

Stormwater & Education Alliance (SEA) Survey

SEA is dedicated to educating the public and schools about storm water pollution. and is comprised of the following entities: cities of Carmel-by-the-Sea, Del Rey Oaks, Marina, Monterey, Pacific Grove, Sand City, Seaside, County of Monterey, Pebble Beach Company, and the Unified School Districts of Carmel, Monterey & Pacific Grove. Your answers will help us determine the value of our campaign. Thank-you!

1. Please check your age range.

6-17 18-25 26-34 35-45 46-60 61 and over

2. What city do you live in?

3. Does storm water get cleaned up at the sewage treatment plant?

Yes No

4. Does storm water lead straight to Monterey Bay? Yes No

5. What 3 radio stations to you listen to most often?

6. Have you heard the Dirty Word radio ads that begin "Want to hear a dirty word?" "Ready? Water Pollution." The ad then discusses dog doo, street suds, first flush, cigarette butts, motor oil or storm drains.

Yes No

7. Have you seen the ocean image below on any of these media pieces?

bus ads movie ads posters print ads

8. If you answered yes to #6 or #7 did you find these outreach measures effective? Yes No

9. What do you think is the largest source of ocean pollution?

10. Have you participated in community storm drain stenciling events?

Yes No

11. Are you aware of the SEA school outreach program? Yes No

12. Have you seen TV commercials on storm water pollution? Yes No

