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& OPINION
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King County Department of Natural Resources Water Quality Survey

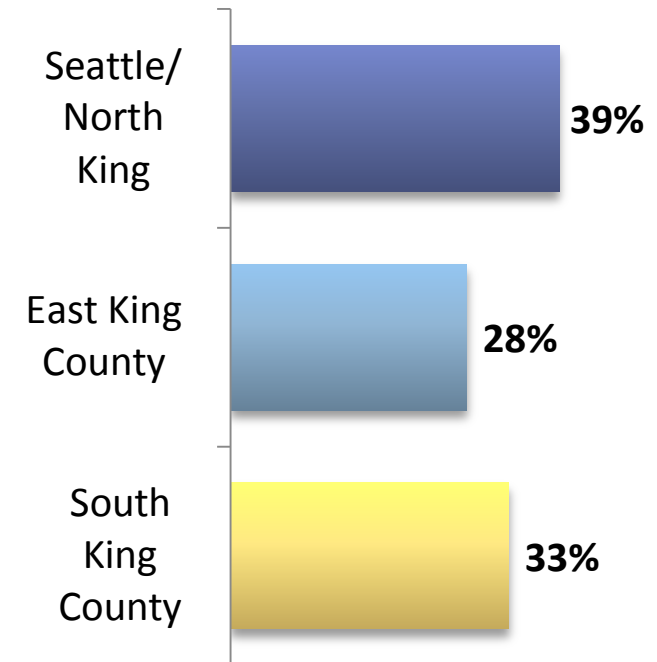
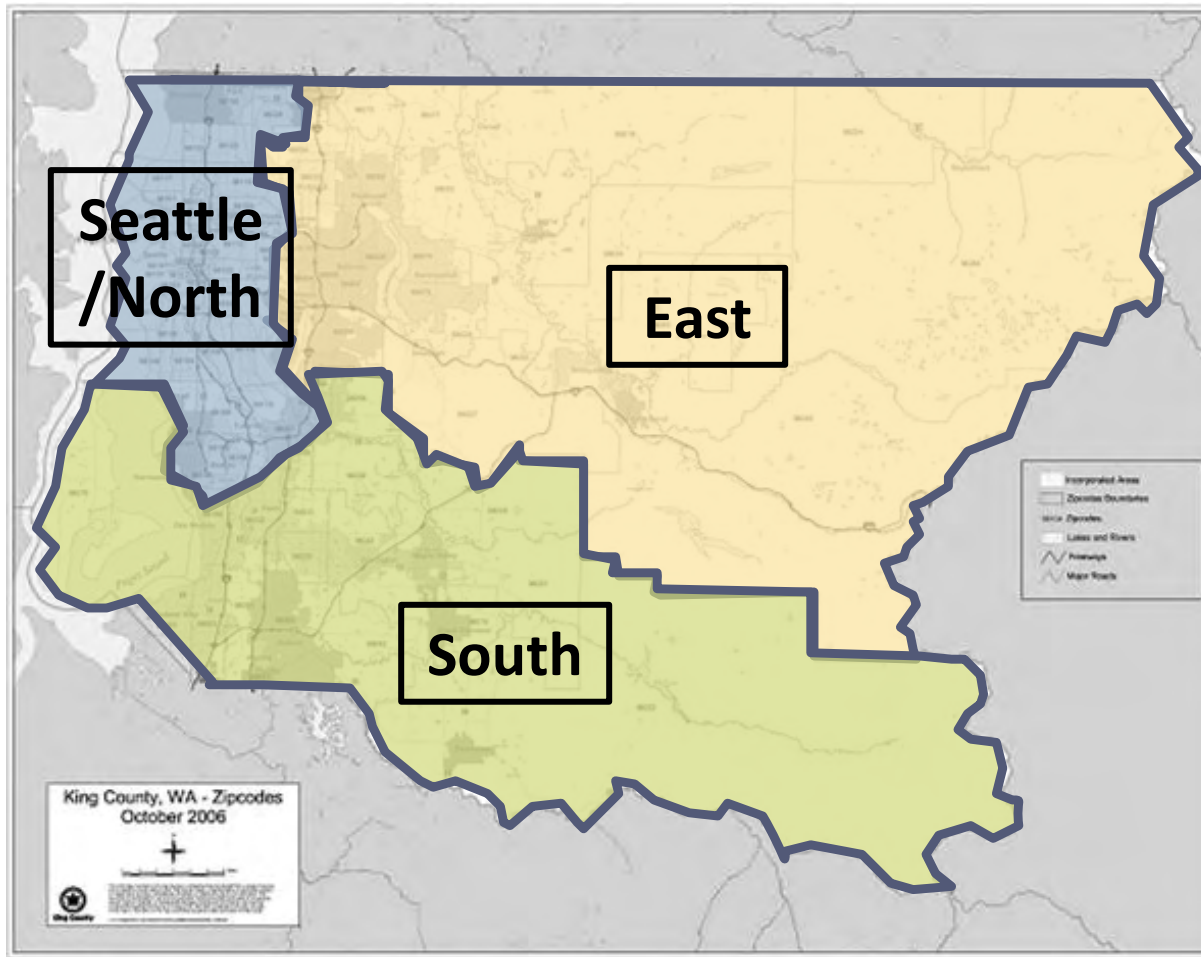
Final Report

November 2011
EMC 11-4503

- Telephone Survey
- 400 King County residents age 18+ were selected for interviewing using a RDD (Random Digit Dial) sample
- Conducted October 2nd - 5th, 2011
- Weighted to accurately reflect King County adult population based on key demographics
- Trained, professional interviewers
- Results are compared where appropriate and possible to previous water quality surveys conducted for KC DNR by EMC Research

Due to rounding, some percentages may not add up to exactly 100%.

King County Sub Regions



Key Findings



- ▶ A majority of residents (53%) give King County positive ratings for the job it is doing providing wastewater treatment services, this rating improves by more than 10 points (to 64% positive) when residents hear about King County Wastewater Treatment Division's Mission.
- ▶ Two-thirds (66%) do not recall seeing or hearing anything about wastewater services. Of those saying they have seen or heard something, "New treatment plants" and "Brightwater project completion" are the top mentions.
- ▶ Unchanged since 2009, water quality/pollution continues to be the top mentioned environmental issue facing the region by King County residents.
- ▶ Less than half (42%) of residents say the fees they pay for sewage collection and treatment are a good value. About the same (41%) are not sure, and about a fifth (18%) say they are not a good value. Only a third (30%) of residents in South King County say the fees they pay are good value compared to almost half (48%) in Seattle/N. King County.
- ▶ Residents say monitoring water quality levels (50%; Extremely Important) and ensuring builders follow construction standards (47%; Extremely Important) are the two most important steps King County could take to protect water quality.

- ▶ A strong majority (60%) of residents continue to say they are likely to use compost or topsoil containing biosolids in their landscaping or home gardens. Use in agriculture and forestry is the leading choice for how to use biosolids.
- ▶ An overwhelming 8-in-10 residents (82%) support King County using as much reclaimed water as possible, in industry, municipal services, and watering of golf courses. At the same time, there is also concern about using reclaimed water for growing vegetables for sale and watering recreation fields at schools.
- ▶ A strong majority (68%) say they are more likely to patronize a business or purchase a product if reclaimed water had been used.
- ▶ A strong majority of residents (69%) are willing to pay an extra dollar each month to help build a new reclaimed water treatment and distribution system. A majority of residents (72%) are willing to pay \$1.50/month on their sewer bill to reduce sewage and stormwater releases into Puget Sound. When this amount is raised to \$3/month overall support drops 14 points to (58%).

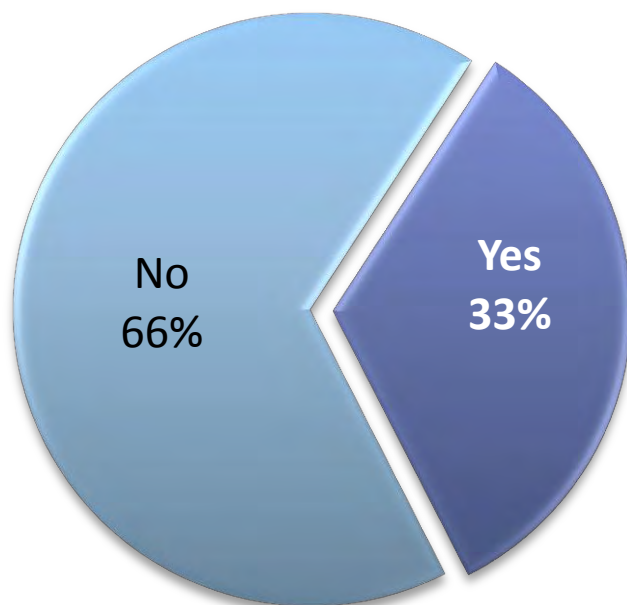
Wastewater Services Awareness



Awareness of Wastewater Services

Do you recall seeing or hearing anything about the topic of wastewater services lately?

