

**Clackamas County
Service District # 1
2007 Community Survey**

A REPORT FOR
Water Environment Services

BY

CFM RESEARCH

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INTRODUCTION

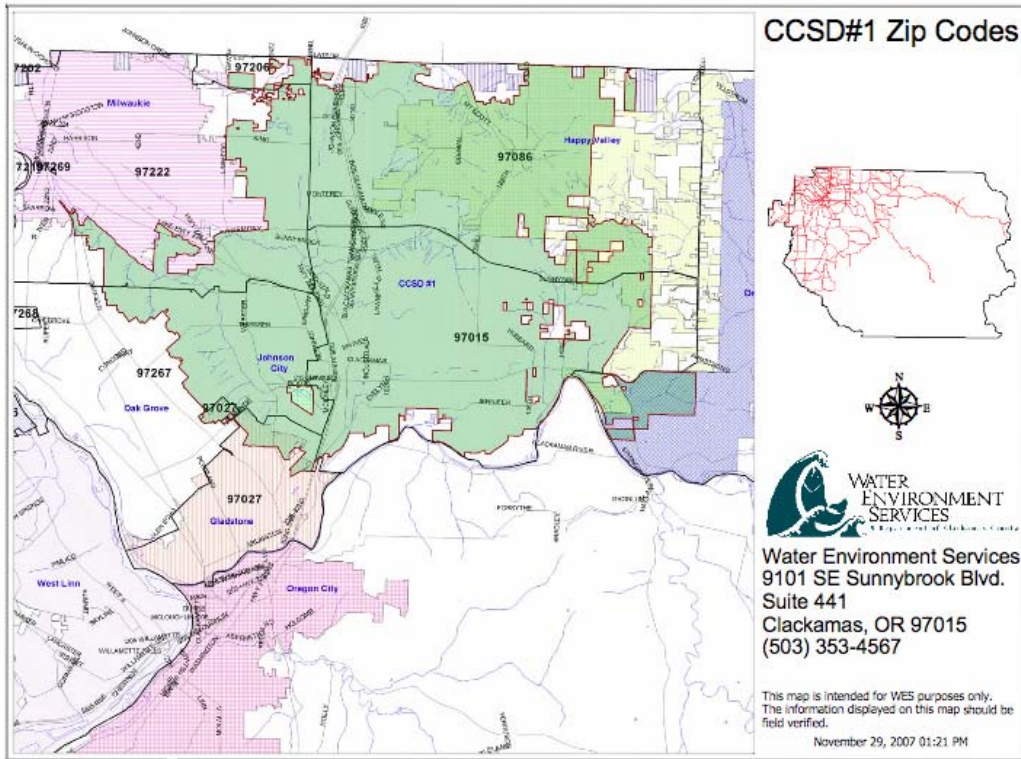
This report presents the results of a 2007 telephone survey of residents in Clackamas County Service District #1. Conkling Fiskum & McCormick, Inc., a public affairs, strategic communications and research company located in Portland, Oregon, conducted the study. The research objectives were to assess community values regarding local rivers and streams, determine awareness of capacity issues facing the District's sewage treatment system, measure support for plans to increase capacity and funding for expansion, and determine the most effective way to communicate with the public.

Five hundred interviews were completed among a random sample of district residents age eighteen years and older. The sample was developed from listed telephone numbers. Interviews were conducted in late October and early November 2007.

Readers should keep in mind that all sample surveys are subject to sampling error, also called margin of error. The margin of error largely depends on the survey's total number of interviews. For the total sample of this project, the percentages are statistically valid to a margin of error of $\pm 4.5\%$ at the 95% confidence level.



As a guideline, the following map highlights CCSD#1 areas in specific Zip Codes.





SUMMARY

Community Values

Rivers and streams are an important part of the Clackamas County community.

- 78% are very or somewhat interested in issues related to the Clackamas and Willamette Rivers and local streams.
- 80% agree clean rivers and streams encourage economic development.
- 36% are very or somewhat personally involved with activities related to rivers and streams in Clackamas County, including fishing, boating, farming, water sports or as a member of an environmental or conservation group.
- Key values associated with the Clackamas and Willamette Rivers and local streams are health and public safety, recreation, natural beauty, improved quality of life and protection of natural habitat.

Key Issues

Perceptions about issues that are major problems and what issues are important differ among county residents.

- Three issues stand out as major problems facing Clackamas County: residential growth, maintaining clean rivers and streams for healthy fish and wildlife and adequate and efficient sewage treatment facilities and maintenance.
- However, those issues residents consider most important relate to fundamental needs or passions: adequate and clean drinking water, health and safety, adequate sewage treatment, and clean rivers and streams for fish and wildlife.
- Concerns about growth reflect an undercurrent of anti-growth sentiments.



Water Treatment Issues

Roughly half the residents say they are aware (51%) that sewage treatment facilities in Clackamas County are at capacity. Overall, more than a third of all demographic groups are familiar with the problem.

As a rule, residents agree with the plans to improve treatment facilities and management in the county, but a large share is still undecided about the direction proposed and funding.

- By a three to one margin (45% to 14%) people agree with a plan to consolidate individual sewage treatment facilities into a single, countywide system, but a large share aren't sure (41%).
- By more than a four to one margin (62% to 13%) residents agree with a phased construction plan to use existing and build new treatment facilities to meet long-term sewage treatment needs, but 25% aren't sure.
- A \$110 million proposal to pay for the initial part of the phased plan is favored 53% to 24%, with 23% undecided. Supporters say they favor the plan because it will accommodate growth, it is needed, to protect water, public health and the environment, and to improve technology. The primary reasons people oppose the funding measure are concerns about higher taxes and due to anti-growth sentiments. Residents undecided say they don't favor the funding proposal primarily because they need more information about it.
- 67% are willing to pay at least \$10 more on their monthly sewer bill to finance construction of new treatment facilities.

