boardwalk Through a Wetland

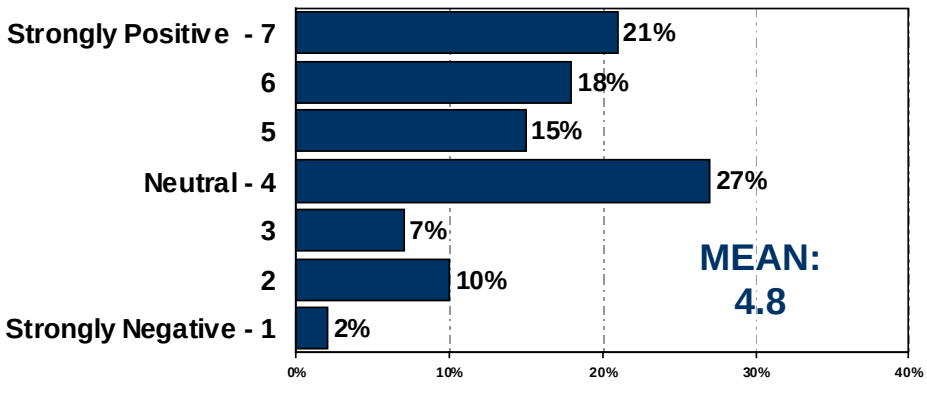
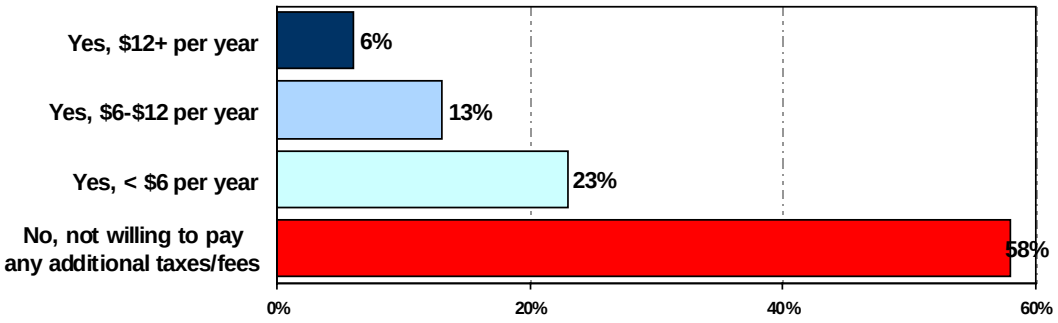


FIGURE 66:
Willingness to Pay Additional Taxes/Fees to Create Boardwalks Through Wetlands



The following comments reflect the diversity of reactions to the image and to proposals to increase taxes to fund similar recreational opportunities.

"I had a strong positive reaction to the wetlands and the mountain view that they had. The boardwalk. We have a lot of open space here, and if you can utilize that for the public to go and visit, that definitely would be very useful, and we have those high-density homes and urban developments, so this is our escape to nature."

"It just looks soggy and dreary and muddy, and with the board pathway through it makes it look even worse."

"I don't know if people have actually been out there in the wetlands, I think this is at Shoreline because I've been out here and I've been down that walkway, but I don't know if the picture says it all. I think you have to be really out there to appreciate the beauty of…the natural wetlands."

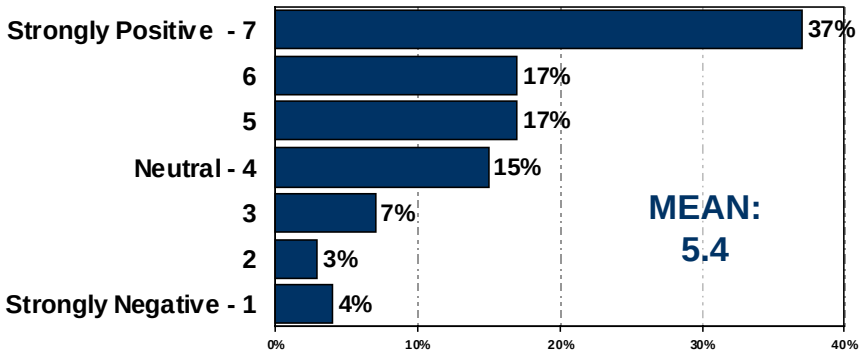
"I think a walkway through the wetlands is gilding the lily there. That's an expensive path to put in, compared to pathways through other parts of natural environments."

