2018 Community Planning Survey

Findings Report

Mid-America Regional Council

Section 1:
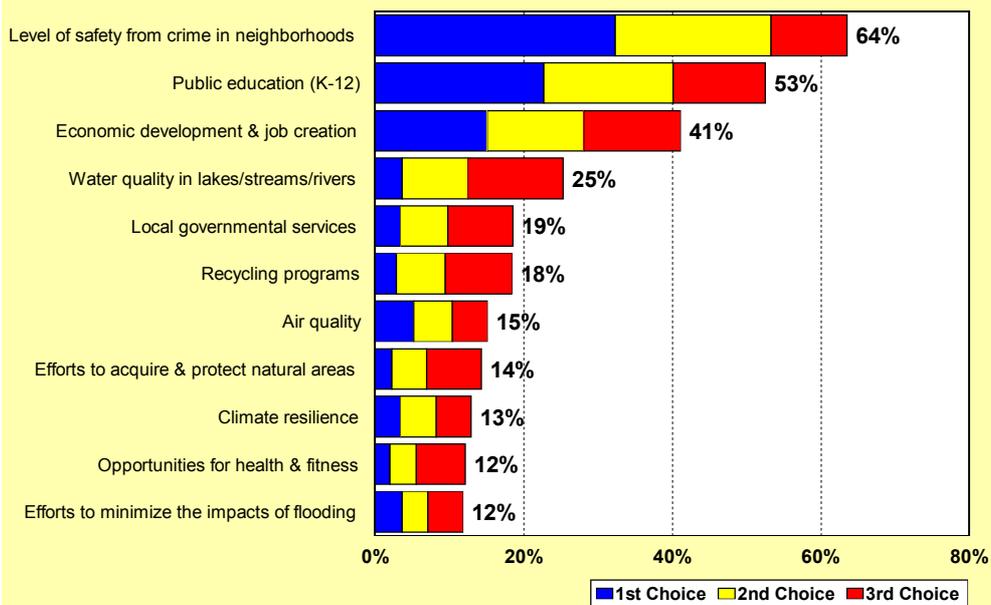# *Charts and Graphs*

Q1. How would you rate the following in the Kansas City area?

by percentage of respondents (excluding "don't know")

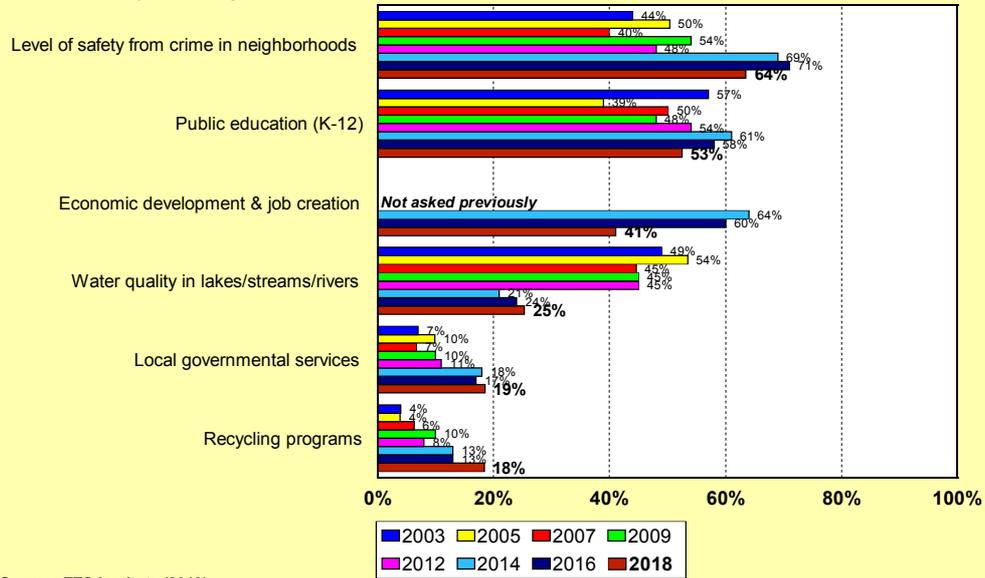|	Very Good (5)	Good (4)	Adequate (3)	Poor (2/1)
Air quality	16%	53%	26%	5%
Opportunities for health & fitness	16%	38%	31%	15%
Economic development & job creation	10%	38%	42%	11%
Public education (K-12)	16%	30%	28%	27%
Recycling programs	11%	33%	36%	20%
Efforts to minimize the impacts of flooding	7%	33%	43%	18%
Local governmental services	6%	30%	51%	14%
Water quality in lakes, streams, & rivers	5%	28%	42%	25%
Climate resilience	4%	27%	46%	23%
Regional efforts to acquire & protect natural area	4%	26%	44%	26%
Level of safety from crime in neighborhoods	6%	22%	38%	34%