The results indicate residents need more information before a solid consensus is formed about plans to improve sewage treatment and funding mechanisms.



When considering proposals about sewage treatment facilities residents are most interested in information related to public health, protecting the environment and water sources, and protecting rivers and streams for recreational purposes.

Groups with real or perceived expertise on water issues are considered the most trusted sources of information about water related problems in Clackamas County. These include the public health department, WES, Willamette Riverkeepers, and consultants and college professors specializing in water and resource issues.



COMMUNITY VALUES

Importance of Local Rivers and Streams

District residents were asked to identify the values they associate with rivers and streams in Clackamas County. After combining similar remarks five core values emerge: health/public safety (48%), recreation (43%), natural beauty (33%) and improved quality of life (26%) and natural habitat (14%). Specific comments about each of these values included:

Health/public safety: clean/pure water/good quality/safe/healthy (32%); drinking water/drinkable (7%); source of and important water supply/watershed (5%); and Clackamas River is good/clean/nice/drinkable/unpolluted (4%).

Recreation: good/recreational areas/activities/uses/water sports (22%); excellent fishing (13%); boating/rafting/kayaking (4%); swimming (2%); nice parks/on rivers (1%); and good for kids/families/things to do/places to go (1%).

Natural beauty: The scenery/beauty (26%); and they're natural areas/environments/trees/woods/green (7%).

Improved quality of life: Accessibility/nearby/easy to get to (9%); that they exist/at all/they're essential/necessary/for survival (8%); peaceful/pleasant/nice/quiet/relaxing environment/places/to visit (3%); available/open to all/public access/ownership/low/no fees/free to use (3%); good for/benefit surrounding areas/communities/ livability/quality of life (2%); and important part of commerce/economy/tourism (1%).

Natural habitat: Healthy fish/runs/populations/fish are uncontaminated/edible (6%); good habitat for/support wildlife (5%); and unpolluted/unspoiled/pristine (3%).



Importance of Local Rivers and Streams

First, what do you value most about the Clackamas and Willamette Rivers and local streams in Clackamas County?

Health/Public Safety	48%
Clean/pure water/good quality/safe/healthy	32%
Source of drinking water/drinkable	7%
Important water supply/watershed	5%
Clackamas River is good/clean/nice/drinkable/unpolluted	4%
Recreation	43%
Good/recreational areas/activities/uses/water sports	22%
Provide excellent fishing	13%
Boating/rafting/kayaking	4%
Swimming	2%
Nice parks/on rivers	1%
Good for kids/families/things to do/places to go	1%
Natural Beauty	33%
The scenery/beauty	26%
They're natural areas/environments/ trees/woods/green	7%
Improved Quality of Life	26%
Accessibility/nearby/easy to get to	9%
That they exist/at all/they're essential/necessary/for survival	8%
Peaceful/pleasant/nice/quiet/relaxing environment/places/to visit	3%
Available/open to all/public access/ownership/low/no fees/free to use	3%
Good for/benefit surrounding areas/communities/livability/quality of life	2%
Important part of commerce/economy/tourism	1%
Natural Habitat	14%
Healthy fish/runs/populations/fish are uncontaminated/edible	6%
Good habitat for/support wildlife	5%
Unpolluted/unspoiled/pristine	3%



Interest in Local Water Issues

Almost all district residents are interested in issues related to Clackamas County rivers and streams, including 39% who are very interested and 49% somewhat interested. Overall, at least eight in ten from all demographic groups are very or somewhat interested in local water issues.

Interest in Local Water Issues

How interested are you personally in issues related to the Clackamas River, the Willamette River and local streams in Clackamas County? Would you say you are...?

Very interested	39%
Somewhat interested	49%
Not too interested	9%
Not at all interested	2%
Not sure	1%



Involvement with Local Rivers and Streams

More than a third of ServiceDistrict #1 residents say they are involved in water related activities, such things as fishing, boating, farming, water sports or as a member of an environmental or conservation group, including 9% who say they are very involved and 27% somewhat involved in. District residents earning \$75,000 or more and younger residents are those mostly likely to participate in water related activities.

Involvement with Local Rivers and Streams

How involved are you with activities related to rivers and streams in Clackamas County, including but not limited to, fishing, boating, farming, water sports or as a member of an environmental or conservation group? Would you say you are:

Very involved	9%
Somewhat involved	27%
Not too involved	24%
Not at all involved	40%



Rating Local Problems

Among seven issues, the three that residents are mostly likely to rate as major problems facing Clackamas County are:

- Residential growth (50% major problem);
- Maintaining clean rivers and streams for healthy fish and wildlife (46% major problem) and;
- Adequate and efficient sewage treatment facilities and maintenance (45% major problem).

At least one in four residents also rate the other four issues as major problems:

- Human health and safety (39% major problem);
- Maintaining clean rivers and streams for human recreational use (37%);
- Maintaining a strong economy (33%) and;
- Industrial and commercial growth (25%).

As a rule, residents very involved with water related activities are among those most likely to rate issues as major problems.



Rating Local Problems

Please tell me if you think each of the following is a major problem, moderate problem, minor problem or not a problem at all for your area of Clackamas County.