2011

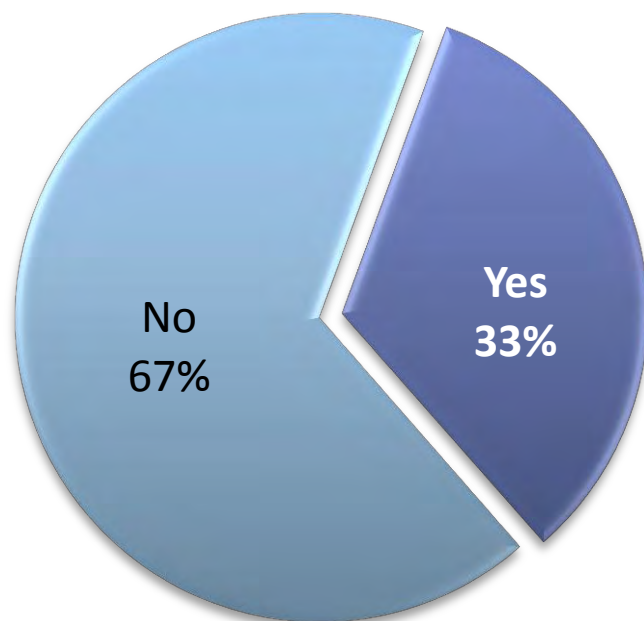


What did you see or hear? [n=132;MOE ± 8.3%]	% of those who have heard/seen something
New wastewater plant being built/New facility	24%
Brightwater project just completed	22%
Expensive project/Budget issues	9%
Concern about wastewater getting into the sound	7%
It cleans our water	6%
It's a good thing/General positive responses	5%
Received a flyer with information	4%
Most up-to-date technology for cleaning water	3%
It will increase our monthly bill	3%

Awareness of Wastewater Services

Do you recall seeing or hearing anything about the topic of wastewater services lately?

2011



	Where did you see or hear that? [n=132;MOE ± 8.3%]	% of those who have heard/seen something
	Newspaper	40%
	Television	26%
	Radio	7%
	Online/Internet	5%
	Postcard	5%
	Local sewer or water utility	3%
	Friend or family/Word of mouth	3%

Most Important Environmental Issue

What do you think is the most important environmental issue facing our region today?

<i>Most important issue (open ended)</i>	<i>2009</i>	<i>2011</i>
Water pollution/quality	19	20
Air pollution	15	13
Climate change/Global warming/Ozone	16	13
Traffic/Mass transit/Transportation	9	8
Growth/Population growth/Use of land	6	5
Fuel shortage/Gas prices/Oil prices	6	5
Deforestation	3	4
Toxic waste	3	3
Mismanagement by government	--	2

Most Important Environmental Issue - By Region

What do you think is the most important environmental issue facing our region today?

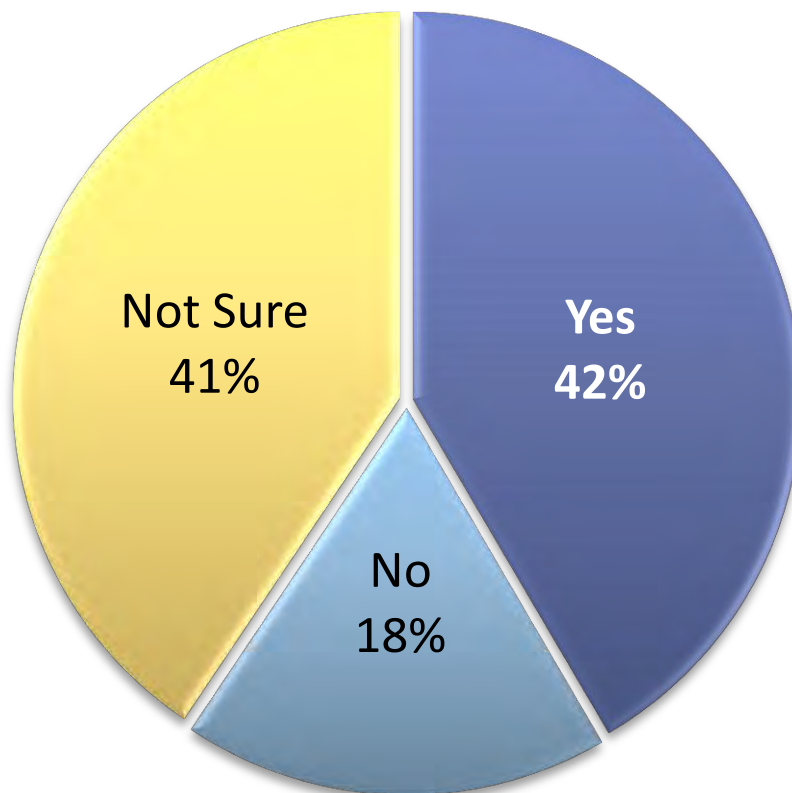
<i>Most important issue (open ended)</i>	<i>Overall</i>		<i>Seattle/N. King</i>	<i>South King</i>	<i>East King</i>
Water pollution/quality	20		20	13	24
Air pollution	13		14	13	12
Climate change/Global warming/Ozone	13		15	12	12
Traffic/Mass transit/Transportation	8		8	7	9
Growth/population/Use of land	5		5	4	6
Fuel shortage/Gas prices/Oil prices	5		6	6	3
Deforestation	4		2	8	3
Toxic waste	3		5	2	2
Mismanagement by government	2		4	0	1

Wastewater Services



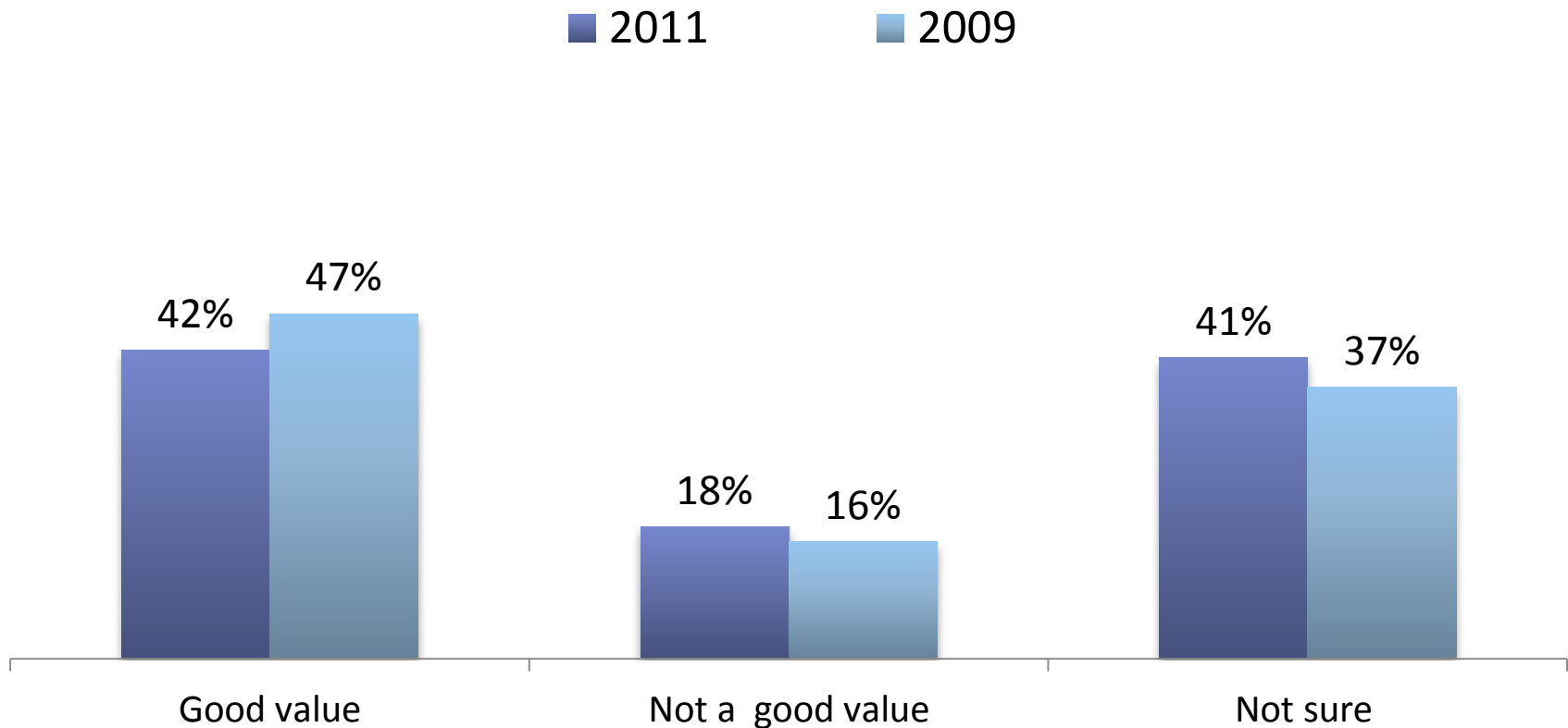
Value of Wastewater Services

Do you think the fees you pay for sewage collection and treatment are a good value: yes, no, or are you not sure?



Value of Wastewater Services - by Year

Do you think the fees you pay for sewage collection and treatment are a good value: yes, no, or are you not sure?