PART VII: CREEKS, WILDLIFE AND WETLANDS

FIGURE 67:An Undeveloped Wetland

Participants had a far more positive reaction to the image of the undeveloped wetland in **Figure 67** than they did to the prior image of the wetland with a boardwalk through it. As illustrated in **Figure 68**, the image received a mean ranking of 5.4 on the seven-point positive/negative scale. More than one-third of participants gave the undeveloped wetland image a "strongly positive" rating of seven, compared to only 21 percent for the image of a wetland with a boardwalk.

FIGURE 68:
Reaction to Image of an Undeveloped Wetland



Willingness to pay additional taxes was also higher for the protection of undeveloped wetlands than it was for the creation of boardwalks through wetlands. As shown below in **Figure 69**, a 57-percent majority of participants said that they would be willing to pay additional taxes to preserve undeveloped wetland areas (although more than half that number would only be willing to pay less than six dollars per year). In contrast, only 42 percent of participants were willing to pay increased taxes to fund boardwalks through a wetland.

FIGURE 69:
Willingness to Pay Additional Taxes/Fees to Preserve Undeveloped Wetlands

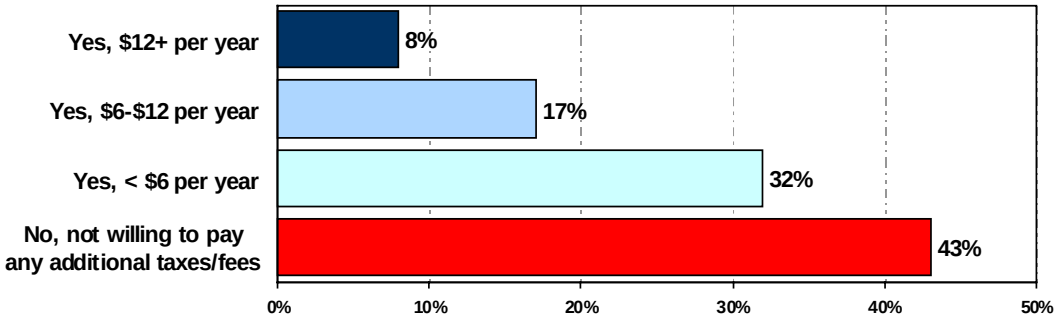
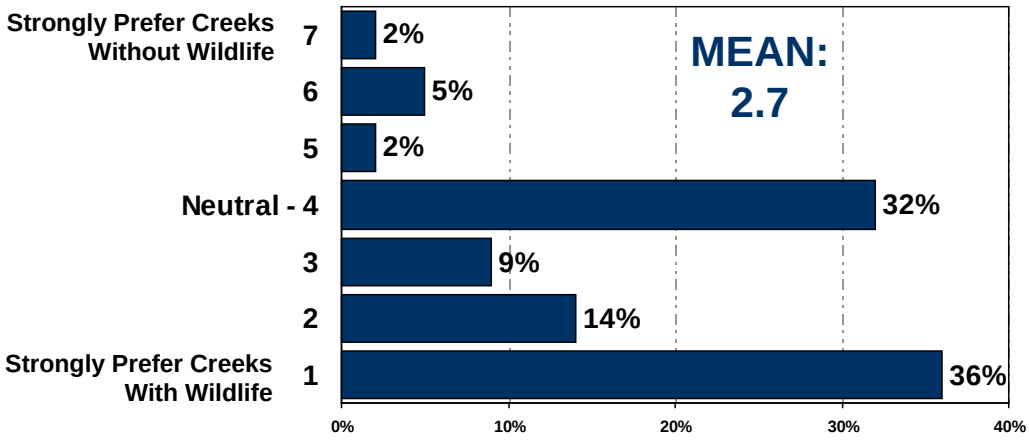


FIGURE 70:Creeks With and Without Wildlife

When asked to choose between images of creeks with and without wildlife, as illustrated in **Figure 70** above, a clear majority of participants indicated a preference for creeks with wildlife. **Figure 71** shows that more than one-third of participants said that they strongly preferred creeks with wildlife (36 percent), while only two percent strongly preferred creeks without them. About one-third of participants did not express any preference either way, saying that they were neutral (32 percent).