	Major Problem	Moderate Problem	Minor Problem	Not a Problem	Not Sure
Residential growth	50%	28%	10%	10%	2%
Maintaining clean rivers and streams for healthy fish and wildlife	46%	33%	8%	10%	3%
Adequate and efficient sewage treatment facilities and maintenance	45%	18%	10%	17%	10%
Human health and safety	39%	33%	14%	12%	2%
Maintaining clean rivers and streams for human recreational use	37%	41%	11%	9%	2%
Maintaining a strong economy	33%	36%	13%	14%	5%
Industrial and commercial growth	25%	35%	16%	19%	5%



Problems by Demographic Characteristics

	Residential Growth	Wildlife	Sewage treatment	Health/Safety	Recreational Use	Strong Economy	Industry
All	50%	46%	45%	39%	37%	33%	25%
Age							
18 to 34	30%	44%	33%	32%	35%	29%	14%
35 to 54	52%	40%	42%	32%	28%	29%	26%
55+	54%	50%	50%	46%	43%	37%	28%
Gender							
Male	44%	41%	46%	36%	35%	31%	22%
Female	56%	51%	44%	43%	38%	35%	28%
Residency							
< 10 years	40%	38%	40%	35%	29%	23%	18%
10 years +	54%	50%	47%	41%	40%	37%	28%
Area							
97015	53%	44%	40%	38%	32%	32%	25%
97086	57%	41%	47%	40%	31%	30%	24%
97222	46%	51%	46%	37%	40%	31%	26%
97267	46%	47%	47%	40%	42%	38%	24%
Other	44%	54%	44%	40%	46%	35%	32%
Income							
<\$35 K	44%	52%	44%	49%	44%	40%	27%
\$35K to \$74.9K	48%	49%	49%	40%	41%	35%	24%
\$75K +	51%	42%	45%	36%	31%	29%	24%
Involved water							
Very	58%	60%	60%	49%	58%	47%	33%
Somewhat	51%	46%	46%	40%	39%	32%	27%
Not	49%	45%	42%	38%	33%	32%	23%



Rating Importance of Issues

Among eight issues, those related to health and the environment are rated the most important are:

- Adequate and clean drinking water (94%);
- Human health and safety (80%);
- Adequate and efficient sewage treatment facilities and maintenance (80%); and
- Maintaining clean rivers and streams for healthy fish and wildlife (76%).

More than six in ten say economic and recreational issues are important:

- Maintaining a strong economy (63%); and
- Maintaining clean rivers and streams for human recreational use (61%).

Growth related issues were not as important:

- Residential growth (45%); and
- Industrial and commercial growth (36%).

As a rule, residents very involved with water related activities are among those most likely to rate issues as very important.



Rating Importance of Issues

How important are each of the following issues to you personally? Tell me if you think each is very important, somewhat important, not too important or not at all important.

	Importance				
	Very	Somewhat	Not Too	Not at all	Not Sure
Adequate and clean drinking water	94%	6%	<1%	<1%	--
Human health and safety	80%	18%	1%	1%	<1%
Adequate and efficient sewage treatment facilities and maintenance	80%	16%	2%	1%	1%
Maintaining clean rivers and streams for healthy fish and wildlife	76%	22%	2%	<1%	--
Maintaining a strong economy	63%	31%	3%	1%	1%
Maintaining clean rivers and streams for human recreational use	61%	34%	3%	2%	--
Residential growth	45%	38%	10%	7%	<1%
Industrial and commercial growth	36%	48%	9%	6%	<1%



Importance of Issues by Demographic Characteristic

	Clean Water	Sewage treatment	Health/Safety	Wildlife	Recreational Use	Strong Economy	Residential Growth	Industry
All	94%	80%	80%	76%	61%	63%	45%	36%
Age								
18 to 34	94%	82%	82%	77%	64%	58%	33%	35%
35 to 54	95%	82%	82%	78%	57%	64%	45%	32%
55+	93%	78%	78%	75%	63%	64%	48%	39%
Gender								
Male	91%	78%	74%	72%	58%	59%	38%	31%
Female	96%	82%	86%	80%	64%	68%	52%	41%
Residency								
< 10 years	94%	82%	82%	75%	57%	64%	40%	34%
10 years +	94%	80%	79%	77%	63%	63%	47%	37%
Area								
97015	97%	83%	79%	79%	55%	74%	50%	42%
97086	90%	79%	79%	73%	56%	54%	49%	31%
97222	96%	76%	77%	73%	67%	60%	41%	34%
97267	93%	79%	78%	75%	62%	64%	38%	32%
Other	95%	86%	89%	86%	77%	65%	46%	44%
Income								
<\$35 K	96%	88%	81%	81%	70%	66%	47%	40%
\$35K to \$74.9K	94%	76%	79%	74%	66%	68%	45%	38%
\$75K +	93%	85%	81%	75%	56%	58%	47%	34%
Involved water								
Very	96%	87%	80%	87%	76%	69%	56%	49%
Somewhat	93%	85%	86%	89%	74%	57%	46%	36%
Not	93%	77%	77%	69%	54%	65%	43%	34%





A gap analysis between importance and problem shows a wide difference between those issues people think are important and their rating as an issue. Concern among residents is likely to increase as the gap between importance and problem narrows for those issues rated most important.

Gap Analysis: Importance to Problem

	Very Important	Major Problem	Difference
Human health and safety	80%	39%	41
Adequate and efficient sewage treatment facilities and maintenance	80%	45%	35
Maintaining clean rivers and streams for healthy fish and wildlife	76%	46%	30
Maintaining a strong economy	63%	33%	30
Maintaining clean rivers and streams for human recreational use	61%	37%	24
Industrial and commercial growth	36%	25%	11
Residential growth	45%	50%	-5



Clean Water and Economic Growth

District residents overwhelmingly agree (80%) that clean rivers and streams encourage economic growth in Clackamas County. At least 74% of all demographic groups agree about the relationship between the economy and water quality.

Clean Water and Economic Growth

Do you agree or disagree that clean rivers and streams encourage economic growth in Clackamas County

Agree	80%
Disagree	11%
Not sure	9%



SEWER ISSUES

Awareness of Capacity Issues

Half of Service District #1's residents (51%) are aware that major sewage treatment plants in Clackamas County are at capacity. Familiarity with the problem varies by age and area. Residents age 55 and older (58% aware) and residents in Zip Codes 97267 (59%) and 97222 (56%) are more familiar with the problem. Residents age 18 to 34 (36% aware) are among those least familiar with capacity issues.