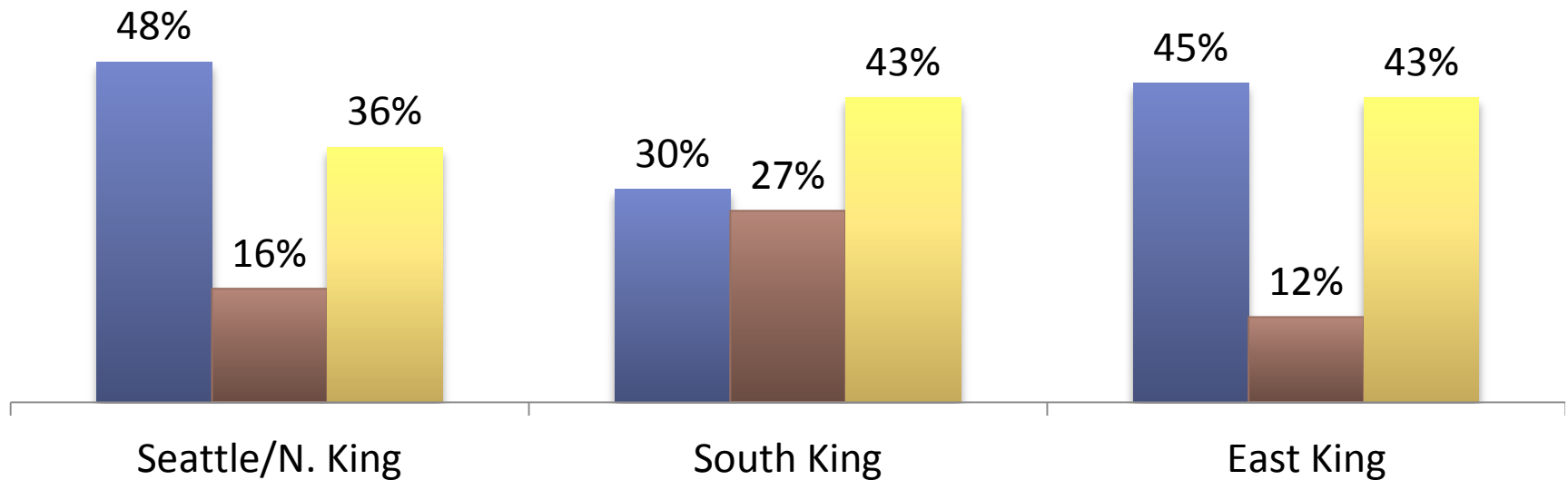
Value of Wastewater Services - by Region

Do you think the fees you pay for sewage collection and treatment are a good value: yes, no, or are you not sure?

■ Yes, Good Value

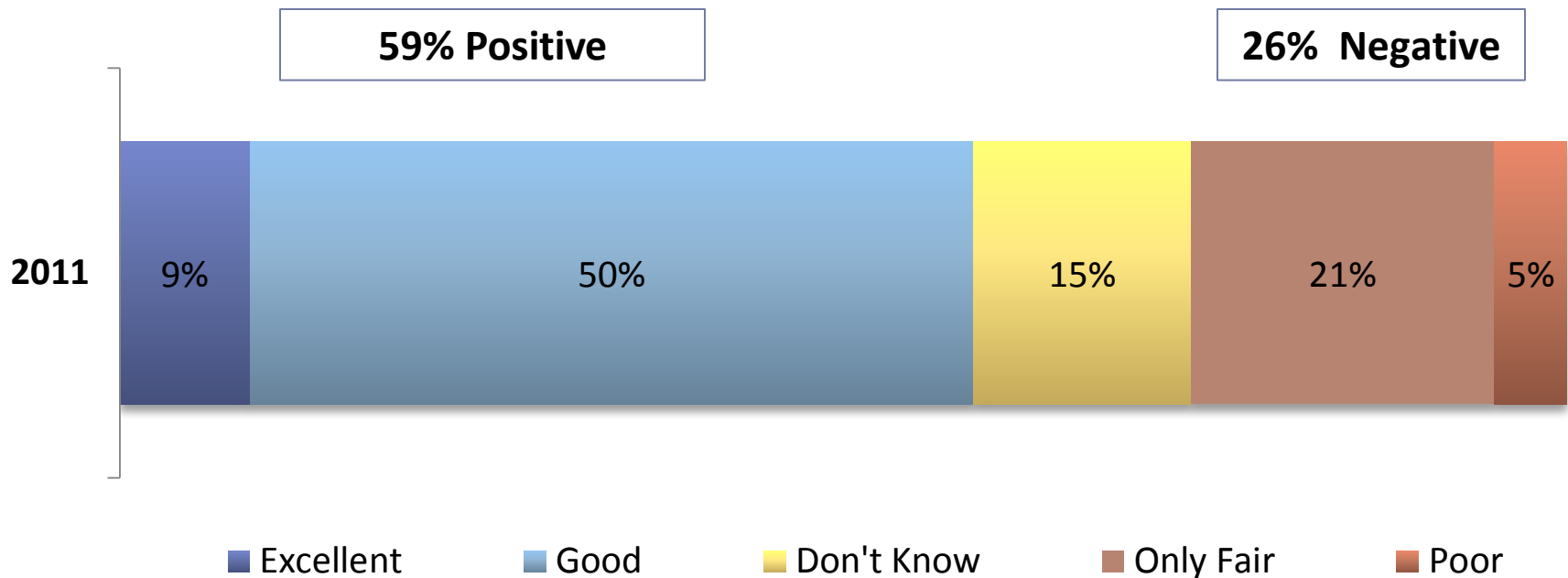
■ No, Not Good Value

■ Not Sure



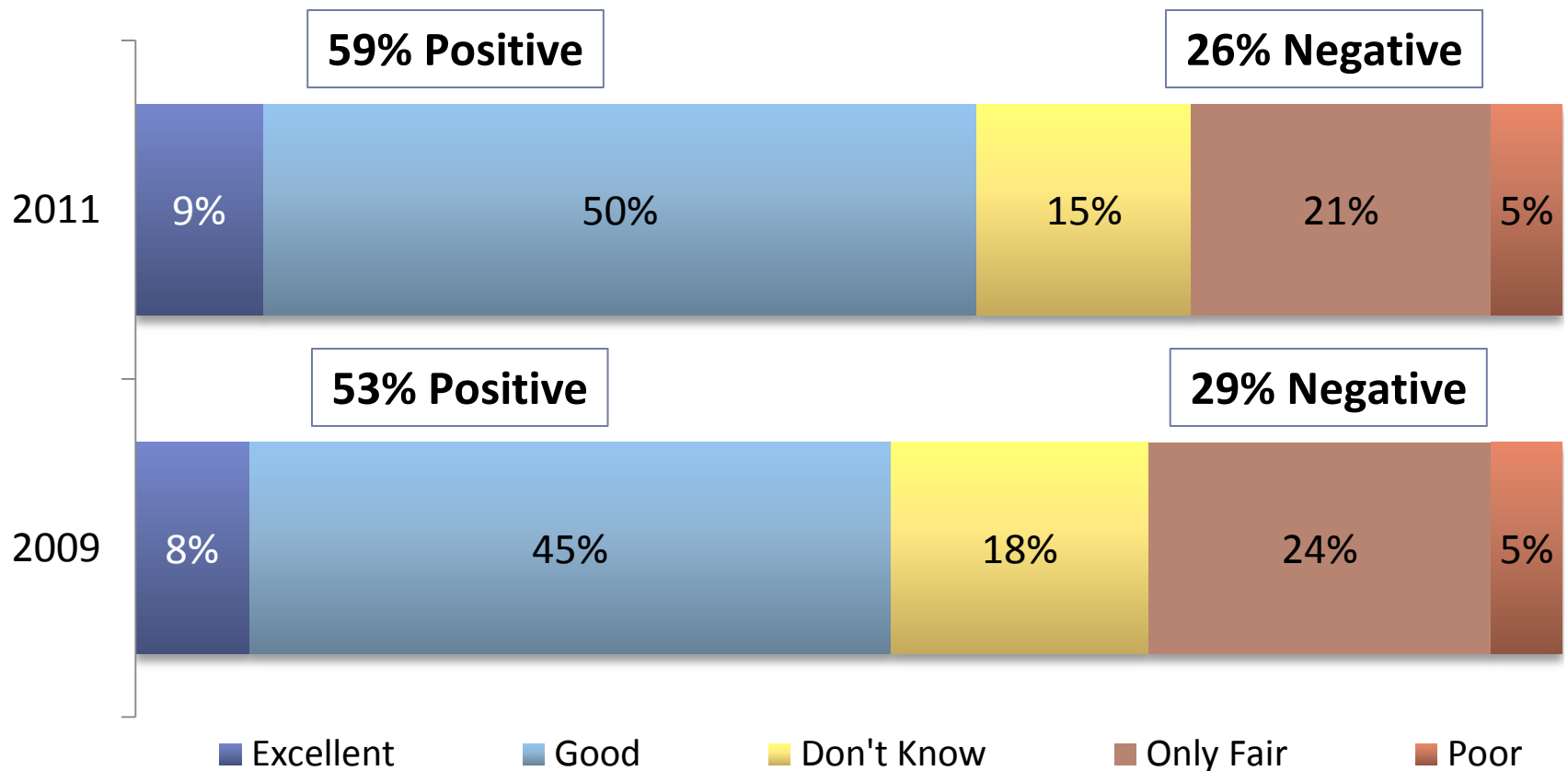
Job Rating Uninformed

Using a scale of excellent, good, only fair, and poor, how would you rate the job King County is doing providing wastewater treatment services?