FIGURE 71:
Preference for Creeks With or Without Wildlife



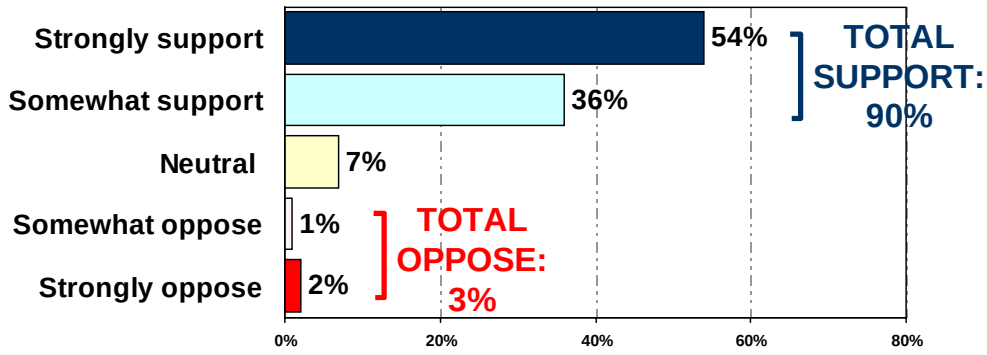
Generally speaking, those who most strongly favored creeks with wildlife tended to be parents, renters, residents under age 50, those with more than 20 years of residence in the county, and lower-income households.

FIGURE 72:Development Along Creeks

Survey participants were presented with the image in **Figure 72**, and were given a description of the salient features of the development in the picture – most notably, that it was required to be set back 150 feet from the creek. Participants were then asked whether they would support or oppose requiring all development along creeks to follow the same pattern.

As shown in **Figure 73**, 90 percent of participants said that they would support requiring development along creeks to follow this pattern, with a 54-percent majority supporting it "strongly." The support for this idea cut across all demographic and geographic subgroups of participants.

FIGURE 73:
Support for Requiring Development Along Creeks to Follow Pictured Pattern



In the open-ended discussion, participants offered general enthusiasm for this technique. Most favored a

regulatory approach to protecting creeks, as opposed to one (such as public acquisition of land) that would require tax increases.

"That's the most natural way [to prevent harm to creeks] and the least looked at.... Those houses are really close anyway if you look at them. The density is pretty high on those homes, but yet you still have the preservation of this beautiful natural creek to go over and play or look at and it doesn't look like it could be polluted from the homes. I think it's a wonderful idea…if we could do that, it seems more cost-effective than more taxes."

PART VIII: REMEDIES TO TRASH IN CREEKS

FIGURE 74:Creek Clean-Ups

Participants offered unambiguously positive reactions to each of three pictured methods for keeping trash out of creeks. The first concept, pictured in **Figure 74**, was creek clean-ups. As shown in **Figure 75**, a 53-percent majority of participants offered a "strongly positive" reaction to this image, and the overall average was well over six (6.2).

