



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** January 29, 2008

**TO:** Mayor and Council Members

**FROM:** Creeks Division, Parks and Recreation Department

**SUBJECT:** Professional Services Contract With Goodwin Simon Victoria Research For Water Quality Public Opinion Research

### RECOMMENDATION:

That Council authorize the Parks and Recreation Director to execute a professional services contract with Goodwin Simon Victoria Research in the amount of \$58,300 to conduct residential and business opinion research related to creek restoration and to storm water and urban runoff pollution.

### DISCUSSION:

#### Background

Since 2003, the Creeks Division of the Parks and Recreation Department has developed and distributed a wide range of print, radio, and television media (including brochures, advertisements, and public service announcements) related to creek and ocean pollution. This has been an important component of the effort to increase community awareness about sources of creek and ocean water pollution. In addition, the Creeks Division has conducted numerous community forums, workshops, and stewardship projects. A public opinion survey and an education plan, developed in 2002, provided the basis for many of these education and outreach efforts.

Since public opinion research is a widely accepted strategy for evaluating program effectiveness, as well as measuring changes in awareness and determining the most effective education tools, the Creeks Division is recommending that a follow-up survey be conducted.

#### Scope of Work

The purpose of the follow-up public opinion research project is to allow the Creeks Division to measure the level of awareness of creek restoration and water quality issues, the impact of outreach and media strategies used, percentage of residents and business owners who actually changed their behavior as a result of the education programs, and to provide guidance for future outreach and education efforts.

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REVIEWED BY: \_\_\_\_\_ Finance \_\_\_\_\_ Attorney

Agenda Item No. \_\_\_\_\_

The proposed research project includes 2 telephone surveys with 1 focused on the residential sector and the second focused on the business sector.

An 18-minute residential survey will target 600 residents on the South Coast, of which half will be within the City. The residential survey will be conducted in both Spanish and English, and will include specific methodologies to ensure participation by difficult to survey segments of the community such as residents using wireless communication instead of land lines.

A 5 to 10 minute business sector survey will include 200 South Coast businesses. This survey will be conducted with an additional 40 restaurants and 40 automobile repair shops.

Goodwin Simon Victoria Research (GSVR) was selected from the responses to a request for proposals (RFP) that was distributed to 20 firms throughout the western United States. Creeks Division staff interviewed the two firms that responded to the RFP and GSVR was selected as the most qualified because of its extensive experience in both public opinion research and storm water and urban runoff pollution issues. Moreover, GSVR conducted the Creeks Division's first public opinion survey, so the firm has some knowledge of the sampling area and local creek and water quality issues. Based in Culver City, the firm conducts public opinion research nationwide.

#### Project Schedule and Reporting

The surveys will be conducted in March 2008, and a final report will be completed in April 2008. GSVR will present the results to Council and the Creeks Advisory Committee. The results of this research will provide guidance for the next phase of education and outreach program activities.

#### Budget/Financial Information

The total cost to complete this project is \$58,300. This amount includes questionnaire design, sampling, reporting, presentation, and project management, as well as translation, interviewing, sampling, and data processing costs. Funds for this project are designated in the Creeks Division Fiscal Year 2008 operating budget.

#### Sustainability Impact

Reducing the impact of polluted urban runoff from developed areas is critical for the protection of water quality in the City. An important goal of the Creeks Division public outreach effort is to educate residents about specific behaviors and habits that can improve water quality. The public opinion research project will measure individuals' level of awareness of creek restoration and water quality issues, the impact of outreach and media strategies used, and provide guidance for future outreach and education efforts.

**PREPARED BY:** Cameron Benson, Creeks Restoration/Clean Water Manager

**SUBMITTED BY:** Nancy Rapp, Parks and Recreation Director

**APPROVED BY:** City Administrator's Office