Source: ETC Institute (2019)

Q2. Issues That Should be the Top Priorities for the Metropolitan Kansas City Area Over the Next 5 Years

by percentage of respondents who selected the item as one of their top three choices

	1st Choice	2nd Choice	3rd Choice	Total
Level of safety from crime in neighborhoods				64%
Public education (K-12)				53%
Economic development & job creation				41%
Water quality in lakes/streams/rivers				25%
Local governmental services				19%
Recycling programs				18%
Air quality				15%
Efforts to acquire & protect natural areas				14%
Climate resilience				13%
Opportunities for health & fitness				12%
Efforts to minimize the impacts of flooding				12%

Source: ETC Institute (2019)

Trends in the Priority Residents Place on Regional Issues in the Kansas City Area
2003 to 2018
by percentage of respondents who selected the item as one of their top three choices

Level of safety from crime in neighborhoods
- 44%
- 50%
- 40%
- 54%
- 48%
- 69%
- 71%
- **64%**

Public education (K-12)
- 57%
- 39%
- 50%
- 48%
- 54%
- 61%
- 58%
- **53%**

Economic development & job creation
- *Not asked previously*
- 64%
- 60%
- **41%**

Water quality in lakes/streams/rivers
- 49%
- 54%
- 45%
- 45%
- 45%
- 21%
- 24%
- **25%**

Local governmental services
- 7%
- 10%
- 7%
- 10%
- 11%
- 18%
- 17%
- **19%**

Recycling programs
- 4%
- 4%
- 6%
- 10%
- 8%
- 13%
- 13%
- **18%**

Scale: 0% | 20% | 40% | 60% | 80% | 100%

Legend: 2003 | 2005 | 2007 | 2009 | 2012 | 2014 | 2016 | **2018**

Source: ETC Institute (2019)

(Continued): Trends in the Priority Residents Place on Regional Issues in the Kansas City Area
2003 to 2018
by percentage of respondents who selected the item as one of their top three choices

Air quality
- 39%
- 37%
- 31%
- 28%
- 26%
- 13%
- 14%
- **15%**

Efforts to acquire & protect natural areas
- 8%
- 11%
- 11%
- 9%
- 7%
- 11%
- 12%
- **14%**

Climate resilience
- *Not asked previously*
- **13%**

Opportunities for health & fitness
- 10%
- 12%
- 20%
- 13%
- 13%
- 10%
- 11%
- **12%**

Efforts to minimize the impacts of flooding
- 10%
- 12%
- 11%
- 8%
- 10%
- 6%
- 8%
- **12%**

Scale: 0% | 10% | 20% | 30% | 40% | 50%

Legend: 2003 | 2005 | 2007 | 2009 | 2012 | 2014 | 2016 | **2018**
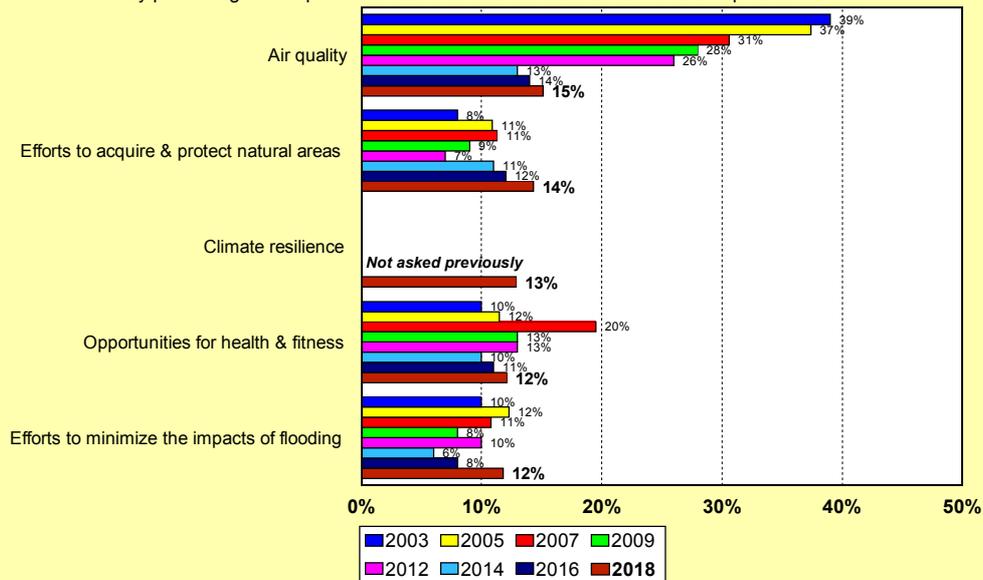
Source: ETC Institute (2019)