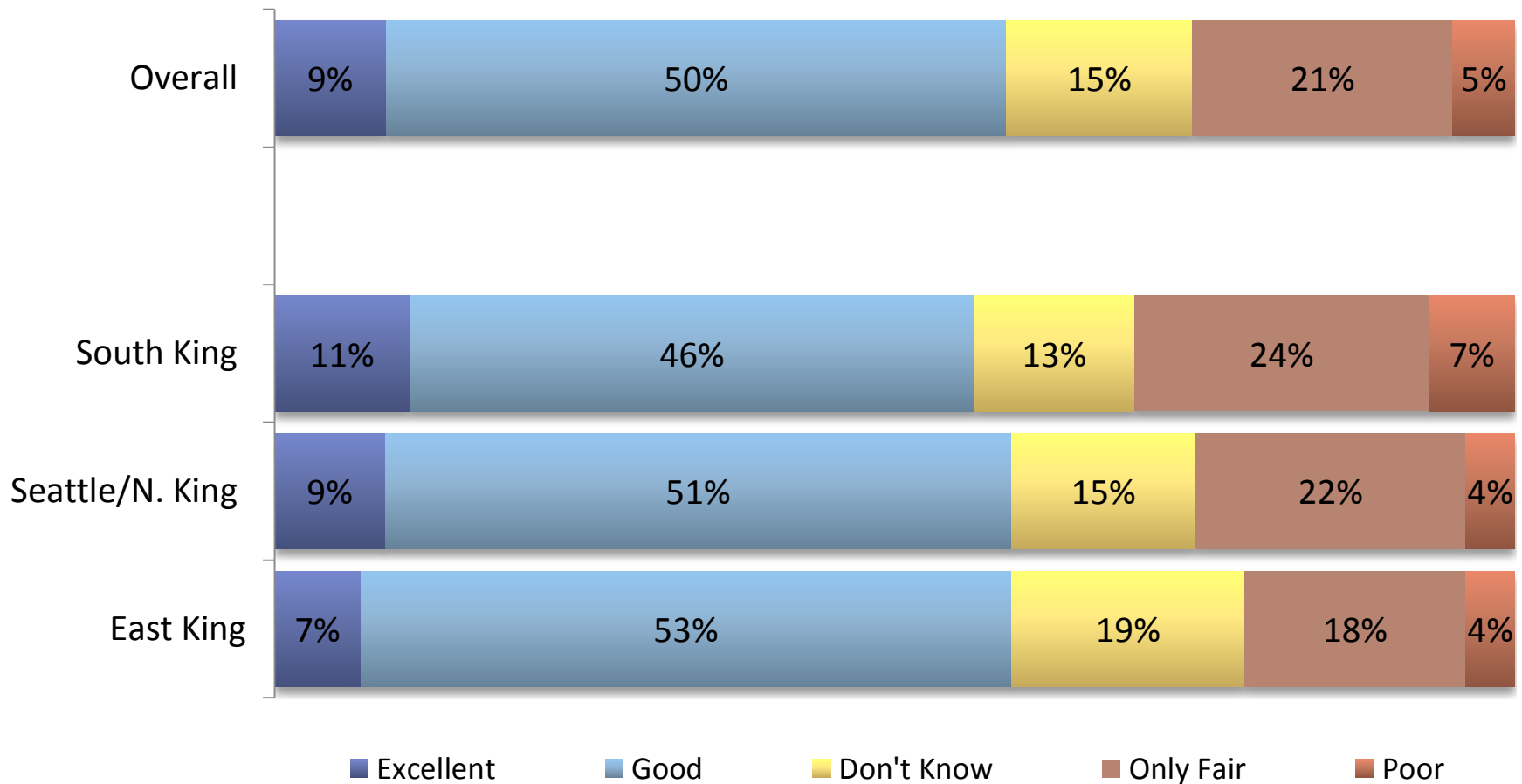
Job Rating Uninformed – by Year

Using a scale of excellent, good, only fair, and poor, how would you rate the job King County is doing providing wastewater treatment services?



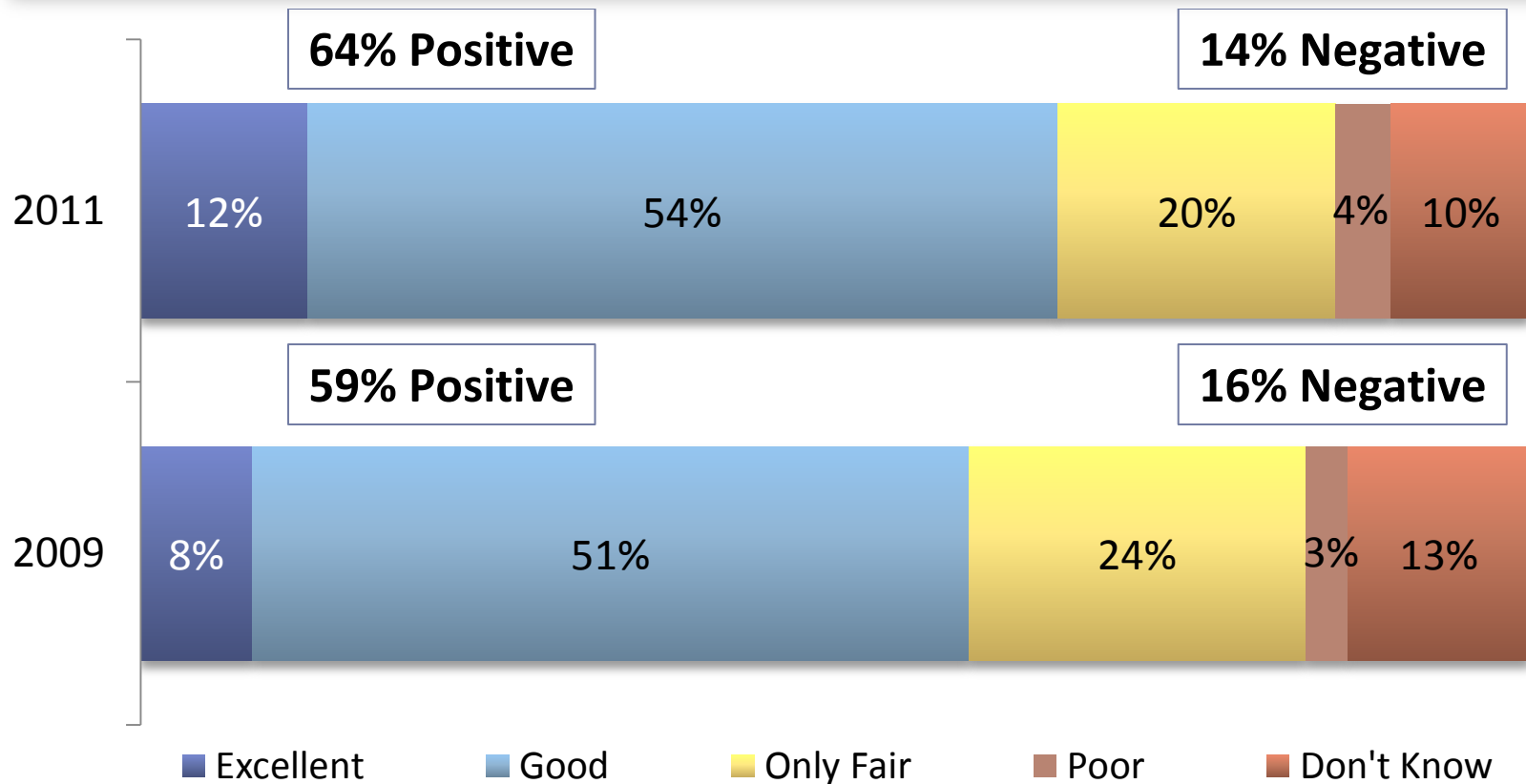
Job Rating Uninformed – by sub-region

Using a scale of excellent, good, only fair, and poor, how would you rate the job King County is doing providing wastewater treatment services?



Job Rating w/Mission Statement

The mission of King County's Wastewater Treatment Division is to protect public health and enhance the environment by treating and reclaiming water, recycling solids and generating energy. Knowing this, how would you rate the job King County is doing providing wastewater treatment services?

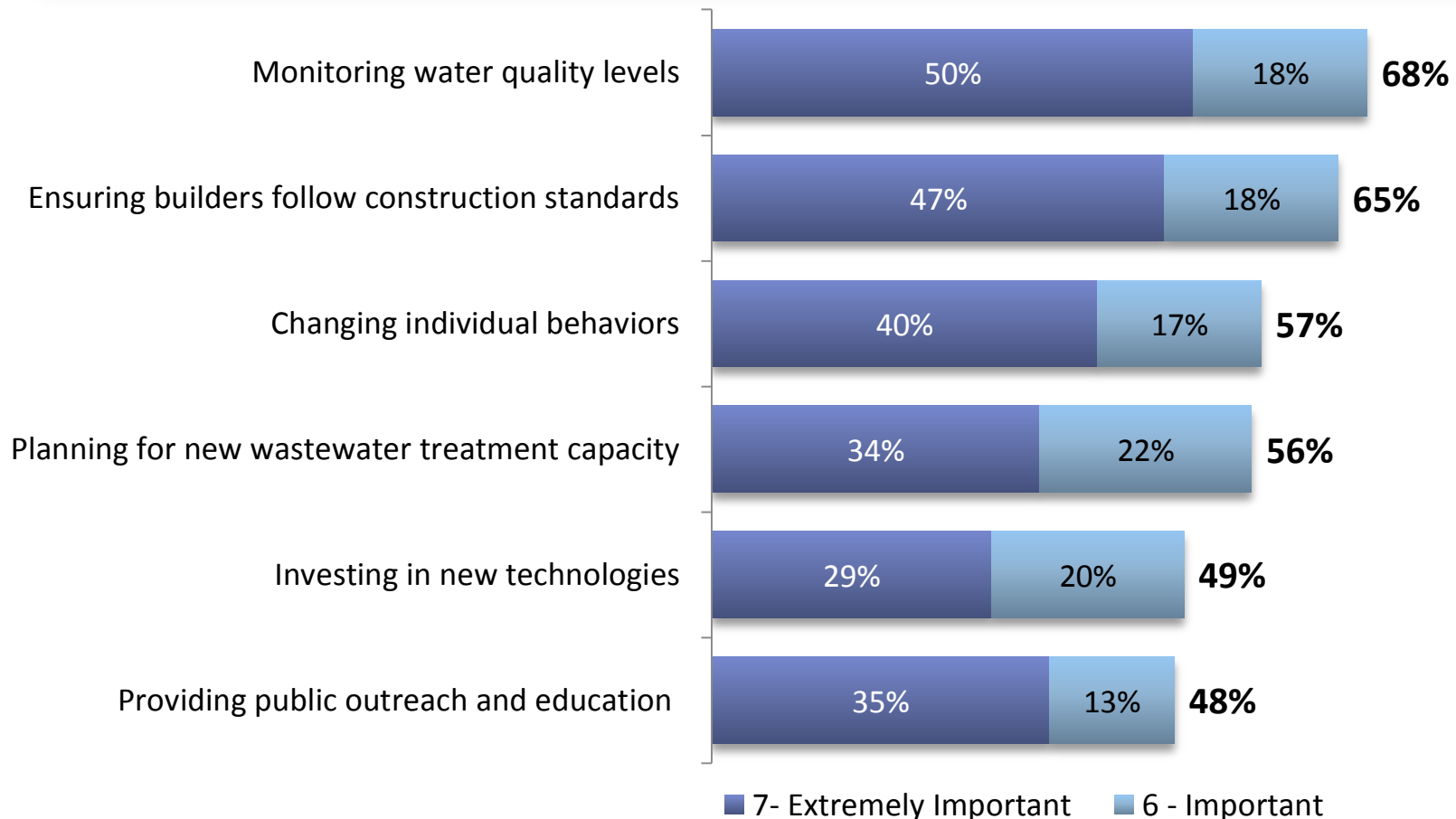


Protecting Water Quality



Protecting Water Quality - Importance

I'm going to read you some things King County could do to help protect water quality in our rivers and Puget Sound. I'd like you to tell me how important each item is, using a scale of one to seven, where one is not at all important and seven is extremely important to help protect water quality.