Awareness of Capacity Issues

Were you aware or not aware that the major sewage treatment plants in Clackamas County are at capacity?

	Aware	Not Aware	Not Sure
All	51%	45%	4%
Age			
18 to 34	36%	58%	6%
35 to 54	46%	52%	2%
55 +	58%	38%	4%
Area			
97015	43%	52%	5%
97086	50%	49%	2%
97222	56%	40%	4%
97267	59%	37%	4%
Other	47%	49%	4%



Support for Potential Plans to Increase Capacity

By a three to one margin, 45% agree to 14% disagree, district residents agree with a plan to ultimately connect several individual sewage treatment facilities in Clackamas County into one comprehensive system. However, four in ten residents (41%) are undecided. A majority of residents age 18 to 34 (55%), residents in Zip Code 97086 (53%) and those who have lived in the district less than 10 years (52%) are more likely to agree with the plan. The largest share of those who disagree live in Zip Code 97222 (20%), but residents in that area are still more likely to agree with the proposed plan by a two to one margin.

These results indicate there is a solid base of residents who agree individual treatment facilities in Clackamas County should be consolidated, but a large share still doesn't know enough about the issue to have an opinion. An education campaign about the issue would help inform residents about the issue.



Support for Potential Plans to Increase Capacity

Water Environment Services and the Clackamas County Board of Commissioners are considering a plan to increase sewage treatment capacity within Clackamas County Service District #1. The plan could ultimately connect several individual sewage treatment facilities in Clackamas County into one comprehensive system. Do you agree or disagree with this plan?

	Agree	Disagree	Not Sure
All	45%	14%	41%
Age			
18 to 34	55%	15%	30%
35 to 54	47%	11%	42%
55 +	42%	15%	43%
Residency			
< 10 years	52%	12%	36%
10 years +	42%	14%	43%
Area			
97015	43%	14%	43%
97086	53%	11%	36%
97222	39%	20%	41%
97267	44%	16%	39%
Other	42%	7%	51%
Income			
<\$35 K	38%	12%	49%
\$35K to \$74.9K	51%	15%	34%
\$75K +	48%	12%	40%



Support for Phased Construction

A long-term plan to upgrade sewage treatment facilities throughout District #1 is favored 62% to 13% with 25% undecided. A majority of all demographic groups favor the plan with strongest support found among residents age 18 to 34 (70%), those who earn \$75,000 or more (69%) and residents in Zip Codes 97086 (66%) and 97267 (66%).

Support for Phased Construction

The plan under consideration would take ten to twenty years to complete, with several phased construction projects to expand existing treatment facilities and ultimately build a new treatment plant. At the end of the ten-year construction cycle all upgraded and new facilities would be used to support sewage treatment in Clackamas County Service District #1. Knowing this do you agree or disagree with this plan?

	Agree	Disagree	Not Sure
All	62%	13%	25%
Age			
18 to 34	70%	14%	17%
35 to 54	64%	11%	25%
55 +	59%	13%	27%
Area			
97015	61%	14%	25%
97086	66%	9%	24%
97222	51%	20%	29%
97267	66%	12%	22%
Other	61%	9%	30%
Income			
<\$35 K	56%	14%	30%
\$35K to \$74.9K	62%	15%	23%
\$75K +	69%	9%	22%



Support for \$110 Million Capacity Expansion

District residents were told the estimated cost of the initial phase of the plan to increase sewage capacity is \$110 million, paid by ratepayers and impact fees. Knowing this, residents favored the proposal 53% to 24%, with 23% undecided. Roughly half of all demographic groups favored the plan, except those with the lowest incomes. No group was more likely to oppose the plan.

Support for the \$110 million plan varied by demographic characteristic. By age, gender and income, support was stronger among younger residents (65%) than older residents (48%), men (58%) than women (48%) and those with higher incomes (63%) than lower incomes (41%). By area, support was strongest in Zip Code 97086 (61%) and statistically the same in other areas (~50%).

Support for \$110 Million Capacity Expansion

The estimated cost of the initial phase of the plan to increase sewage capacity is \$110 million and will be paid by residential and commercial ratepayers and with impact fees from new development. Knowing this do you favor or oppose this proposal?

Strongly favor	18%
Somewhat Favor	35%
TOTAL FAVOR	53%
TOTAL OPPOSE	24%
Somewhat Oppose	9%
Strongly Oppose	15%
Undecided	23%



Support by Demographic Groups

	Favor	Oppose	Undecided
All	53%	24%	23%
Age			
18 to 34	65%	18%	17%
35 to 54	55%	21%	24%
55 +	48%	28%	23%
Gender			
Male	58%	24%	18%
Female	48%	25%	27%
Residency			
< 10 years	59%	21%	21%
10 years +	51%	26%	23%
Area			
97015	50%	32%	18%
97086	61%	21%	18%
97222	49%	27%	24%
97267	51%	21%	28%
Other	53%	19%	28%
Income			
<\$35 K	41%	27%	32%
\$35K to \$74.9K	59%	23%	19%
\$75K +	63%	20%	17%



Supporters of the \$110 million proposal primarily favor it because they say it is needed, it will support growth, and improve technology. The most frequently volunteered reason residents favor the proposal is **it is necessary** (37%).

Other key themes emerge after similar comments are combined.

Accommodating growth (57%) is the top reason residents favor the proposal. Specific comments about growth included to accommodate growth (24%); to increase capacity/ handle/process/more sewage (20%); sewage treatment is an essential part of infrastructure (5%); important for economic growth/commerce/industry (4%); and it's an investment/for the future (4%)..

Comments about **protecting water, public health and the environment** (25%) included to keep water clean and pure (7%), to protect the environment/habitat/wildlife/fish (6%), to maintain/preserve/protect public health/safety (6%), to avoid an environmental crisis/due to system breakdown (3%); and to maintain/preserve/protect viable supply of drinking water (3%).