Q3. Do you think the water in lakes and streams near your home is safe for your pets to drink?

by percentage of respondents
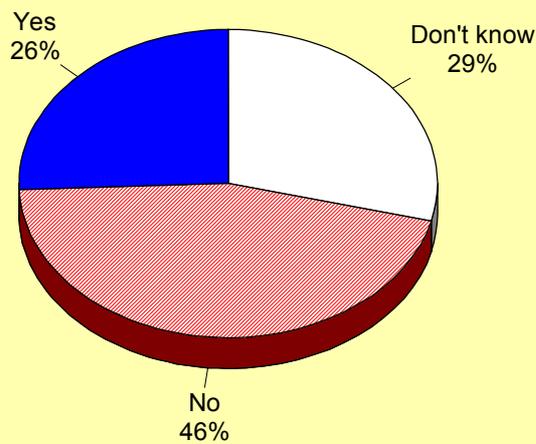

Yes
28%

Don't know
35%

No
36%
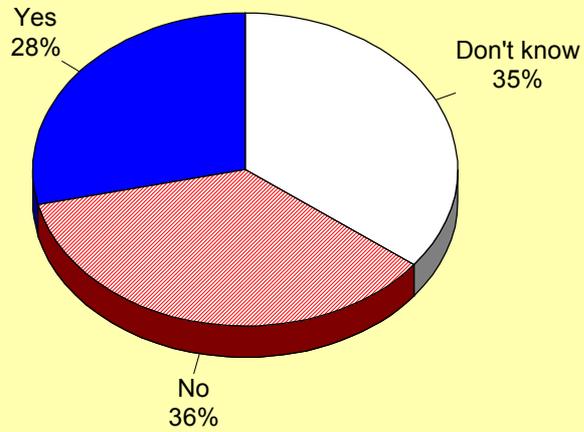
Source: ETC Institute (2019)

Q4. Do you think the water in lakes and streams near your home is safe for children to play in?

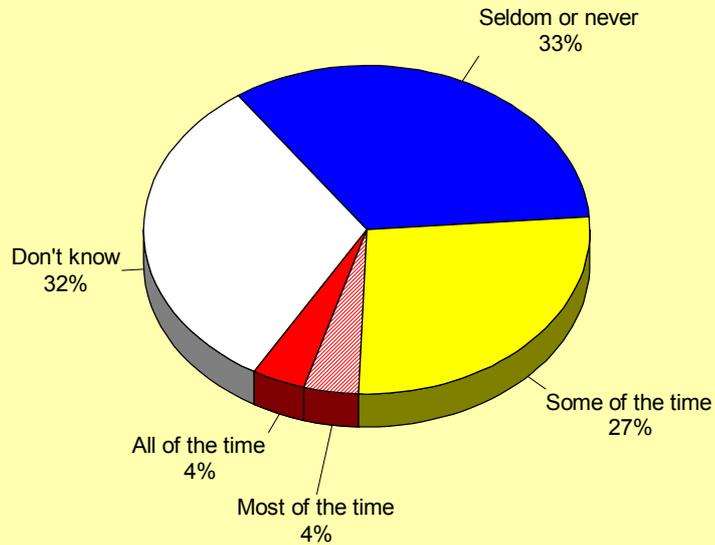by percentage of respondents

Yes
26%

Don't know
29%

No
46%

Source: ETC Institute (2019)

Q5. How often does the water in lakes and streams near your home smell bad?

by percentage of respondents

Seldom or never
33%

Don't know
32%

Some of the time
27%

All of the time
4%

Most of the time
4%

Source: ETC Institute (2019)

Q6. How often do you see litter and junk in lakes and streams near your home?

by percentage of respondents

Some of the time
37%

Seldom or never
19%

Don't know
14%

All of the time
13%

Most of the time
17%
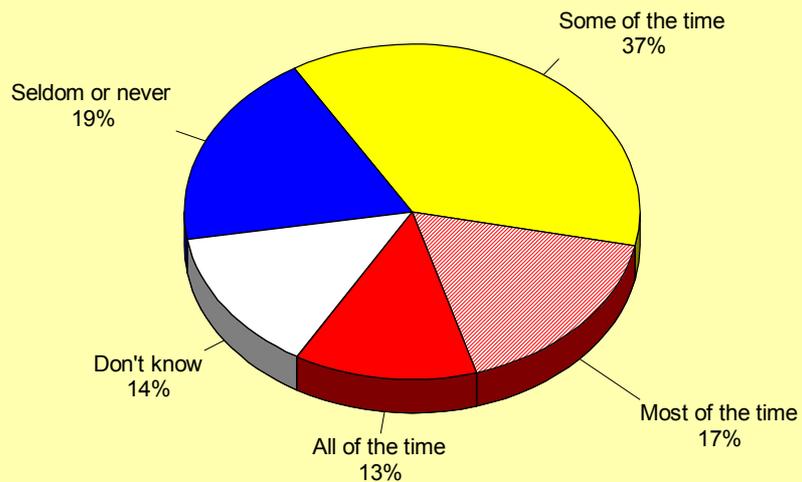
Source: ETC Institute (2019)