FIGURE 75:
Reaction to Image of Creek Clean-Ups

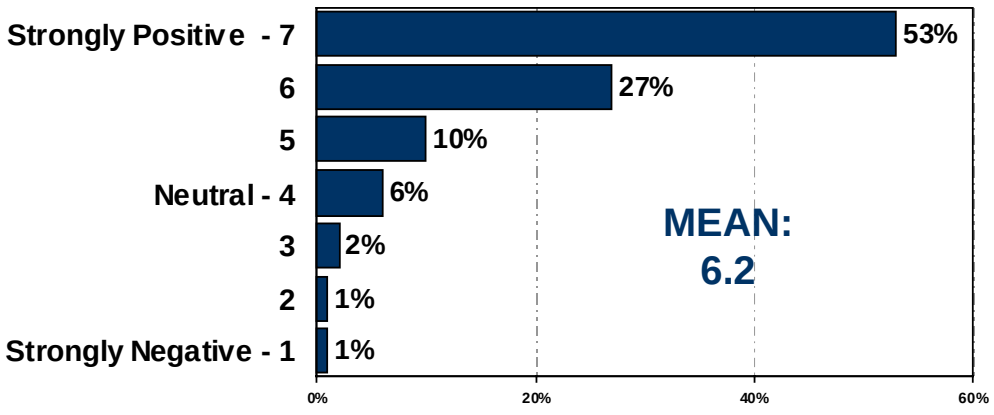


FIGURE 76: Trash Cans Along Creeks

Not one participant offered a negative reaction to the image of trash cans along creeks (shown in **Figure 76**). The mean response to this image, depicted in **Figure 77**, was 6.5 on the seven-point scale. Seven out of ten participants gave the image the maximum positive rating of seven.

FIGURE 77:
Reaction to Image of Trash Cans Along Creeks

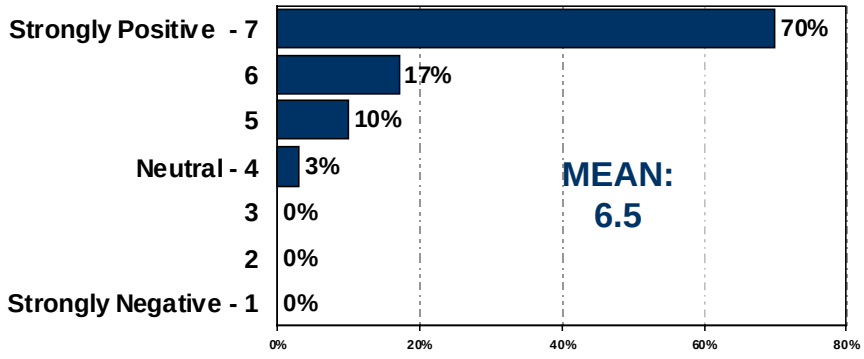
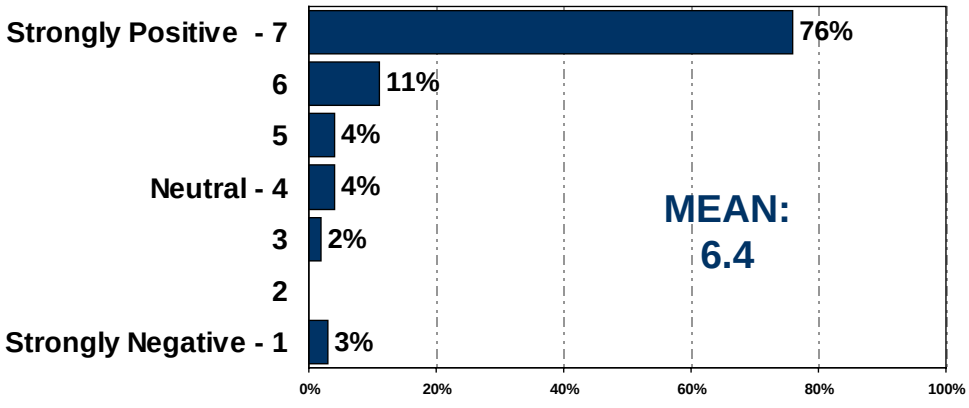


FIGURE 78:Large-Item Curbside Disposal

Finally, the large-item curbside disposal depicted in **Figure 78** was also a popular concept. As illustrated in **Figure 79**, more than three-quarters of those polled gave the image the maximum positive rating of seven, and the average score was 6.4.

FIGURE 79:
Reaction to Image of Large Item Curbside Disposal



APPENDIX: TOPLINE SURVEY RESULTS

SANTA CLARA BASIN WATERSHED MANAGEMENT INITIATIVE
VISUAL PREFERENCE SURVEY
MAY 4, 2004
330-069
FINAL
N=100

NOTE: The question wording below reflects only that wording visible in participants' question booklets; for many questions, the moderator provided additional explanations before respondents wrote down their answers. Explanations of this type provided by the moderator are discussed in the analysis of each question in the report.

(MODERATROR INTRODUCTION) This questionnaire is designed to be used together with the pictures you are being shown on the projection screen. For each image you see on the screen, there will be a corresponding series of questions in this packet. In some questions, you will be asked to simply react to the image you see, in other questions you will be asked to provide your reaction to a concept, and the image you see basically acts as a visual aid. In all cases, remember that you are being asked to react to what you see pictured, and not the quality or composition of the photograph itself.

