

Our Process: Use scientific techniques to develop and test values-based communications.

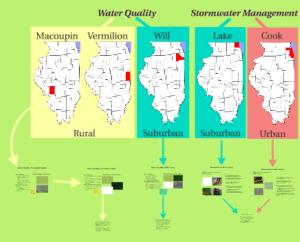
This process prevents communicators from making costly and ineffective assumptions. Effective education and outreach campaigns start with a strong foundation:

- · Audience research
- polling and surveys
- focus groups

You are not your audience!

- informal conversations
- · literature reviews

Public Opinion Research on Water Quality & Stormwater









19 years of communications and capacity building experience



5 full-time experts with professional and educational backgrounds in writing, rhetoric, conservation, environmental science, education and outreach

Specialized services:

- Public Opinion Research and Audience Analysis
- Communications Strategies
- · Material Production
- Campaign Implementation
- Evaluation
- Collective Action Managers
- Coalition Builders and Managers

- Recent stormwaterrelated projects:
 - Lower DuPage
 River Watershed
 Coalition
 - V3 MWRD
 - American
 Farmland Trust
 - City of Dublin, OH



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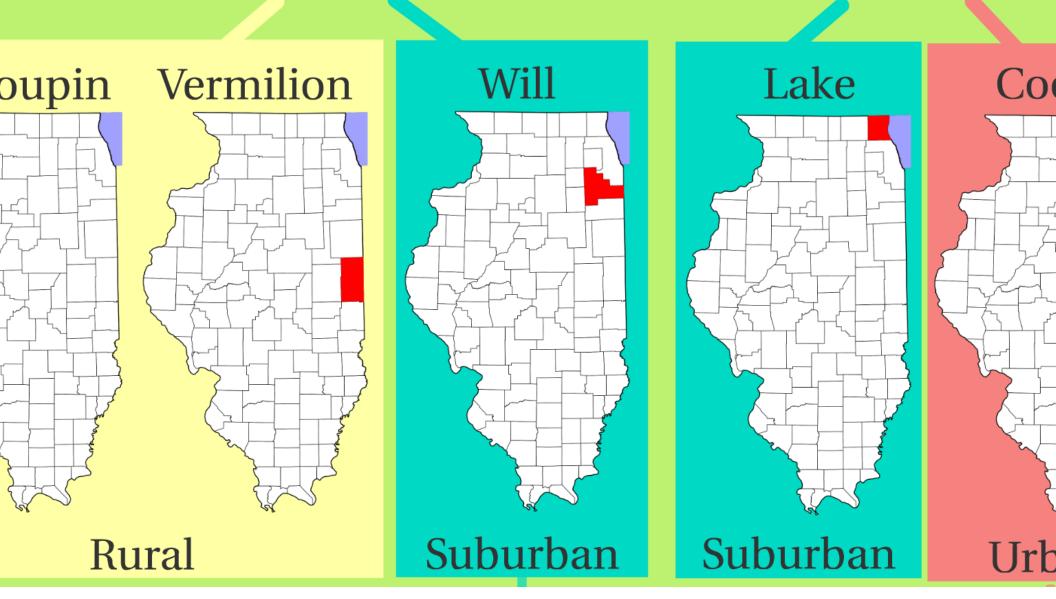
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Water Quality

Stormwater Manage



Water Quality: Macoupin County



· Where do they live?

- 22% of respondents live in a village, city or town
- 67% of respondents live on a farm
- 7% of respondents live in an isolated, non-rural residence
- 4% of respondents live in a rural subdivision

What's their relationship to farming?

- 13% do not farm, nor do they own farmland
- 87% own farmland or work on farmland

How do they use their rivers?





III% know where their water goes when it runs off their property
 More than balf (57%) of respondents would be willing to change management practices to improve water quality.

 37% of respondents disagree or strongly disagree with the statement that they would be willing to pay more in taxes to protect local water quality.

 The top 3 perceived threats to water quality are 1) sedimentation, 2) trash and debris in the water and 3) algae

 83% of respondents identify soil erosion from farming as the great source of water quality problems. Less than half identify excessive fertilizer/pesticide use as a vater quality problem

- · 81% know where their water goes when it runs off their property
- More than half (57%) of respondents would be willing to change management practices to improve water quality.
- 37% of respondents disagree or strongly disagree with the statement that they would be willing to pay more in taxes to protect local water quality.
- The top 3 perceived threats to water quality are 1) sedimentation, 2) trash and debris in the water and 3) algae
- 83% of respondents identify soil erosion from farming as the greatest source of water quality problems. Less than half identify excessive fertilizer/pesticide use as a water quality problem

Water Quality: Vermilion County



• Where do they live?

- 67% of respondents live in a village, city or town
- 25% of respondents live on a farm
- 5% of respondents live in an isolated non-rural residence
- 3% of respondents live in a rural subdivision

• What's their relationship to farming?