Q7. How concerned are you about pollution in lakes, streams and other waterways in the Kansas City area?

by percentage of respondents

Very concerned
45%

Not concerned
3%

Not sure
6%

Somewhat concerned
46%
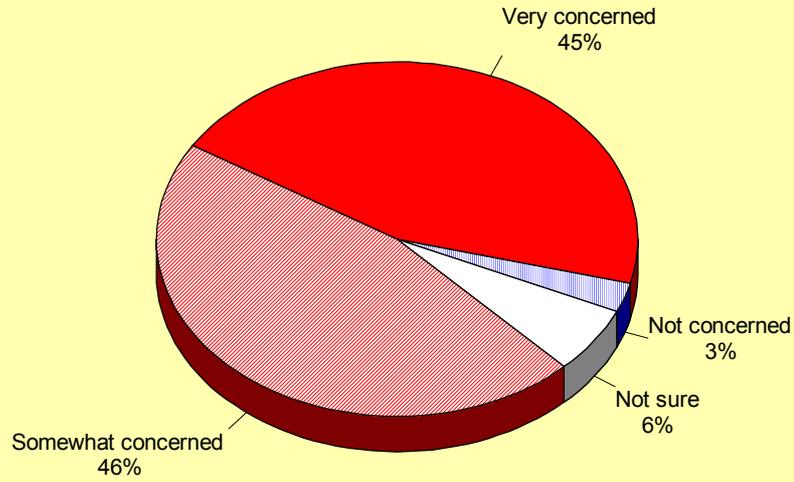
Source: ETC Institute (2019)

Trends in the Percentage of Residents Who Were Concerned About Pollution in Lakes, Streams and Other Waterways in the Kansas City Area
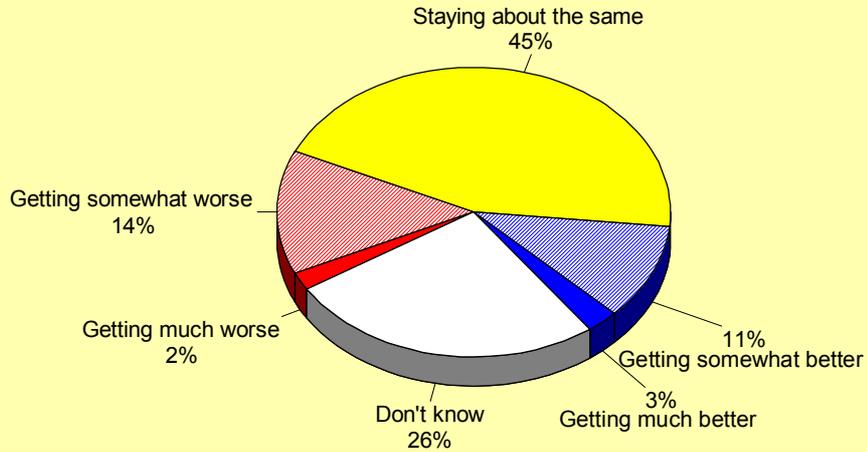### *2003 to 2018*

by percentage of respondents who were "very concerned" or "somewhat concerned"

86% 92% 85% 90% 82% 79% 82% **91%**

Legend: 2003 2005 2007 2009 2012 2014 2016 **2018**
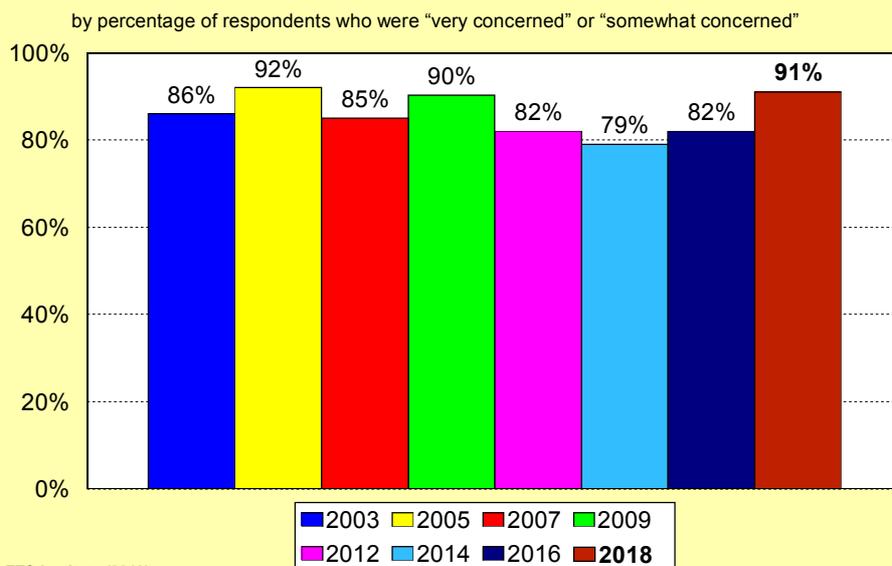
Source: ETC Institute (2019)