Please follow directions from the moderator, and answer questions only when he or she directs you to do so. To answer each question, please follow the directions and circle the number corresponding to the answer that comes closest to your views.

Questions 1 through 10 are just for classification purposes. Please answer them first.

1. What is your gender?

Male	50%
Female	50%

2. Do you have any children under the age of 19 living at home?

Yes	40%
No	60%

3. Do you own or rent your place of residence?

Own	76%
Rent	23%
Blank	1%

4. What is your age group?

Under 30	18%
30-39	19%
40-49	31%
50-59	14%
60-69	10%
70+	7%
Blank	1%

5. Which of the following best describes the ethnic or racial group with which you identify yourself?

African-American ---------- 4%
Asian/Pacific Islander ---------- 26%
Caucasian/White---------- 47%
Hispanic/Latino---------- 18%
Some other group or identification--------4%
Blank----------1%

6. What is your annual household income range?

Under $25,000 ----------8%
$25,000-$50,000---------- 19%
$50,001-$75,000---------- 16%
$75,001-$100,000 ---------- 27%
$100,000 or more ---------- 29%
Blank----------1%

7. In which city or town do you live?

Campbell ----------1%
Cupertino ----------3%
Los Altos ----------1%
Los Altos Hills----------1%
Los Gatos----------3%
Milpitas ----------5%
Mountain View ----------4%
Monte Sereno ----------1%
Palo Alto----------4%
San Jose---------- 62%
Santa Clara ---------- 10%
Saratoga ----------1%
Sunnyvale ----------4%

8. Please fill in your ZIP code below.

___ ___ ___ ___ ___

9. How long have you lived in Santa Clara County?

20 years or less	28%
More than 20 years	71%
Blank	1%

10. Please indicate whether you personally belong to any of the following types of community organizations. Please circle a "1" for each type of organization to which you belong.

	YES, BELONG	NO, DO NOT BELONG	BLANK
a. A homeowners' association	16%	83%	1%
b. A service organization (Lions, Rotary, etc.)	6%	92%	2%
c. A chamber of commerce	0%	98%	2%
d. A professional association	23%	74%	3%
e. A political organization (League of Women Voters, etc.)	3%	94%	3%
f. A PTA or school-related organization	25%	74%	1%
g. An environmental organization (Audubon, Sierra Club, etc.)	4%	94%	2%

Please answer questions 11 through 13 before we begin to look at the images.

11. Please indicate how much you think your personal daily actions and choices indoors, at home and at work, affect wildlife and the environment:

Very much,	27%
Somewhat,	42%
Not too much, or	23%
Not at all	8%

12. Please indicate how much you think your personal daily actions and choices outdoors, at home and at work, affect wildlife and the environment:

Very much,	44%
Somewhat,	35%
Not too much, or	17%
Not at all	4%

13. Please indicate your initial reaction to the concept of building developments that are designed to prevent pollution and have a minimal impact on the environment on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the concept, and "7" means you have a strongly positive reaction to the concept. A "4" means you have a neutral feeling about it. You can use any number between one and seven.

Strongly Negative		**Neutral**			**Strongly Positive**	**Blank**	**Mean**
0%	**2**%	**3**%	**10**%	**9**%	**36**%	**37**%	**3**%	**5.9**

For the rest of the questions in the survey, please look at the images as you answer.

IMAGE #1

14. Please indicate your initial reaction to this image of a fenced and channelized creek on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative		**Neutral**			**Strongly Positive**	**Mean**
5%	**15%**	**26%**	**18%**	**18%**	**12%**	**6%**	**3.9**

IMAGE #2

15. Please indicate your initial reaction to this image of a grassy swale[4] in a parking lot on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative		**Neutral**			**Strongly Positive**	**Mean**
1%	**0%**	**2%**	**7%**	**10%**	**41%**	**39%**	**6.0**

[4] More properly known as a grassy berm.

