

Table S1: Mail Survey Questionnaire

This survey is being conducted by California State University Fresno to examine the relationship between outdoor water use and biodiversity in the Fresno/Clovis metropolitan area. Completing the 38 question survey should take approximately 20 minutes. We thank you for taking part in this survey. All information you provide will remain strictly confidential. Please read all directions pertaining to individual questions to ensure that you provide accurate responses.

I. Demographic information

1. What are your living arrangements? (Check only one box)

- House
- Apartment
- Condominium
- Commune
- Other (please specify) _____

IF you answer "apartment" for question one, skip to question 5.

2. Do you own or rent your home? (Check only one box)

- Own
- Rent
- Other arrangement (please specify) _____

3. If you own or are renting a house, what would you estimate the value of the house to be?
(Check only one box)

- Under \$50,000
- \$50,000 to \$100,000
- \$101,000 to \$250,000
- \$251,000 to \$400,000
- Over \$400,000

4. What proportion of your total lot do you water (minus the square footage of your house)?
(Check only one box)

- 0 -10 %
- 11 – 30 %
- 31 – 50 %
- 51- 70 %
- Over 70%

5. Do you (or if you are renting, the owner of the property) employ a landscaping company to do yard maintenance?

- Yes
- No

6. Do you do your own yard maintenance?

- Yes
- No

7. Do you (or if you are renting, the owner of the property) spray outdoors for bugs?

- Yes
- No

8. Do you (or if you are renting, the owner of the property) use chemical weedkillers?

- Yes
- No

9. How would you rate the outdoor area around your place of residence? (Check only one box)

- Unkempt
- Average looking
- Highly maintained

10. What types of plants do you have on your property? (Check all boxes that apply)

- Flowering
- Fruit bearing
- Vegetable bearing
- Ornamental

11. Do you have a pet cat that is allowed to go outdoors?

- Yes
- No

12. What was the last grade in school you completed? (Check only one box)

- 8th grade or less
- High school incomplete [grades 9,10,11]
- High school graduate [completed 12th grade]
- Some college, no degree
- Associates degree
- Bachelors degree
- Graduate degree [masters, PhD, MD, JD, DD, etc.]

13. Was your total household income before taxes for 2009? (Check only one box)

- Under \$15,000
- \$15,000 - \$25,000
- \$26,000 - \$35,000
- \$36,000 - \$45,000
- \$46,000 - \$55,000
- \$56,000 - \$65,000
- \$66,000 - \$75,000
- \$76,000 - \$85,000
- \$86,000 or more

14. What is your age? (Check only one box)

- 18 to 25
- 26 - 35
- 36 - 45
- 46 - 55
- 56 - 65
- Over 65

15. With what racial category do you identify? (Check only one box)

- Caucasian
- Asian-American
- Hispanic/Latino
- African-American
- Native-American
- Multi-racial
- Other

II. Outdoor water use

16. Place a checkmark in the appropriate box for all of the following things for which you use water:
- lawn
 - garden
 - backyard inset pool
 - backyard above ground pool
 - water pond
 - fountain
 - plants
 - trees
 - Other outdoor use (please specify _____)
17. If you have a lawn, how often do you water it? (Check only one box)
- Less than once a week
 - Once a week
 - every other day
 - every day
 - more than once a day
18. How do you water your lawn? (Check only one box)
- Do not have a lawn
 - Manually (involving hoses and sprinklers)
 - Manual-automatic (built in sprinkler system with manual on/off)
 - Fully automatic
19. What would you estimate outdoor water use to be as a percentage of your monthly water bill?
(Check only one box)
- Less than 10 %
 - 10 – 20 %
 - 20 – 40 %
 - 40 – 60 %
 - Over 60 %
20. Without looking up the answer, what would you estimate the average annual rainfall for the Fresno/Clovis area to be? (Check only one box)
- 40 – 50 inches a year
 - 30 – 40 inches a year
 - 20 – 30 inches a year
 - 10 – 20 inches a year
 - 0 – 10 inches a year
 - I do not know
21. Have you tried to reduce water consumption for economic reasons within the last 12 months?
- Yes
 - No
22. Have you tried to reduce water consumption for environmental reasons within the last 12 months?
- Yes
 - No