Q8. Do you think the water quality in lakes, streams, rivers and other waterways in the Kansas City area is:

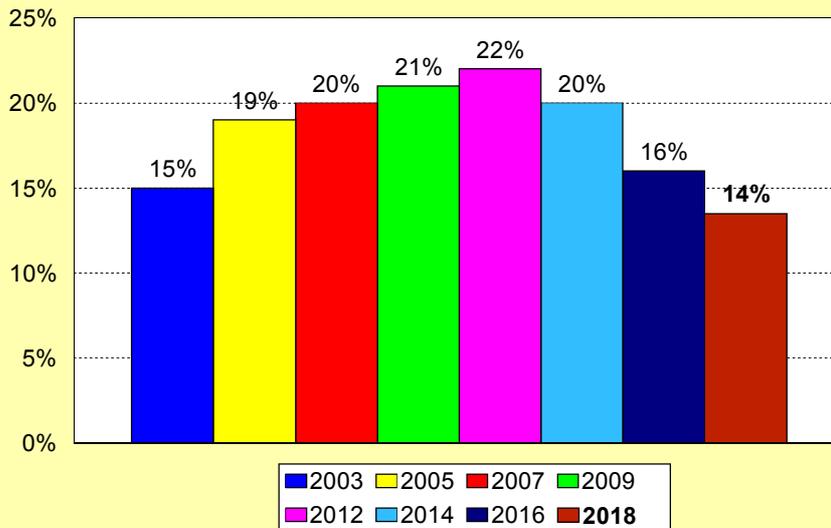by percentage of respondents

Staying about the same
45%

Getting somewhat worse
14%

Getting much worse
2%

Don't know
26%

Getting much better
3%

Getting somewhat better
11%

Source: ETC Institute (2019)

<u>Trends</u> in the Percentage of Residents Who Thought the Quality of Water in Lakes and Streams in the Kansas City Area is Getting Better
### *2003 to 2018*

by percentage of respondents who thought water quality was getting "much better" or "somewhat better"

- 15%
- 19%
- 20%
- 21%
- 22%
- 20%
- 16%
- **14%**

| 2003 | 2005 | 2007 | 2009 |
| 2012 | 2014 | 2016 | **2018** |

Source: ETC Institute (2019)

Q9. Have you or other members of your household disposed of yard waste (including grass clipping) in the street, a stormwater drain, or a lake/stream during the past year?
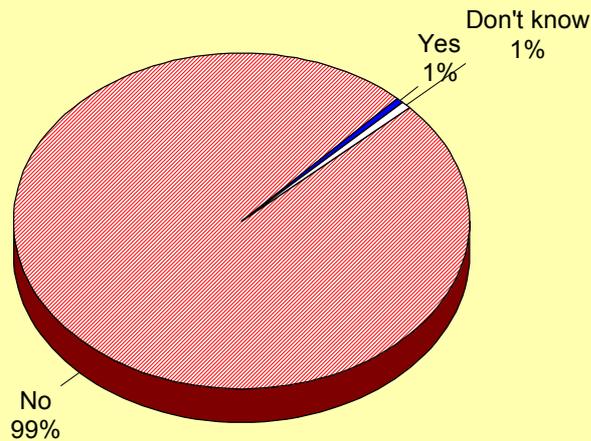
by percentage of respondents

Yes
4%

Don't know
3%

No
93%
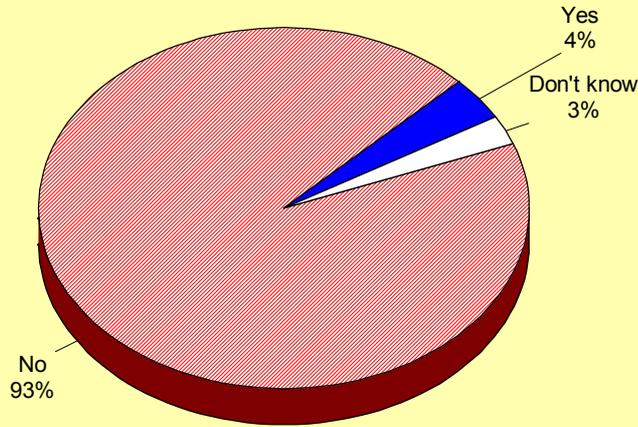
Source: ETC Institute (2019)