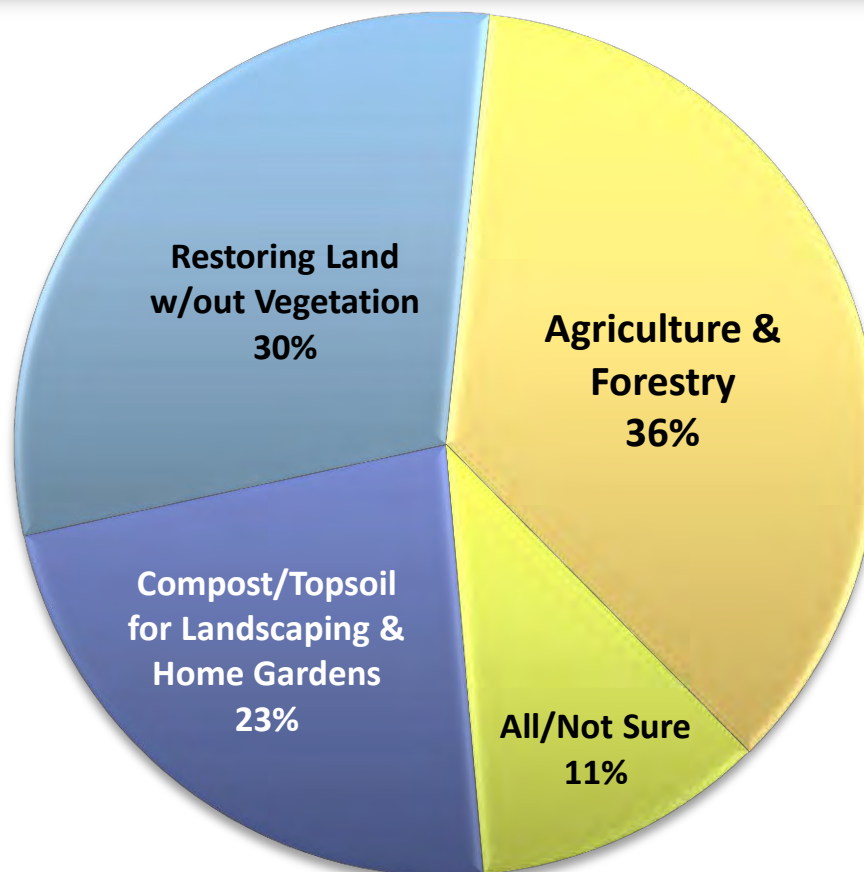


Biosolids



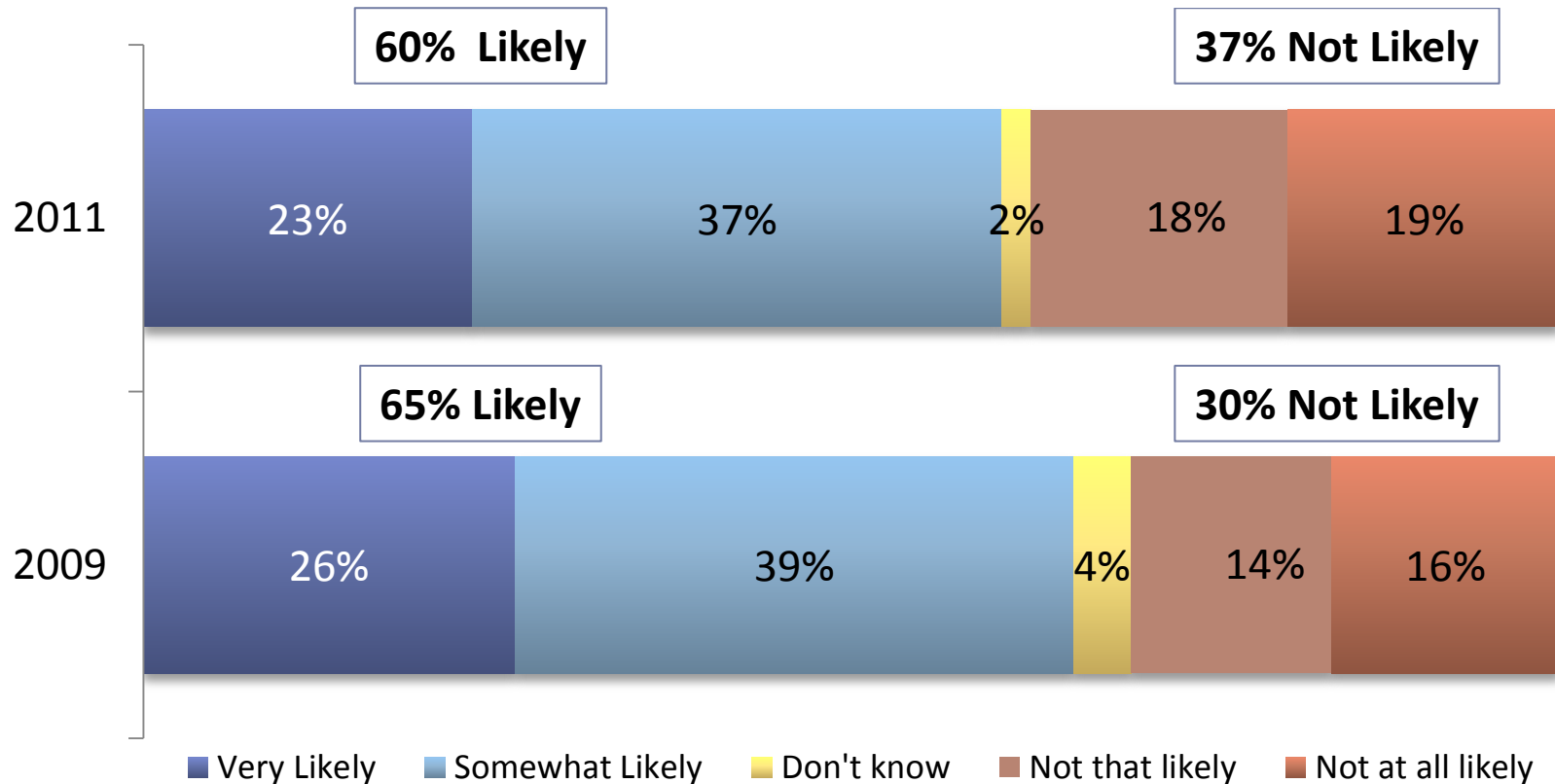
Best Use of Biosolids

In our area, storm water and sewer water from homes is cleaned at treatment plants. During the process, nutrient-rich, organic solids are recovered and treated to make a product called biosolids. For many years, King County has been safely recycling biosolids. Of the following, which do you think would be the best use of biosolids?



Landscaping with Biosolids

Some biosolids are composted or mixed with other materials to create products for landscaping and home gardens. Using a scale of very likely, somewhat likely, not that likely and not at all likely, how likely are you to use compost or topsoil containing biosolids in your landscaping or home garden?



Reclaimed Water



King County Use of Reclaimed Water

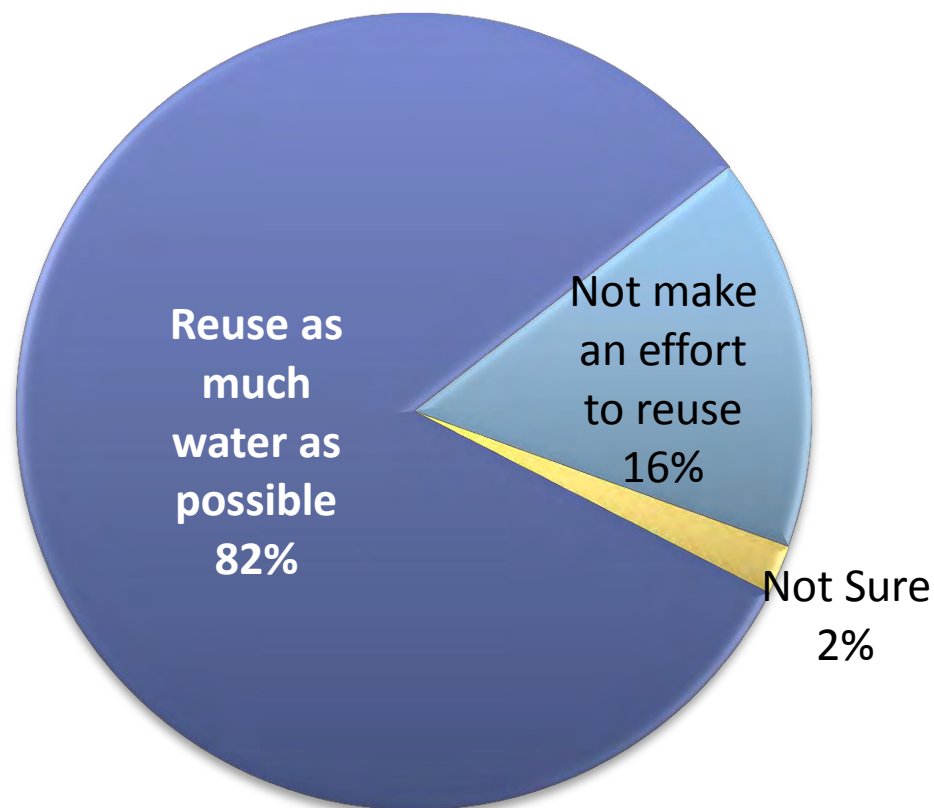
King County collects wastewater from sewers. Some of this water will be sent to a new treatment plant that can treat this water to high and strictly regulated standards. This water is called reclaimed water.