Comments associated with **cost sharing** (19%) were it sounds like impact fees/developers will pay for most of it (9%); the cost is shared (6%); and it is a civic obligation to pay for things like this (4%).

Good for the community (13%) remarks include good for the community/everybody benefits/quality of life (6%); cheaper/smarter to do it now (4%); and would be more efficient/better coordinated (3%).

Improving technology (11%) comments were for new technology/updated systems/get rid of old plants (11%).



Why Favor

What are the primary reasons you favor this proposal?

It's necessary/important/we need it	37%
Accommodate growth	57%
To accommodate growth	24%
To increase capacity/handle/process more sewage	20%
Sewage treatment is an essential part of infrastructure	5%
Important for economic growth/commerce/industry	4%
It's an investment/for the future	4%
Protect water, public health and environment	25%
To keep water clean/pure	7%
To protect the environment/habitat/wildlife/fish	6%
To maintain/preserve/protect public health/safety	6%
To avoid an environmental crisis/problem due to breakdown	3%
To maintain/preserve/protect viable supply of drinking water	3%
Cost sharing	19%
It sounds like impact fees/developers will pay for most of it	9%
The cost is shared	6%
A civic obligation/to pay for things like this	4%
Good for the Community	13%
Good for the community/everybody benefits/quality of life	6%
Cheaper/smarter to do it now	4%
Would be more efficient better coordinated	3%
Improve technology	11%
For new technology/updated systems/get rid of old plants	11%



Overall, those who are opposed or undecided about the \$110 million proposal express two primary concerns, higher taxes/costs (51%) and the need for more information (43%), and two secondary reasons, anti-growth (23%) and low confidence in government (19%), why they don't support it.

Concerns expressed about **higher taxes** included taxes are already too high (19%); can't afford it/low/fixed income (17%); too expensive (9%); it should be paid for differently (4%); and it is not needed/unnecessary (2%).

Specific comments about **need more information** were lack of information/need to know more (29%); and want to know more about who has to pay/fiscal details (14%).

Regarding **anti-growth** resident mentioned current/long-term residents shouldn't have to pay (13%); against/want to discourage growth (7%); and poor planning for future growth (3%).

Comments associated with **low confidence** were dislike/mistrust local government (7%); too much wasteful spending/fiscal mismanagement (7%); and bad plan/poorly thought-out (5%).

Concerns differed significantly between those opposed and those undecided about the \$110 million proposal. Among opponents nearly six in ten expressed concerns about higher taxes (59%) and three in ten mentioned anti-growth sentiments (30%). Among those undecided eight in ten said they needed more information (80%). When testing public funding measures CFM typically finds higher taxes are the primary concerns about new public facilities.



Concerns and Hesitations

What are the primary reasons you don't favor this proposal?
(If oppose or not sure)

Higher taxes/cost	51%
Taxes are already too high	19%*
Can't afford it/low/fixed income	17%*
Too expensive/costly/asking for too much money/all at once	9%*
It should be paid for differently	4%*
It's not needed/unnecessary	2%*
Need more information	43%
Lack of information/need to know more	29%
Want to know more about who has to pay/fiscal details	14%
Slow Growth	23%
Current/longtime residents shouldn't have to pay/charge developers/new residents	13%
I'm against/want to discourage growth/development/slow it down	7%
Poor planning/for future/lack of control on growth/ lack of vision	3%
Low confidence in government	19%
Dislike/mistrust local/government/not competent/credible	7%
Too much wasteful spending/fiscal mismanagement/poor spending priorities	7%
It's a bad plan/poorly thought out/won't work	5%



Price Testing

To evaluate price sensitivity, residents were asked how much more per month they would be willing to pay to finance construction of new treatment facilities. Overall, 67% said they would pay \$10 or more per month, including 25% willing to pay \$10 more per month, 18% \$15 more per month, and 24% \$25 more per month. At least six in ten from all demographic groups would be willing to pay at least \$10 more per month on their sewage bill to pay for expanded capacity.

Price Testing

The average sewer bill for your area is about \$26 per month. How much more per month would you be willing to pay to finance construction of new treatment facilities for your area? Would it be:

	Yes
\$25 more per month (n=500)	24%
\$15 more per month (n=380)	18%
\$10 more month (n=290)	25%
Cumulative pay \$10 or more	67%



Price Sensitivity by Demographic Characteristics

	\$10 or more	Pay no more	Not sure
All	67%	25%	9%
Age			
18 to 34	62%	27%	11%
35 to 54	70%	24%	6%
55 +	65%	24%	10%
Area			
97015	65%	28%	8%
97086	69%	19%	11%
97222	57%	34%	9%
97267	72%	22%	6%
Other	63%	25%	12%
Income			
<\$35 K	60%	30%	10%
\$35K to \$74.9K	64%	27%	9%
\$75K +	76%	17%	7%



Perceived Consequences of No Action

When asked what consequences would result if no action is taken, Service District #1 residents most frequently volunteered sewage overflows in local waterways would increase (40%). Other top concerns about no action included bad for growth and development (16%) and the sewage system could become overloaded/breakdown (11%). Also mentioned were some crisis/big problem (7%), poor quality of water (7%), threat to public health/safety (7%), would increase pollution (6%), bad for the economy/commerce (6%), environmental damage (6%), poor quality drinking water (5%) and slow housing/residential growth (4%). Nothing else was mentioned by more than 3%.

Perceived Consequences of No Action

To the best of your knowledge, what would be the consequences, if any, of not increasing the current capacity of sewage treatment facilities in Clackamas County?