IMAGE #3

16. Please indicate your initial reaction to this image of a minimally-paved driveway on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
3%	9%	21%	21%	15%	21%	10%	4.4

IMAGE #4

17. On the line below, please indicate your initial reaction to this image of a creek bank stabilization method. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
1%	14%	14%	27%	19%	18%	7%	4.3

IMAGE #5

18. Please compare the type of high-density development shown in the picture to a lower-density, single-family home on a larger lot. Indicate which type of development you find more visually appealing on the line below. Use the scale from 1 to 7, where "1" means you strongly prefer the look of low-density single-family homes, and "7" means you strongly prefer the look of high-density development. A "4" means you have a neutral feeling, and don't necessarily prefer one type of development to the other. You can use any number between one and seven.

Strongly Prefer Low-Density Single-Family Homes			Neutral			Strongly Prefer High-Density Developments	Mean
31%	26%	13%	10%	7%	6%	7%	2.8

IMAGE #6

19. Please indicate your initial reaction to this image of a two-lane road. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
12%	19%	19%	25%	11%	11%	3%	3.5

IMAGE #7

20. Please indicate your initial reaction to this image of a four-lane road. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
3%	10%	19%	19%	14%	22%	13%	4.5

IMAGE #8

21. Please indicate your initial reaction to this image of a freeway. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
40%	29%	9%	12%	1%	8%	1%	2.3

IMAGE #9

22. Please indicate your initial reaction to the concept of having bike lanes available on area roads. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the concept, and "7" means you have a strongly positive reaction to the concept of having bike lanes available on area roads. A "4" means you have a neutral feeling about the concept. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
2%	5%	5%	10%	13%	26%	39%	5.6

IMAGE #10

23. Please indicate your initial reaction to the concept of having a light rail system available in the Valley. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction, and "7" means you have a strongly positive reaction to the concept of having a light rail system available in the Valley. A "4" means you have a neutral feeling about it. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
2%	**5**%	**2**%	**11**%	**17**%	**30**%	**33**%	**5.6**

24. Do you support or oppose having local government agencies provide funds to encourage the use of a light rail system?

Strongly support	36%
Somewhat support	43%
Somewhat oppose	15%
Strongly oppose	6%

IMAGE #11

25. Please indicate your initial reaction to the concept of having a bus system available in the Valley. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction, and "7" means you have a strongly positive reaction to the concept of having a bus system available in the Valley. A "4" means you have a neutral feeling about it. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
0%	**2**%	**5**%	**9**%	**14**%	**31**%	**39**%	**5.8**

26. Do you support or oppose having local government agencies provide funds to encourage the use of a bus system?

Strongly support	32%
Somewhat support	52%
Somewhat oppose	12%
Strongly oppose	4%

IMAGE #12

27. Please indicate your initial reaction to the concept of having carpool lanes available in the Valley. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction, and "7" means you have a strongly positive reaction to the concept of having carpool lanes available in the Valley. A "4" means you have a neutral feeling about it. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
9%	**2**%	**6**%	**9**%	**11**%	**18**%	**45**%	**5.5**

28. Do you support or oppose having local government agencies provide funds to encourage the use of carpool lanes?

Strongly support	28%
Somewhat support	44%
Somewhat oppose	15%
Strongly oppose	13%

IMAGE #13

29. Please indicate your initial reaction to the concept of having vehicles designed to minimize their impact on the environment available in the Valley. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction, and "7" means you have a strongly positive reaction to the concept of having these vehicles available in the Valley. A "4" means you have a neutral feeling about the concept. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
0%	**2**%	**0**%	**3**%	**8**%	**15**%	**72**%	**6.5**

30. Do you support or oppose having local government agencies provide funds to encourage the use of vehicles designed to minimize their impact on the environment?

Strongly support	45%
Somewhat support	42%
Somewhat oppose	7%
Strongly oppose	6%

IMAGE #14

31. Please indicate your initial reaction to this image of urban trees. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
1%	1%	0%	3%	3%	20%	72%	6.5

IMAGE #15

32. Please indicate your initial reaction to this image of a creek without fencing or any other man-made structures. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
14%	11%	7%	8%	10%	21%	29%	4.7

IMAGE #16

33. Please indicate your feelings about this image on the line below. Use the scale from 1 to 7, where "1" means you strongly prefer the building of homes on hillsides, and "7" means you strongly prefer that hillsides remain undeveloped. A "4" means you have a neutral feeling, and don't necessarily prefer one option to the other. You can use any number between one and seven.