Although it is not suitable for drinking, reclaimed water can be used for a variety of purposes such as irrigation and industry.

In general, would you like to see King County reuse as much of this water as possible

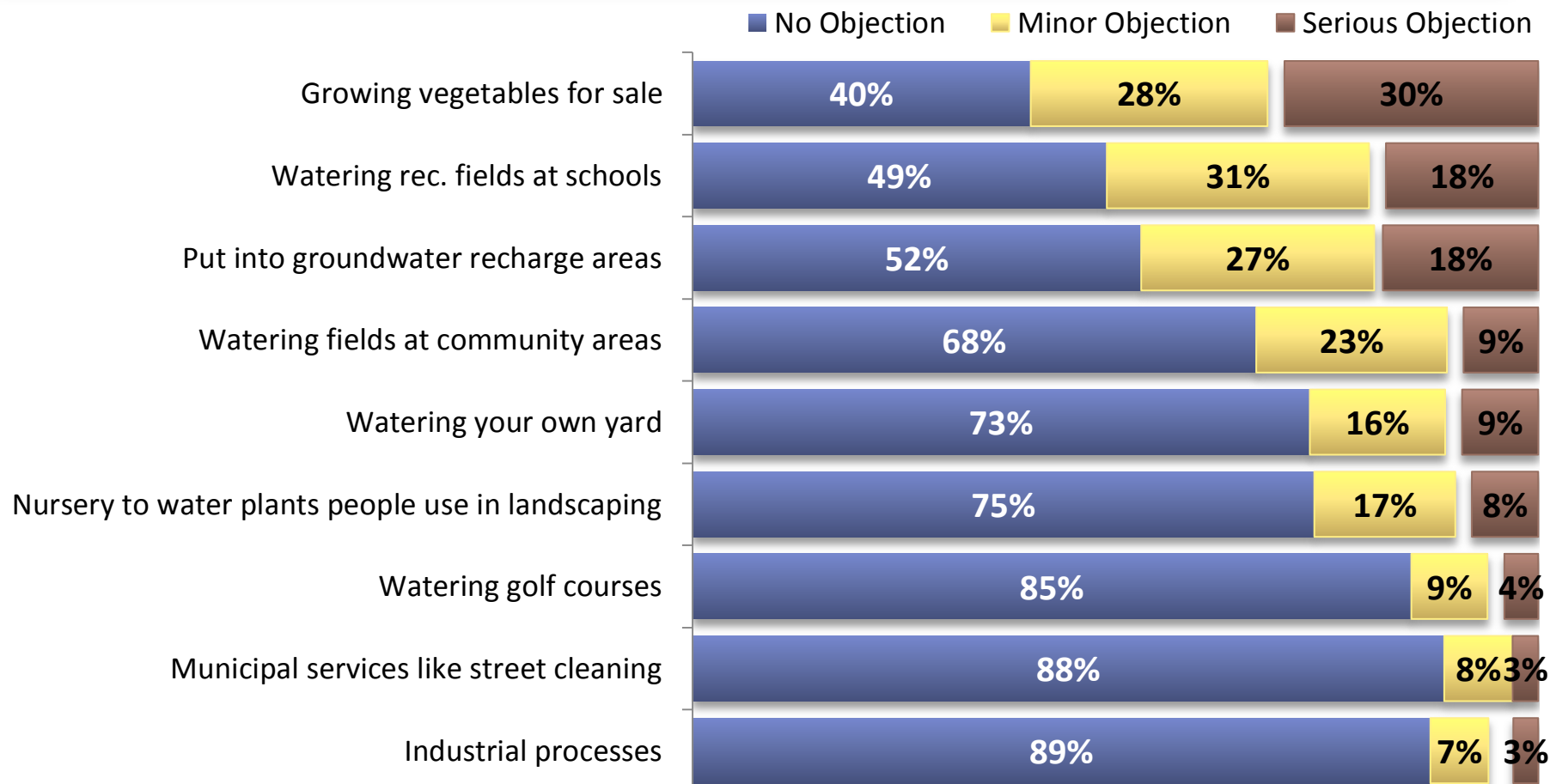
OR

should King County not make an effort to reuse this water?



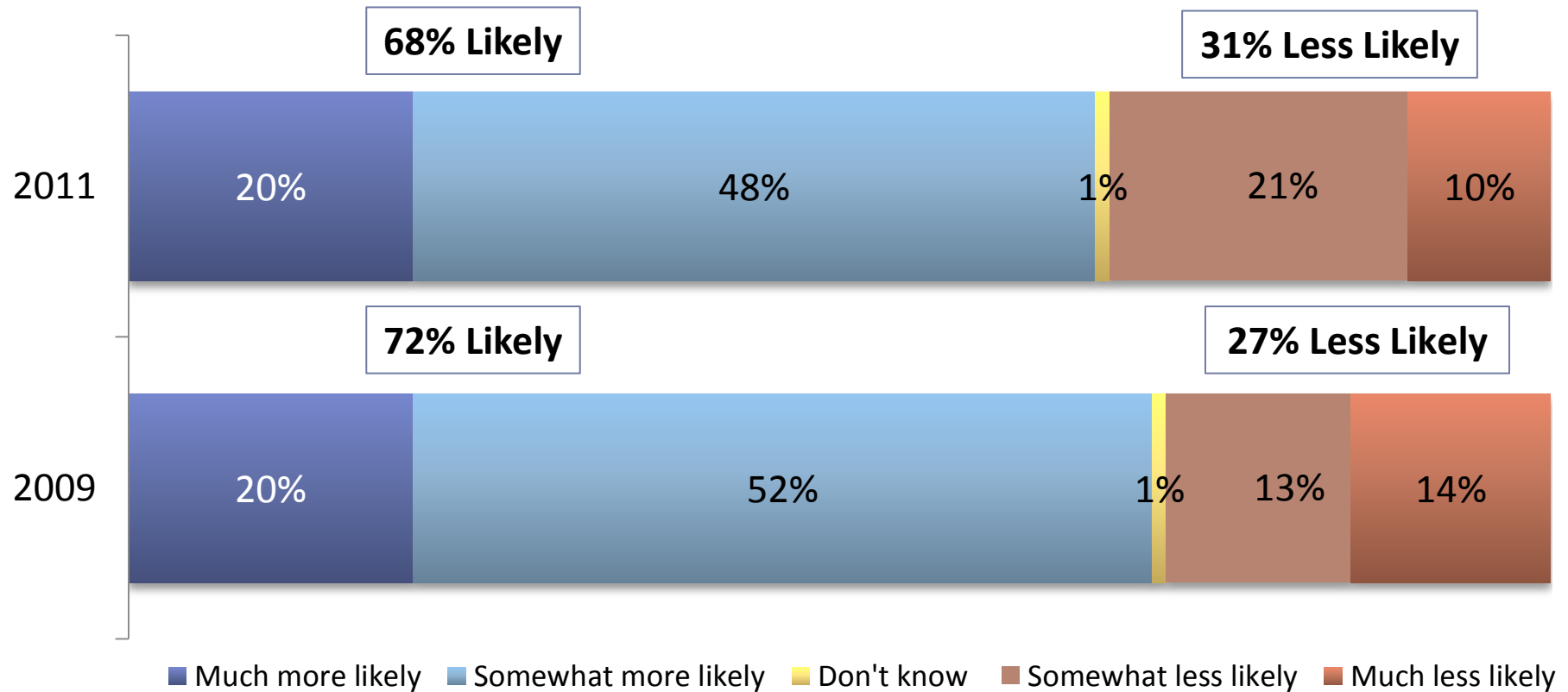
Potential uses of Reclaimed Water

I'm going to read you a list of possible uses for reclaimed water. I'd like to know how you feel about these uses. For each one, please tell me if you have no objection, minor objections, or serious objections about that use for reclaimed water.



Patronage of Businesses Using Reclaimed Water

Do you think you would be more likely or less likely to use a business or buy a product if they used reclaimed water?



Benefits of Using Reclaimed Water

What do you think are the benefits, if any, of using reclaimed water?