Sewage overflows in rivers and streams would increase	40%
Bad for growth/development	16%
Sewage system could become overloaded/break down	11%
Some crisis/major problem	7%
Poor quality of water	7%
Threat to public health/safety	7%
Would increase pollution	6%
Bad for economy/commerce	6%
Environmental damage	6%
Poorer quality drinking water	5%
A slow in housing/residential growth	4%

Multiple responses accepted



Concern about Capacity Problems

Residents were told sewage treatment plants in Clackamas County Service District #1 are at capacity. After learning this, 36% said they were very concerned and 50% were somewhat concerned about capacity problems with sewage treatment. Another 13% were not concerned. At least eight in ten residents from all demographic subgroups said they were very or somewhat concerned about sewage capacity.

Concern about Capacity Problems

Sewage treatment plants in Clackamas County Service District #1 are at capacity. Knowing this, how concerned are you about the capacity problems with sewage treatment? Would you say you are very concerned, somewhat concerned, not too concerned or not at all concerned?

Very concerned	36%
Somewhat concerned	50%
Not too concerned	9%
Not at all concerned	4%
Not sure	1%



Rating Importance of Increasing Capacity

Residents were read seven statements about capacity issues to determine which, if any, they considered important. The information residents rated most important were:

- To maintain public health and safety by assuring clean rivers and streams (79% very important);
- To assure clean water and rivers and streams for healthy fish and wildlife (74%) and:
- To protect rivers and streams in the county (71%): followed by
- To assure clean water in rivers and streams for human recreational use (57%).

Fewer residents considered the other three statements very important, including

- The county may have to stop issuing permits for new homes until more sewer treatment capacity is available. (40%);
- The county may have to stop issuing permits for new businesses until more sewer treatment capacity is available. (39%) and;
- To support continued job growth in the area (34%).

Clearly residents see protection of local rivers and streams as the most important reasons for supporting an increase in capacity of treatment facilities. The impact on the local economy and jobs are a lesser, although not insignificant, concern.



Rating Importance of Increasing Capacity

Some have said the following are reasons the county should increase capacity at existing facilities and build new sewage and wastewater treatment facilities. How important is each reason to you personally. Tell me if each is very important, somewhat important, not too important or not important at all.

	Very Important
To maintain public health and safety by assuring clean rivers and streams	79%
To assure clean water in rivers and streams for healthy fish and wildlife	74%
To protect rivers and streams in the county	71%
To assure clean water in rivers and streams for human recreational use	57%
The county may have to stop issuing permits for new homes until more sewer treatment capacity is available.	40%
The county may have to stop issuing permits for new businesses until more sewer treatment capacity is available.	39%
To support continued job growth in the area	34%



Trusted Communication Sources

When it comes to sources for information about water rated issues in Clackamas County, residents are most likely to trust those agencies, organizations or groups that may have expertise in the issues involved, including the county public health department (34%), Water Environment Services (24%), Willamette Riverkeepers (24%), a national consulting firm specializing in waste water management (22%) and a college professor specializing in resource management (21%).

Confidence in other groups tested was not as high, including an employee of the sewer agency (17%), Citizens Advisory Committees (15%), your county commissioner (11%), local chamber of commerce or business association (10%) and your local mayor (7%).

Relying on the most trusted sources to help educate and inform the community about water related issues would improve the effectiveness of a communication program.



Trusted Communication Sources

How trustworthy would you rate the following sources of information about water-related issues in Clackamas County? Would you say each source is very trustworthy, somewhat trustworthy, not too trustworthy or not at all trustworthy?

	Very Trusted
County Public Health Department	34%
Water Environment Services	24%
Willamette Riverkeepers	24%
A national consulting firm specializing in waste water management	22%
A college professor specializing in resource management	21%
An employee of the sewer agency	17%
Citizens Advisory Committees	15%
Your county commissioner	11%
The local chamber of commerce or business association	10%
Your mayor	7%



Water Environment Services Survey

Hello, this is _____ of CFM Research, a public opinion research company. We are conducting a market research study on local issues in your community. May I please speak to a member of the household who is 18 years or older?

1. First, what do you value most about the Clackamas and Willamette Rivers and local streams in Clackamas County?

Clean/pure water/good quality/safe/healthy	32%
The scenery/beauty	26%
Good/recreational areas/activities/uses/water sports	22%
Provide excellent fishing.....	13%
Accessibility/nearby/easy to get to	9%
That they exist/at all/they're essential/necessary/for survival.....	8%
They're natural areas/environments/ trees/woods/green	7%
Source of drinking water/drinkable	7%
Healthy fish/runs/populations/fish are uncontaminated/edible	6%
Good habitat for/support wildlife	5%
Important water supply/watershed	5%
Well taken care of/maintained/managed/by government agencies.....	5%
Clackamas River is good/clean/nice/drinkable/unpolluted	4%
Boating/rafting/kayaking	4%
Nothing/they're/Willamette is/polluted/can't eat fish/swim/drink water/need improvement.....	3%
Available/open to all/public access/ownership/low/no fees/free to use	3%
Unpolluted/unspoiled/pristine	3%
Peaceful/pleasant/nice/quiet/relaxing environment/places/to visit	3%
I just like/value them.....	3%
Swimming.....	2%
Good for/benefit surrounding areas/communities/livability/quality of life	2%
Important part of commerce/economy/tourism	1%
Nice parks/on rivers.....	1%
Valuable for transportation/system	1%
Good for kids/families/things to do/places to go.....	1%
Important for agriculture/irrigation	1%
Source of power	<1%
Don't know.....	12%



2. How interested are you personally in issues related to the Clackamas River, the Willamette River and local streams in Clackamas County? Would you say you are...?