Q10. Have you or other members of your household dumped paint, motor oil, or other household waste into the street, stormwater drain, or a lake/stream during the past year?
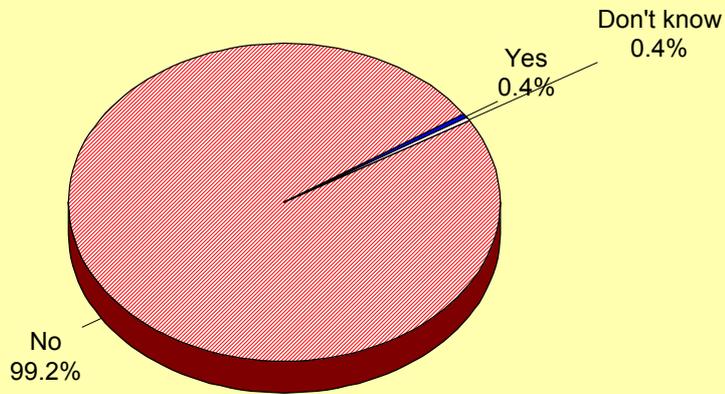
by percentage of respondents

Don't know
1%

Yes
1%

No
99%

Source: ETC Institute (2019)

Q11. Have you or other members of your household littered or dumped debris along a lake or stream during the past year?
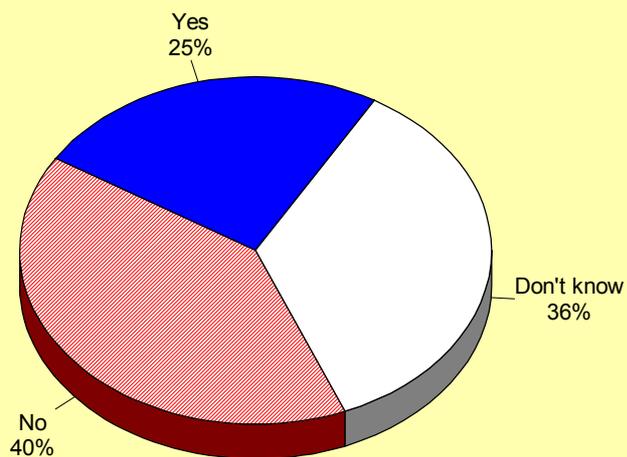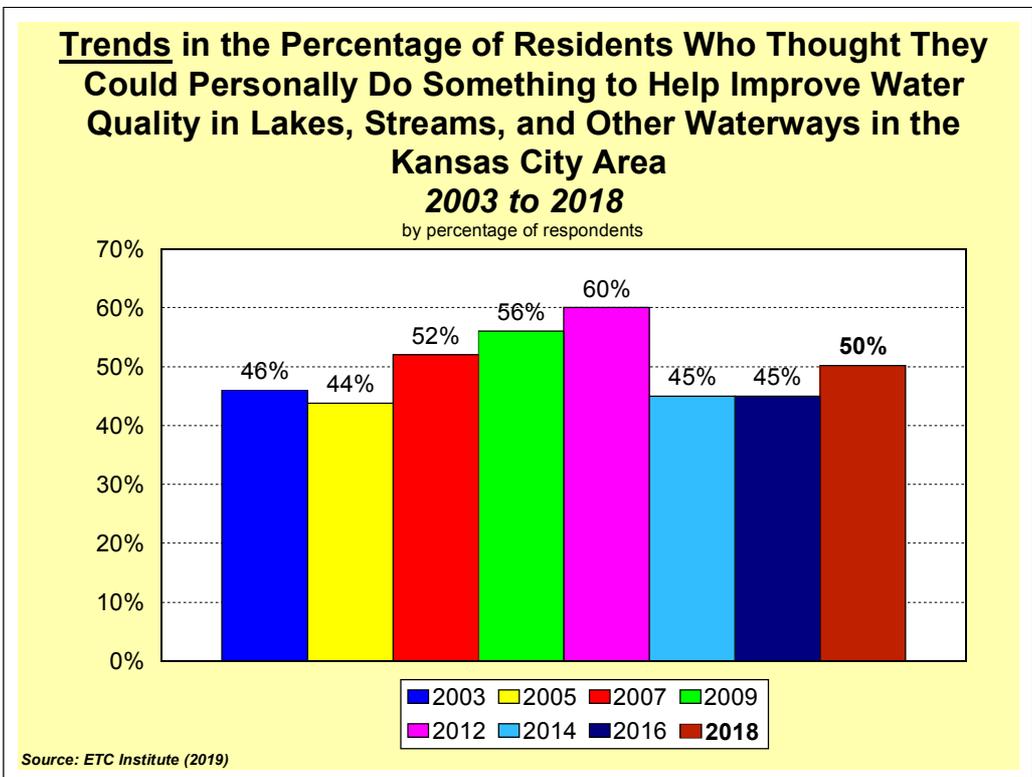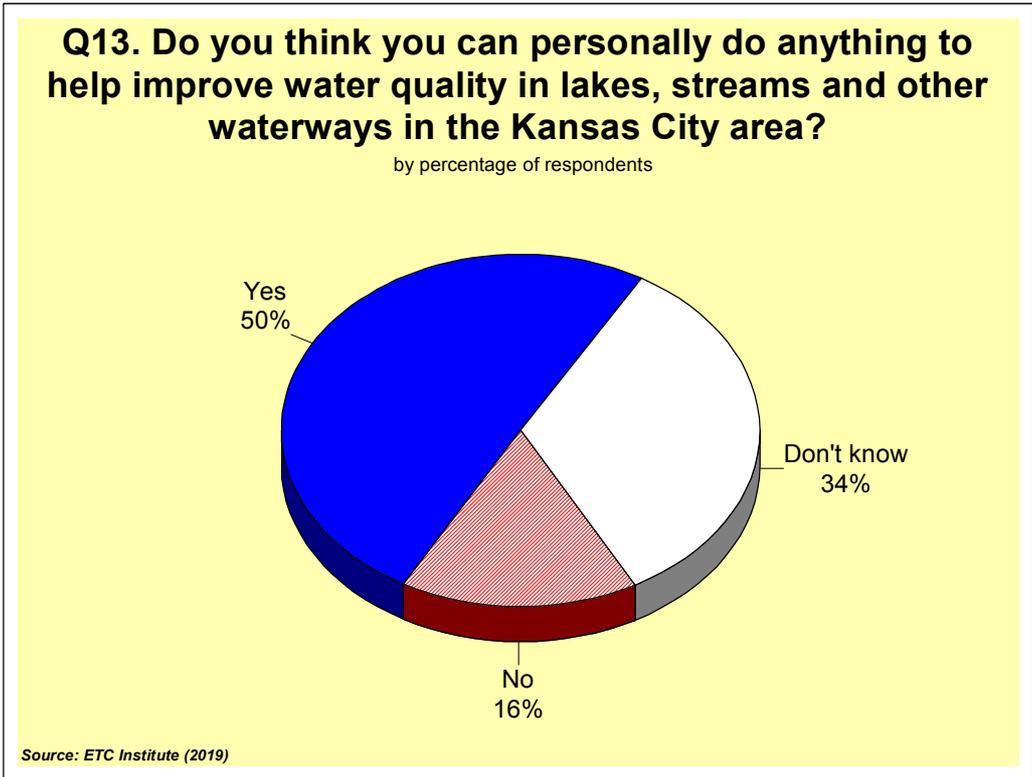by percentage of respondents