Strongly Prefer Homes on Hillsides			Neutral			Strongly Prefer Undeveloped Hillsides	Mean
7%	10%	4%	18%	21%	20%	20%	4.8

IMAGE #17

34. This image shows a housing development with shops, restaurants, and other services built to be within easy walking distance from the residential areas. Please indicate your initial reaction to this image on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
1%	2%	7%	15%	16%	28%	31%	5.5

IMAGE #18

35. Please indicate your initial reaction to this type of community garden on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
0%	2%	2%	16%	8%	24%	48%	5.9

IMAGE #19

36. Please indicate your initial reaction to this type of recreational development along a creek on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Blank	Mean
2%	6%	5%	10%	14%	28%	34%	1%	5.5

IMAGE #20

37. Please indicate your initial reaction to this image of recreation on local lakes and reservoirs on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
0%	0%	4%	15%	19%	23%	39%	5.8

38. Do you think local government or other public agencies should encourage the planning of recreational opportunities into future development projects?

Yes, very much	60%
Yes, a little bit	36%
No, not at all	4%

IMAGE #21

39. Do you support or oppose having local government agencies provide funds to encourage the development of impervious pathways like the one in the photograph?

Strongly support	20%
Somewhat support	62%
Somewhat oppose	12%
Strongly oppose	5%
Blank	1%

IMAGE #22A & 22B

40. These images show "impervious" and "pervious" pathways. Please indicate your feelings about these images on the line below. Use the scale from 1 to 7, where "1" means you strongly prefer the impervious pathway and 7 means you prefer the pervious pathway. A "4" means you have a neutral feeling, and don't necessarily prefer one option to the other. You can use any number between one and seven.

Strongly Prefer Impervious Pathway (A)			**Neutral**			**Strongly Prefer Pervious Pathway (B)**	**Mean**
17%	**8%**	**11%**	**21%**	**11%**	**15%**	**17%**	**4.1**

IMAGE #23

41. Please indicate your initial reaction to this image of cycling trails on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			**Neutral**			**Strongly Positive**	**Mean**
2%	**0%**	**6%**	**7%**	**17%**	**25%**	**43%**	**5.8**

42. Do you think local government or other public agencies should try to encourage the development of cycling trails?

Yes, very much ---------- 51%
Yes, a little bit ---------- 37%
No, not at all ---------- 12%

IMAGE #24

43. Please indicate your initial reaction to this image of open space on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			**Neutral**			**Strongly Positive**	**Mean**
0%	**0**%	**2**%	**3**%	**5**%	**20**%	**70**%	**6.5**

44. Would you be willing to pay additional taxes or other fees to enable local government or other public agencies to preserve more areas of open space like the one shown in the picture?

Yes, twelve or more dollars per year ---------- 23%
Yes, between six and twelve dollars per year ---------- 37%
Yes, less than six dollars per year---------- 19%
No, not willing to pay any additional taxes/fees ---------- 21%

IMAGE #25

45. Please indicate your initial reaction to this image of a local urban park on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			**Neutral**			**Strongly Positive**	**Mean**
0%	**2**%	**1**%	**4**%	**16**%	**32**%	**45**%	**6.1**

46. Would you be willing to pay additional taxes or other fees to enable local government or other public agencies to create more urban parks of the type shown in this image?

Yes, twelve or more dollars per year ---------- 15%
Yes, between six and twelve dollars per year ---------- 37%
Yes, less than six dollars per year---------- 28%
No, not willing to pay any additional taxes/fees ---------- 20%

IMAGE #26

47. Please indicate your initial reaction to this image of a local open-space park on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			**Neutral**			**Strongly Positive**	**Mean**
2%	**6**%	**5**%	**18**%	**11**%	**18**%	**40**%	**5.4**

48. Would you be willing to pay additional taxes or other fees to enable local government or other public agencies to set aside more open-space parks of the type shown in this image?