- | | | |
|----|-----------------------|-----|
| 1. | Very interested | 39% |
| 2. | Somewhat interested | 49% |
| 3. | Not too interested | 9% |
| 4. | Not at all interested | 2% |
| 5. | (DON'T READ) Not sure | 1% |

3. How involved are you with activities related to rivers and streams in Clackamas County, including but not limited to, fishing, boating, farming, water sports or as a member of an environmental or conservation group? Would you say you are:

- | | | |
|----|-----------------------|-----|
| 1. | Very involved | 9% |
| 2. | Somewhat involved | 27% |
| 3. | Not too involved | 24% |
| 4. | Not at all involved | 40% |
| 5. | (DON'T READ) Not sure | -- |

Please tell me if you think each of the following is a major problem, moderate problem, minor problem or not a problem at all for your area of Clackamas County. (READ AND ROTATE)

	Major Problem	Moderate Problem	Minor Problem	Not a Problem	Not Sure
4. Maintaining clean rivers and streams for healthy fish and wildlife	46%	33%	8%	10%	3%
5. Maintaining clean rivers and streams for human recreational use	37%	41%	11%	9%	2%
6. Human health and safety	39%	33%	14%	12%	2%
7. Adequate and efficient sewage treatment facilities and maintenance.....	45%	18%	10%	17%	10%
8. Residential growth.....	50%	28%	10%	10%	2%
9. Industrial and commercial growth	25%	35%	16%	19%	5%
10. Maintaining a strong economy .	33%	36%	13%	14%	5%



How important are each of the following issues to you personally? Tell me if you think each is very important, somewhat important, not too important or not at all important. (READ AND ROTATE)

	Very Impt	Somewhat Impt	Not Too Impt	Not at all Impt	Not Sure
11. Maintaining clean rivers and streams for healthy fish and wildlife	76%	22%	2%	<1%	--
12. Maintaining clean rivers and streams for human recreational use.....	61%	34%	3%	2%	--
13. Human health and safety	80%	18%	1%	1%	<1%
14. Adequate and efficient sewage treatment facilities and maintenance.....	80%	16%	2%	1%	1%
15. Residential growth.....	45%	38%	10%	7%	<1%
16. Industrial and commercial growth	36%	48%	9%	6%	<1%
17. Maintaining a strong economy .	63%	31%	3%	1%	1%
18. Adequate and clean drinking water	94%	6%	<1%	<1%	--
19. Do you agree or disagree that clean rivers and streams encourages economic growth in Clackamas County					
1. Agree					80%
2. Disagree					11%
3. (DON'T READ) Not sure					9%
20. Were you aware or not aware that the major sewage treatment plants in Clackamas County are at capacity?					
1. Aware					51%
2. Not Aware					45%
3. Not sure					4%



As background, you are a resident of Clackamas County Service District #1, the government agency that provides sewerage treatment to your area of the county.

21. Water Environment Services and the Clackamas County Board of Commissioners are considering a plan to increase sewage treatment capacity within Clackamas County Service District #1. The plan could ultimately connect several individual sewage treatment facilities in Clackamas County into one comprehensive system. Do you agree or disagree with this plan?

- 1. Agree 45%
- 2. Disagree 14%
- 3. (DON'T READ) Not Sure 41%

22. The plan under consideration would take ten to twenty years to complete, with several phased construction projects to expand existing treatment facilities and ultimately build a new treatment plant. At the end of the ten-year construction cycle all upgraded and new facilities would be used to support sewage treatment in Clackamas County Service District #1. Knowing this do you agree or disagree with this plan?

- 1. Agree 62%
- 2. Disagree 13%
- 3. (DON'T READ) Not Sure 25%

The average sewer bill for your area is about \$26 per month. How much more per month would you be willing to pay to finance construction of new treatment facilities for your area? Would it be:

		Yes	No	Not Sure
23.	\$25 more per month (n=500).....	24%	65%	11%
24.	\$15 more per month (n=380).....	24%	63%	13%
25.	\$10 more month (n=290).....	42%	42%	15%



26. The estimated cost of the initial phase of the plan to increase sewage capacity is \$110 million and will be paid by residential and commercial ratepayers and with impact fees from new development. Knowing this do you favor or oppose this proposal? WAIT AND ASK: Is that strongly or somewhat favor/oppose?

1.	Strongly favor	GO TO Q 27	18%
2.	Somewhat Favor	GO TO Q 27	35%
TOTAL FAVOR			53%
TOTAL OPPOSE			24%
3.	Somewhat Oppose	GO TO Q 28	9%
4.	Strongly Oppose	GO TO Q 28	15%
5.	(DON'T READ) Undecided	GO TO Q 28	23%

27. IF FAVOR: What are the primary reasons you favor this proposal?

It's necessary/important/we need it.....	37%
To accommodate growth.....	24%
To increase capacity/ability to handle/process/deal with/more/sewage	20%
For new technology/updated/new systems/plants/get rid of old/outdated plants.....	11%
To protect/preserve waterways/rivers/streams/keep sewage/ overflows out of rivers.....	10%
Because it sounds like impact fees/developers will have to pay for most of it.....	9%
Sounds like a good idea/plan/haven't heard any better ideas/options	7%
To keep water clean/pure/good quality	7%
To protect the environment/habitat/wildlife/fish	6%
The cost is shared/fairly/equally	6%
To maintain/preserve/protect public health/safety.....	6%
Good for the community/everybody benefits/quality of life.....	6%
Sewage treatment is an essential part of infrastructure	5%
A civic obligation/to pay for things like this/has to be paid for somehow	4%
Important for economic growth/commerce/industry	4%
Cheaper/smarter to do it now/rather than later.....	4%
It's an investment/for the future	4%
To avoid a crisis/disaster/big/environmental problem/system breakdown	3%
To maintain/preserve/protect viable supply of drinking water	3%
Would be more efficient/have better/coordinated control/of sewer system/treatment.....	3%
Don't know.....	3%