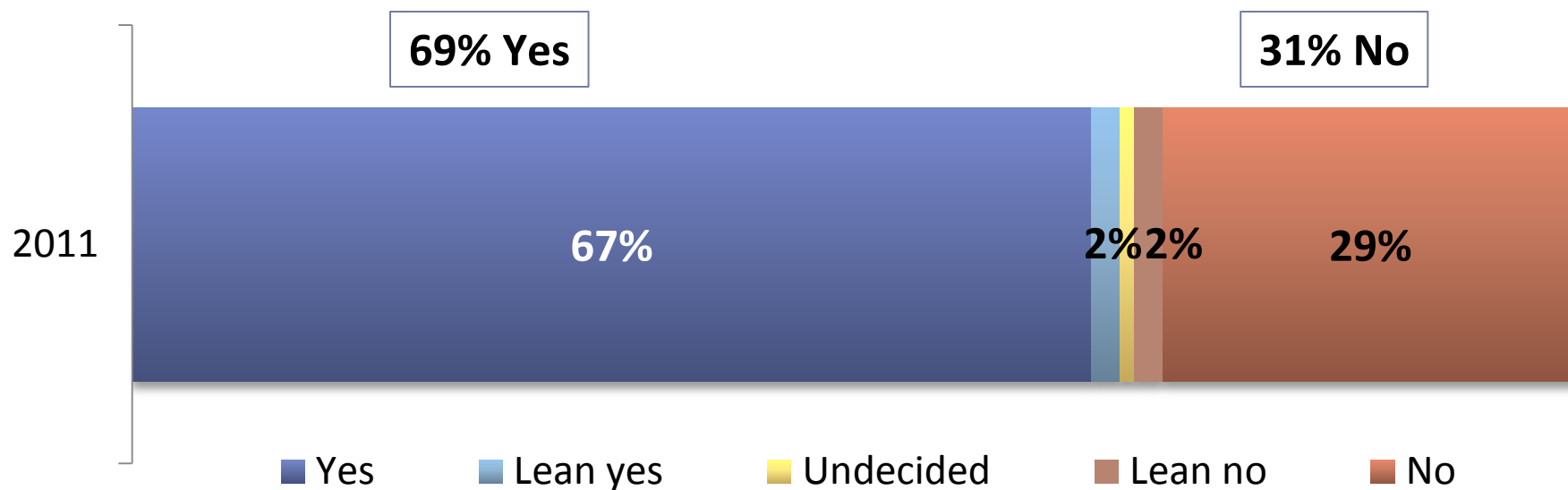
<i>Benefits of reusing water</i>	<i>2009</i>	<i>2011</i>
Use less regular water/Conserving water/Save water supply	35%	43%
Saves you money	6%	7%
Not wasting water/Supplements supply	10%	7%
Recycling/Reclaiming water	14%	6%
More environmentally friendly	8%	5%
Used for yards/Cleaning/Recreational purposes	8%	4%
It's a good idea	--	3%
As long as it is cost effective	--	2%
There are good benefits	--	2%
As long as it doesn't come into human contact	--	2%
Will save energy	2%	1%

Cost Increases



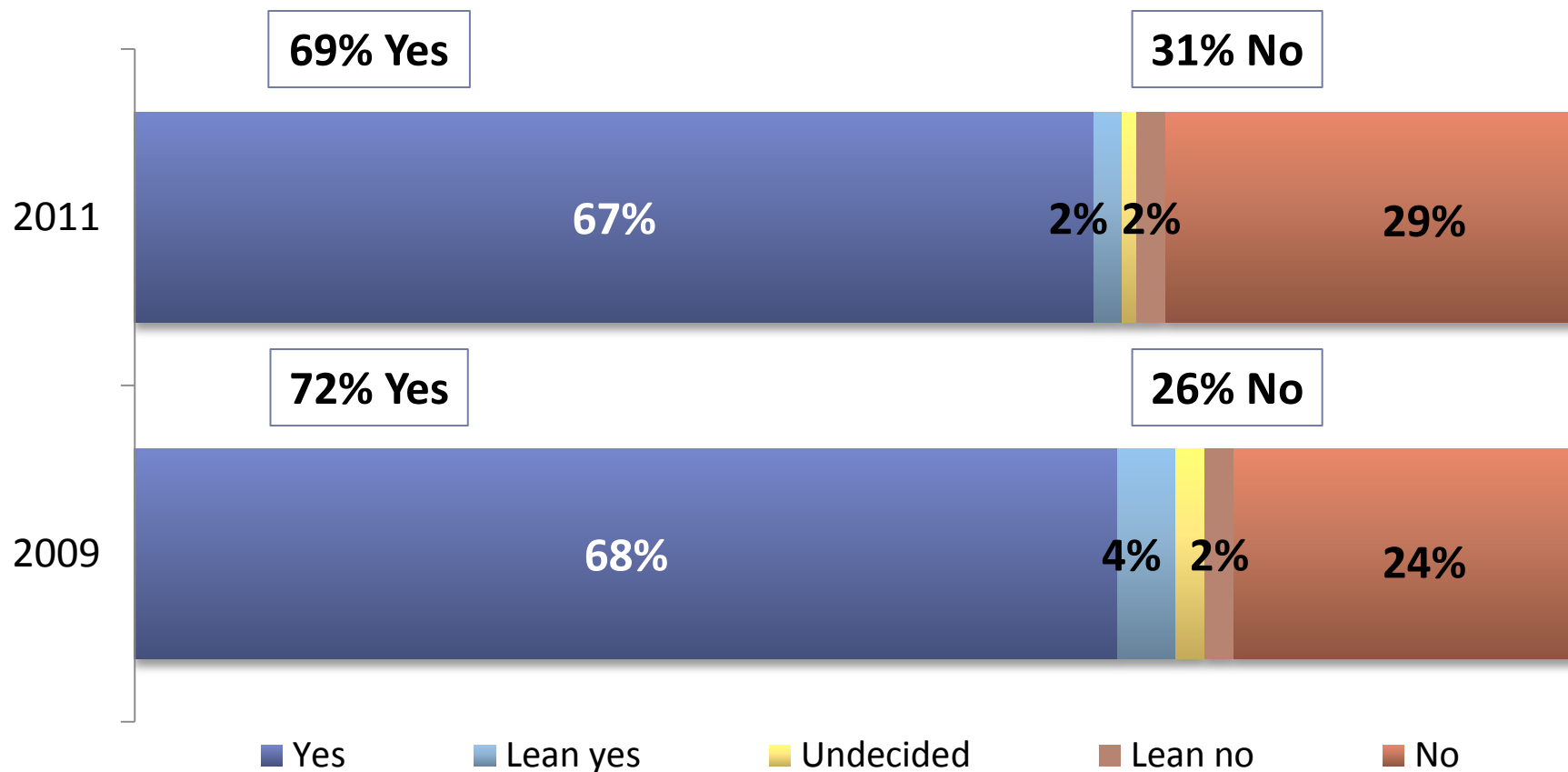
\$1 dollar more per/month

*Would you be willing to pay **one dollar more** per month on your sewer bill to help build a reclaimed water treatment and distribution system?*



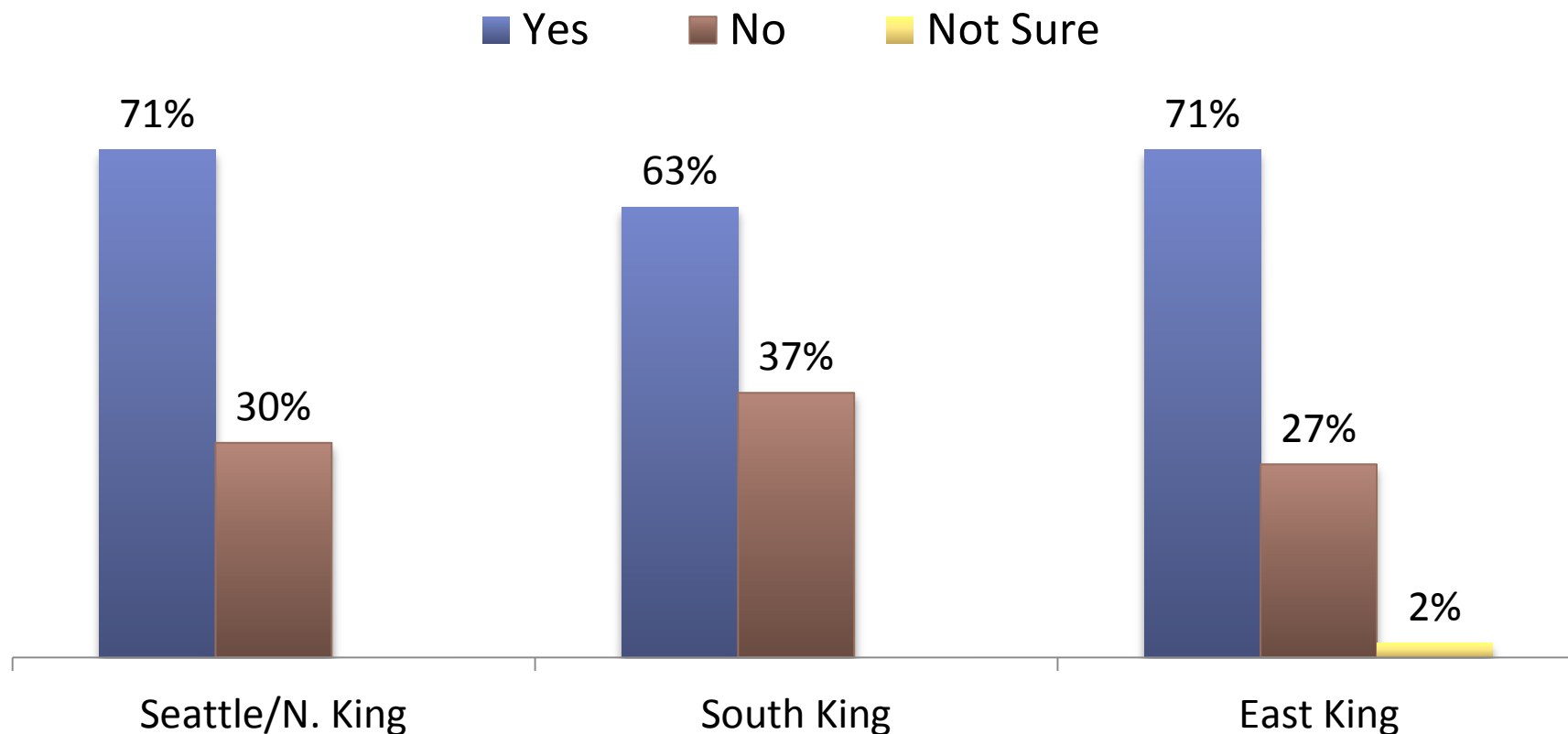
\$1 dollar more per/month – by Year

Would you be willing to pay **one dollar more per month** on your sewer bill to help build a reclaimed water treatment and distribution system?