- 45% do not farm, nor do they own farmland
- 55% own farmland or work on farmland

Due to Increase of non-farming respondents, less (19%1) people know where their stater gases when it true off their prosperty

Only 40% of respondents against that they would be willing to change sumagement practices to improve water quality. The percentage forcewase to 90% when kooking as time landware specifies to the providents of the process of 90% when kooking as time landware with the statement that they would be willing to pay more in traces to protect local water quality.

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How do they use their rivers?





• Due to increase of non-farming respondents, less (70%) people know where their water goes when it runs off their property

 Only 40% of respondents agree that they would be willing to change management practices to improve water quality. The percentage increases to 49% when looking at farm landowners only

• 39% of respondents disagree or strongly disagree with the statement that they would be willing to pay more in taxes to protect local water quality.

• The top 3 perceived threats to water quality are 1) sedimentation, 2) trash and debris in the water and 3) algae

• Less than half identify excessive fertilizer/pesticide use as a water quality problem

Water Quality & Rural Audiences: What does this mean?

- Farming residents are generally more knowledgeable about runoff and where stormwater goes
- Water quality impact of fertilizer and pesticides is still not widely recognized but could be tied into sediment loss concerns
- Macoupin and Vermilion County residents mostly use rivers for adjacent activities, believe that water quality is not good enough for "in-water" activities
- Over HALF of rural residents in both counties are willing to change their management practices in order to improve water quality, as long as it isn't significantly more expensive to do so



Suburban

Water Quality: Will County



• Where do they live?

- 36% live in Plainfield
- 16% live in Channahon
- 15% live in Naperville
- 13% live in Shorewood
- Less than 20% live elsewhere

How long have they lived there?

- 61% have lived there for 10 years or more
- 18% have lived there for 5-10 years
- 5% have lived there for 3-5 years
- 12% have lived there for 1-3 years
- 4% have lived there for less than a year

How do they use their rivers?









Nearly 20% of respondents see their local river us an asset

The lop 3 perceived threats to vater quality are 1) trash and debris in the water, 2) published runnif, and 5) adjac

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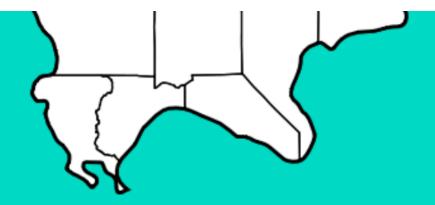
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- · Nearly 70% of respondents see their local river as an asset
- The top 3 perceived threats to water quality are 1) trash and debris in the water, 2) polluted runoff, and 3) algae
- Only a quarter of respondents are worried about erosion and sediment loss
- 82% of respondents believe that it is their personal responsibility to help protect water quality
- Only a quarter of respondents disagree or strongly disagree with the statement that they would be willing to pay more to protect local water quality. Over 40% are actually willing to pay more
- Suburban Will County residents are most interested in BMPs like 1) planting a rain garden, 2) smarter fertilizer use, and 3) using native plants in their landscaping

Water Quality & Suburban Audiences: What does this mean?

- Like rural residents, suburban residents are TWICE as likely to interact with the river indirectly, as a backdrop, than they are to interact with it directly.
- Respondents care deeply about water quality and are willing to take action or even pay more in order to protect local waterways.
- Suburban residents are most concerned about the aesthetics of water quality. They see their rivers as scenic backdrops and don't want them soiled with debris or algae
- Yard care BMPs should be recommended to suburban audiences



Suburban

Stormwater: Lake County

Which stormwater actions are they willing to take?











- Over half of respondents believe that impaired water quality in lakes and streams after major storms is a "very serious" concern. Respondents were least concerned about flooding and streambank erosion
- 58% of respondents had experienced flooding on their property before
- The top perceived causes of this flooding are
 - 1) overland flow from adjacent property street
 - 2) clogged ditches or storm sewers adjacent to their property
 - 3) poorly placed inlets and undersized drainage ditches adjacent to their prope

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Stormwater: Cook County

What stormwater actions are they willing to take?







- 3/4 of respondents have experienced some kind of flooding before
- Nearly half of respondents agreed that the most serious stormwater issue in their community was flooding
- The top perceived causes of this flooding are
 - 1) overland flow from adjacent property o street
 - 2) clogged ditches or storm sewers adjacent their property
 - 3) poorly placed inlets and undersized dra ditches adjacent to their property
- Nearly half of respondents believe that every is partially responsible when it comes to solve flooding



For stormwater, what does this mean?

- Suburban populations are more likely to implement green infrastructure stormwater solutions than urban populations, either due to space or the perceived effectiveness of the actions
- Flooding is a more serious stormwater issue for urban audiences. Suburban audiences are more concerned with water quality.
- Due to higher density, residents in urban areas see flooding as a multi-faceted issue