23. Have you planted trees and other plants native to the San Joaquin Valley in your yard within the last 12 months?
- Yes
 - No
24. Have you removed trees and other plants from your yard that were water intensive within the last 12 months?
- Yes
 - No
25. Have you planted plants and trees for the purpose of attracting birds and animals within the last 12 months?
- Yes
 - No
26. Have you planted plants and trees for the purpose of repelling birds and animals within the last 12 months?
- Yes
 - No
27. What other things do you have on your property that attract birds and animals? (Check the box for all that apply)
- Bird feeder
 - Bird bath
 - Squirrel feeder
 - Other (please specify) _____
28. If you have a feeder, how often do you fill it? (Check only one box)
- More than once a day
 - Once a day
 - Every other day
 - Once a week
 - I do not keep track of how often I fill it.

III. Water policies in your neighborhood

29. Do you have a water meter at your place of residence?
- Yes
 - No
 - I do not know
30. Are you currently under any water use restrictions imposed by your municipal water company?
- Yes
 - No
 - I do not know
31. If yes, are there penalties for violating those restrictions?
- Yes
 - No
 - I don't know

32. How influential are any of the following on your use of water for landscaping or other outdoor uses? (Check one box per row)

	Great deal	Some	Not very much	Very little	Not relevant
Family members	-	-	-	-	-
Neighborhood CCRs	-	-	-	-	-
City plantings and watering on public lands (e.g., parks)	-	-	-	-	-
Apartment complex managers	-	-	-	-	-
Homeowner's association	-	-	-	-	-
Landlord	-	-	-	-	-
Neighbors	-	-	-	-	-

33. Of the groups listed in question 16, which one would you say is most influential on your use of water for landscaping and other outdoor uses?

Most influential: _____

34. Of the groups listed in question 16, which one would you say is second most influential on your use of water for landscaping and other outdoor uses?

Second most influential: _____

IV. Decision making involving water use

35. How much confidence do you have in each of the following to make the best decisions on water use issues affecting your area? (Check one box per row)

	Great deal	Some much	Not very little	Very relevant	Not
neighborhood associations or civic groups	-	-	-	-	-
municipal government	-	-	-	-	-
state government	-	-	-	-	-
federal government	-	-	-	-	-
you and your family	--	-	-	-	-
your neighbor(s)	-	-	-	-	-

36. Do you consider your water to be safe for consumption?

- _ Yes
- _ No

37. Do you consider your water safe for outdoor uses?

- _ Yes
- _ No

38. Please tell me how much you agree or disagree with the following statements (Check one box per row):

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The price of water restricts what I want to do with my yard	<input type="checkbox"/>				
Individuals should take responsibility for the environment around them	<input type="checkbox"/>				
I do not have time to conserve water	<input type="checkbox"/>				
Stormwater is a valuable resource that should be reused	<input type="checkbox"/>				
I really have not thought much about cutting down our use of water	<input type="checkbox"/>				
Individuals should take responsibility for improving their communities	<input type="checkbox"/>				

Thank you again for your time and for participating in this survey. If you have selected a gift card for participating in this survey, your selection should arrive in the mail within two weeks of our receiving the completed survey.

Table S2: List of questions used for the focus group interviews.

1. Where are you from?
2. Do you live in Fresno, Clovis, or on a county island?
3. How big is your property?
4. How do you water your yard?
5. Do you get city water or do you have to buy from outside or do you have a well in the house?
6. What is your monthly water bill?
7. Do you think your water price will change with metering if you live in Fresno?
8. What kind of plants and grass do you have in your yard?
9. How often do you water your yard?
10. Do you know about drought tolerant plants that may take low water?
11. Would you like to change from high water grass lawn to low water drought tolerant plants and grass?
12. What do you know about your city's water metering program?
13. Do you know about Fresno city's waterwise landscape information?
14. Do you like bees, butterflies, birds in your yard?
15. Would you like to have yards that have more low water/waterwise landscape with flowers and bushes than grass?
16. How do you like these landscape pictures which are low water/waterwise yards?