\$1 dollar more per/month - by sub-region

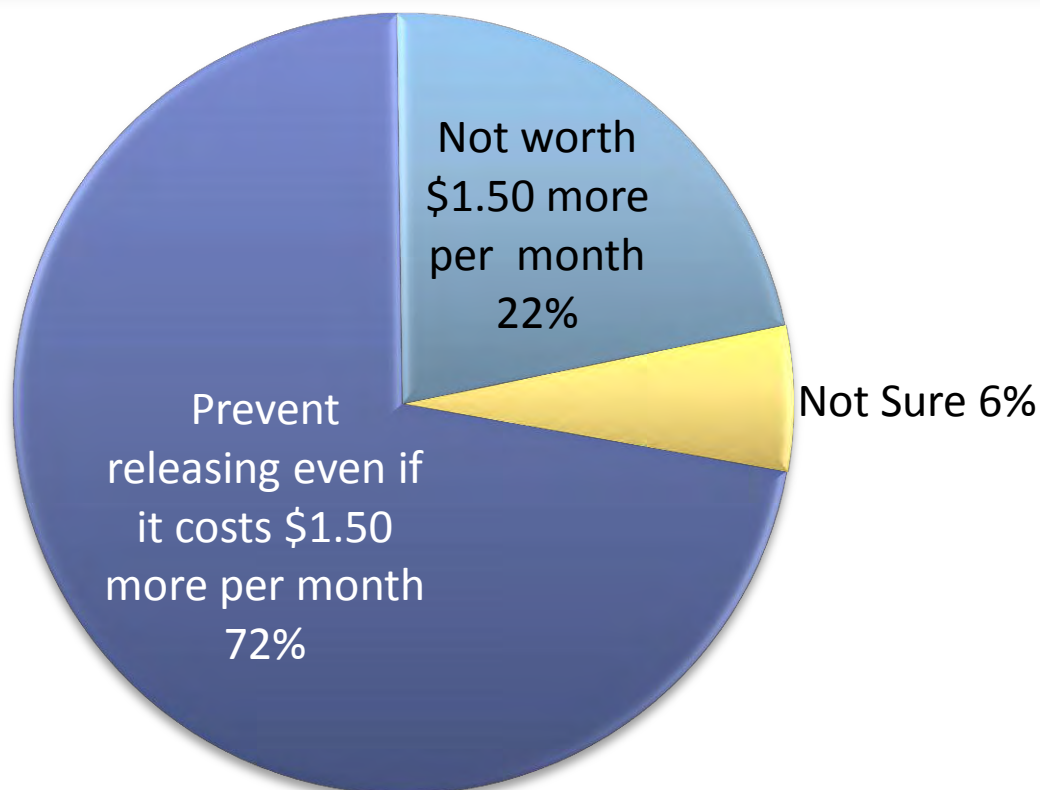
Would you be willing to pay **one dollar more per month** on your sewer bill to help build a reclaimed water treatment and distribution system?



\$1.50 more per/month

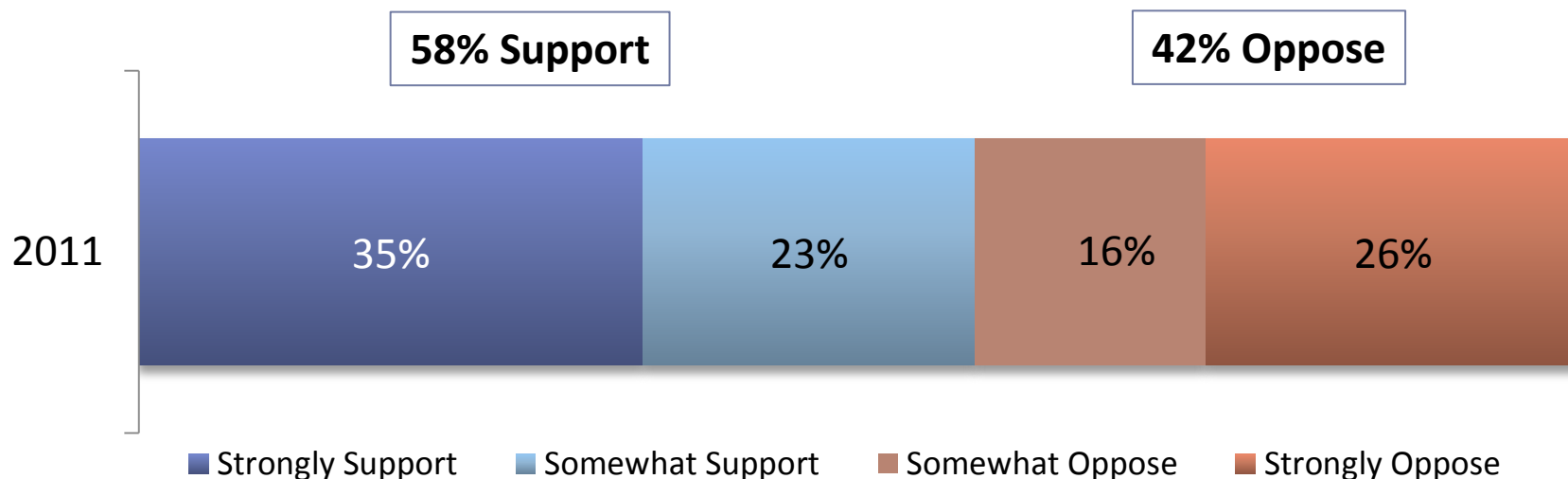
In some areas of King County, sewage and stormwater travel through the same pipes. During heavy rains, this combination of sewage and stormwater can overflow into Puget Sound and other waterways because sewer pipes are full. This can happen up to 100 times per year during heavy storms, and is designed this way to prevent backups into homes and neighborhoods.

*We will soon pay about a **dollar and fifty cents** more per month on our sewer bills to reduce the occurrence of these releases. Which of the following comes closest to your opinion?*



\$3 dollars more per/month

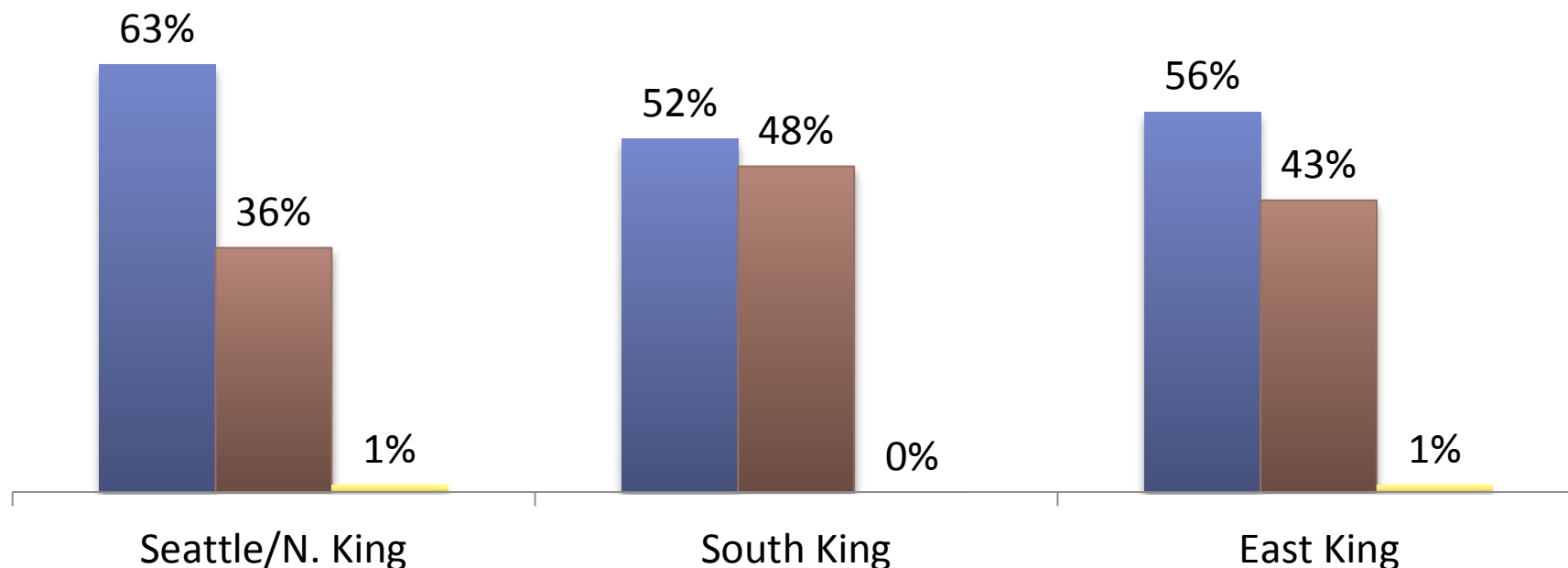
*At a dollar fifty, it will take about twenty years to build all of the system to prevent these releases. Would you support or oppose **three dollars per month** on our sewer bills to build this system in ten years?*



\$3 dollars more per/month- by sub-region

*At a dollar fifty, it will take about twenty years to build all of the system to prevent these releases. Would you support or oppose **three dollars per month** on our sewer bills to build this system in ten years?*

■ Support ■ Oppose ■ Undecided



Survey Demographics