28. IF OPPOSE OR NOT SURE: What are the primary reasons you don't favor this proposal?

Lack of information/would need to know more/about it/in general	29%
Taxes/bills are high/too high/already/would raise taxes/cost me more/don't want to pay	19%
I/others in area can't afford it/low/fixed income/retired	17%
Want to know more about who has to pay/how much/where money goes/fiscal details	14%
Current/longtime residents shouldn't have to pay/charge developers/new residents	13%
Too expensive/costly/asking for too much money/all at once	9%
Dislike/mistrust local/government/not competent/credible	7%
I'm against/want to discourage growth/development/slow it down	7%
Too much wasteful spending/fiscal mismanagement/poor spending priorities	7%
It's a bad plan/poorly thought out/won't work	5%
It should be paid for differently	4%
Poor planning/for future/lack of control on growth/ lack of vision	3%
It's unnecessary/unneeded/system/capacity is fine/as is/not convinced it's needed	2%
Don't know	3%



29. To the best of your knowledge, what would be the consequences, if any, of not increasing the current capacity of sewage treatment facilities in Clackamas County? (ACCEPT UP TO THREE COMMENTS)

- Too many/increased sewage/overflows/into rivers/streams/water pollution.. 40%
- Bad for growth/development/in general..... 16%
- Sewage treatment/system could become overloaded/break down 11%
- Some sort of crisis/major problem/big mess 7%
- Poor quality/purity of water/in general 7%
- Public health/safety/issues/problems/dangers/unsanitary..... 7%
- Would increase pollution/in general 6%
- Bad for economy/commerce/industry/commercial growth..... 6%
- Environmental damage/possible disaster/catastrophe..... 6%
- Poorer quality/less drinking water/supply 5%
- A slow in housing/starts/residential growth/influx of population would slow down..... 4%
- Decline in livability/quality of life/property values/bad for community 3%
- Sewage backups/into homes/streets/yards..... 2%
- Damage to wildlife/habitat 2%
- Loss of/declining fish runs/populations/dead fish 2%
- Fewer recreational uses/options/activities..... 2%
- Would cost more later/be expensive to fix..... 1%
- Cause problems in the future 1%
- Would get smelly 1%
- Nothing/none/no consequences..... 2%
- Don't know..... 17%

30. Sewage treatment plants in Clackamas County Service District #1 are at capacity. Knowing this, how concerned are you about the capacity problems with sewage treatment? Would you say you are very concerned, somewhat concerned, not too concerned or not at all concerned?

- 1. Very concerned 36%
- 2. Somewhat concerned 50%
- 3. Not too concerned 9%
- 4. Not at all concerned 4%
- 5. (DON'T READ) Not sure 1%



Some have said the following are reasons the county should increase capacity at existing facilities and build new sewage and wastewater treatment facilities. How important is each reason to you personally. Tell me if each is very important, somewhat important, not too important or not important at all.

	Very Impt	Somewhat Impt	Not Too Impt	Not at all Impt	Not Sure
31. To support continued job growth in the area	34%	46%	11%	8%	2%
32. To protect rivers and streams in the county	71%	24%	1%	2%	1%
33. To assure clean water in rivers and streams for healthy fish and wildlife	74%	21%	3%	1%	<1%
34. To maintain public health and safety by assuring clean rivers and streams	79%	17%	1%	2%	1%
35. To assure clean water in rivers and streams for human recreational use.....	57%	35%	5%	2%	<1%
36. The county may have to stop issuing permits for new homes until more sewer treatment capacity is available.	40%	29%	11%	19%	2%
37. The county may have to stop issuing permits for new businesses until more sewer treatment capacity is available.	39%	32%	12%	14%	2%



How trustworthy would you rate the following sources of information about water-related issues in Clackamas County? Would you say each source is very trustworthy, somewhat trustworthy, not too trustworthy or not at all trustworthy? (READ AND ROTATE)

	Very Trust	Somewhat Trust	Not Too Trust	Not at all Trust	Not Sure
38. Water Environment Services....	24%	50%	6%	6%	14%
39. Citizens Advisory Committees..	15%	56%	8%	6%	14%
40. County Public Health Department	34%	48%	7%	5%	6%
41. Your mayor.....	7%	33%	10%	11%	38%
42. Your county commissioner	11%	51%	13%	10%	15%
43. A national consulting firm specializing in waste water management	22%	45%	12%	9%	13%
44. A college professor specializing in resource management	21%	52%	8%	8%	12%
45. The local chamber of commerce or business association	10%	50%	20%	10%	11%
46. An employee of the sewer agency	17%	48%	15%	8%	12%
47. Willamette Riverkeepers	24%	38%	5%	6%	27%

And now I need a little information for statistical purposes.

48. What is your age?	
1. 18 to 34	13%
2. 35 to 44	14%
3. 45 to 54	21%
4. 55 to 64	23%
5. 65 +	29%
6. (DON'T READ) Refused	<1%



49. How long have you lived in Clackamas County?
- | | | |
|----|------------------|-----|
| 1. | < 1 year | 1% |
| 2. | 1 to 2 years | 4% |
| 3. | 3 to 5 years | 8% |
| 4. | 6 to 10 years | 16% |
| 5. | 11 to 15 years | 11% |
| 6. | 15 years or more | 59% |
50. Do you rent or own your current residence?
- | | | |
|----|------|-----|
| 1. | Rent | 13% |
| 2. | Own | 87% |
51. Which of the following categories best describes your total annual household income?
- | | | |
|----|------------------------|-----|
| 1. | < \$35,000 | 15% |
| 2. | \$35,000 to \$49,999 | 14% |
| 3. | \$50,000 to 74,999 | 19% |
| 4. | \$75,000 to \$99,999 | 19% |
| 5. | \$100,000 to \$149,999 | 13% |
| 6. | \$150,000 or more | 6% |
| 7. | (DON'T READ) Refused | 15% |
52. Area (ZIP CODE FROM LIST)
53. Gender
- | | | |
|----|--------|-----|
| 1. | Male | 50% |
| 2. | Female | 50% |