Yes, twelve or more dollars per year	15%
Yes, between six and twelve dollars per year	19%
Yes, less than six dollars per year	26%
No, not willing to pay any additional taxes/fees	40%

IMAGE #27

49. Please indicate your initial reaction to this image of a boardwalk through a wetland on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			**Neutral**			**Strongly Positive**	**Mean**
2%	**10**%	**7**%	**27**%	**15**%	**18**%	**21**%	**4.8**

50. Would you be willing to pay additional taxes or other fees to enable local government or other public agencies to preserve and create more wetlands with boardwalks of the type shown in this image?

Yes, twelve or more dollars per year	6%
Yes, between six and twelve dollars per year	13%
Yes, less than six dollars per year	23%
No, not willing to pay any additional taxes/fees	58%

IMAGE #28

51. Please indicate your initial reaction to this image of an undeveloped wetland on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
4%	**3**%	**7**%	**15**%	**17**%	**17**%	**37**%	**5.4**

52. Would you be willing to pay additional taxes or other fees to enable local government or other public agencies to preserve more undeveloped wetlands of the type shown in this image?

Yes, twelve or more dollars per year	8%
Yes, between six and twelve dollars per year	17%
Yes, less than six dollars per year	32%
No, not willing to pay any additional taxes/fees	43%

IMAGE #29A & 29B

53. These images show creeks with and without wildlife. Please indicate your feelings about these images on the line below. Use the scale from 1 to 7, where "1" means you strongly prefer creeks with wildlife and "7" means you strongly prefer creeks without wildlife. A "4" means you have a neutral feeling, and don't necessarily prefer one option to the other. You can use any number between one and seven.

Strongly Prefer Creeks With Wildlife (A)			Neutral			Strongly Prefer Creeks Without Wildlife (B)	Mean
36%	**14**%	**9**%	**32**%	**2**%	**5**%	**2**%	**2.7**

IMAGE #30

54. Please indicate below how strongly you would support or oppose requiring development along creeks to follow the patterns shown in the picture.

Strongly support	54%
Somewhat support	36%
Neutral	7%
Somewhat oppose	1%
Strongly oppose	2%

IMAGE #31

55. Please indicate your initial reaction to this image of creek clean-ups on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
1%	1%	2%	6%	10%	27%	53%	6.2

IMAGE #32

56. Please indicate your initial reaction to this image of trash cans alongside creeks on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction to the image, and "7" means you have a strongly positive reaction to the image. A "4" means you have a neutral feeling about the image. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
0%	0%	0%	3%	10%	17%	70%	6.5

IMAGE #33

57. Please indicate your initial reaction to the concept of having a large-item curbside disposal program available in your neighborhood on the line below. Use the scale from 1 to 7, where "1" means you have a strongly negative reaction, and "7" means you have a strongly positive reaction to such a program. A "4" means you have a neutral feeling about it. You can use any number between one and seven.

Strongly Negative			Neutral			Strongly Positive	Mean
3%	0%	2%	4%	4%	11%	76%	6.4

58. Activities you do now

	YES	NO
a. Community gardening	6%	94%
b. Composting	19%	81%
c. Conserving natural resources	75%	25%
d. Learning about wildlife	58%	42%
e. Planting native vegetation	27%	73%
f. Removing invasive species	43%	57%
g. Preventing pollution in your daily life	80%	20%
h. Protecting the Bay and streams	71%	29%
i. Trail development and maintenance	8%	92%
j. Visiting or viewing places of environmental interest	60%	40%
k. Watershed education	13%	87%
l. Watershed management planning	3%	97%
m. Outdoor recreation	93%	7%

59. Activities you would do in the future

	YES	NO
a. Community gardening	42%	58%
b. Composting	29%	71%
c. Conserving natural resources	26%	74%
d. Learning about wildlife	28%	72%
e. Planting native vegetation	35%	65%
f. Removing invasive species	16%	84%
g. Preventing pollution in your daily life	22%	78%
h. Protecting the Bay and streams	25%	75%
i. Trail development and maintenance	25%	75%
j. Visiting or viewing places of environmental interest	29%	71%
k. Watershed education	23%	77%
l. Watershed management planning	15%	85%
m. Outdoor recreation	20%	80%

THANK YOU VERY MUCH FOR FILLING OUT THIS SURVEY. WE WILL NOW HAVE MORE DISCUSSION ABOUT SOME OF THE IMAGES YOU HAVE VIEWED.