Don't know
0.4%

Yes
0.4%

No
99.2%

Source: ETC Institute (2019)

Q12. Do you think it is safe to eat fish that are caught in lakes and streams near your home?
by percentage of respondents

Yes
25%

Don't know
36%

No
40%

Source: ETC Institute (2019)

Q13. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area?

by percentage of respondents

Yes
50%

Don't know
34%

No
16%

Source: ETC Institute (2019)

Trends in the Percentage of Residents Who Thought They Could Personally Do Something to Help Improve Water Quality in Lakes, Streams, and Other Waterways in the Kansas City Area
2003 to 2018

by percentage of respondents

- 2003 — 46%
- 2005 — 44%
- 2007 — 52%
- 2009 — 56%
- 2012 — 60%
- 2014 — 45%
- 2016 — 45%
- **2018 — 50%**

Source: ETC Institute (2019)

Q14. (Part I): Percentage of Kansas City Area Residents Who Indicated They Participate in Activities That Help Protect the Environment
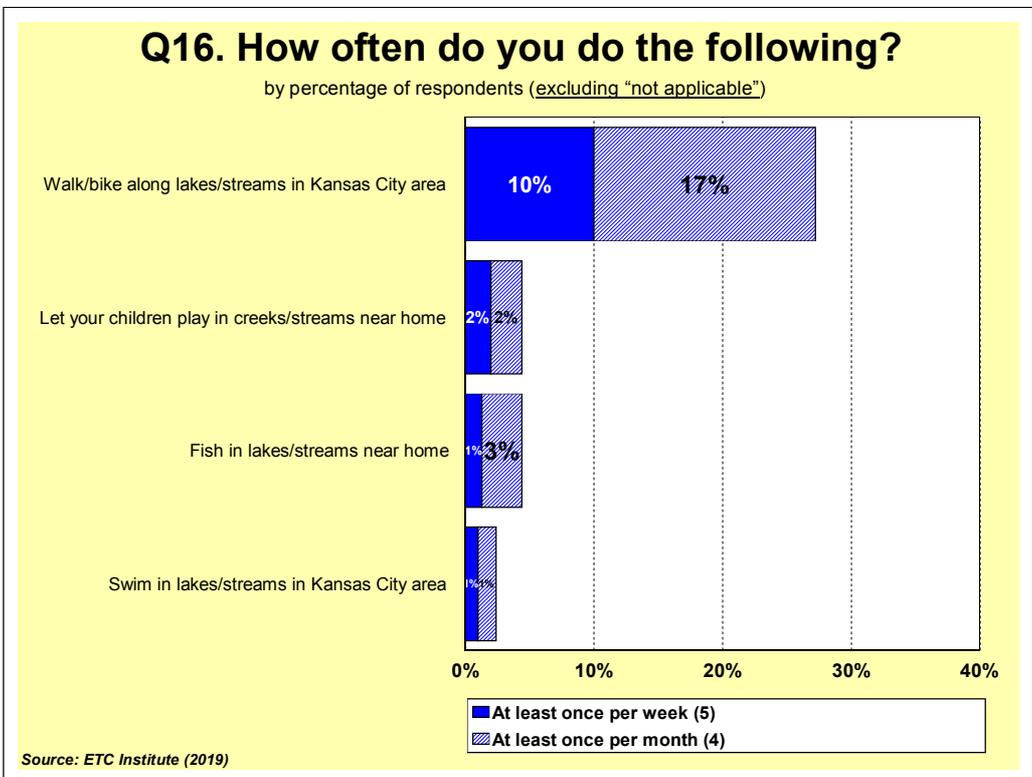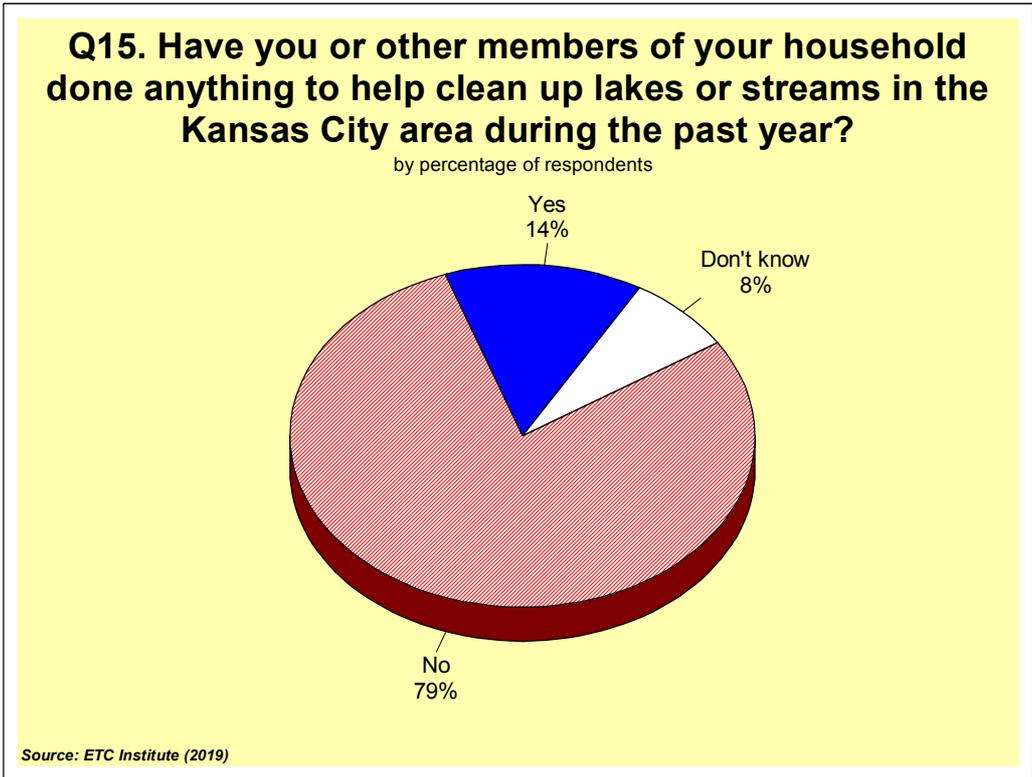
by percentage of respondents

Activity	Percentage
Manage yard waste	83%
Take household waste to disposal facility	76%
Pick up/dispose of your pet's waste	69%
Pick up trash in your community	63%
Use environmentally friendly products on your lawn	57%
Report illegal dumping	36%

Source: ETC Institute (2019)

Q14. (Part II): Willingness of Residents to Participate in Activities that Help Protect the Environment in the Kansas City Area Among Residents Who Are NOT Currently Participating

by percentage of respondents who were not currently participating in the activity
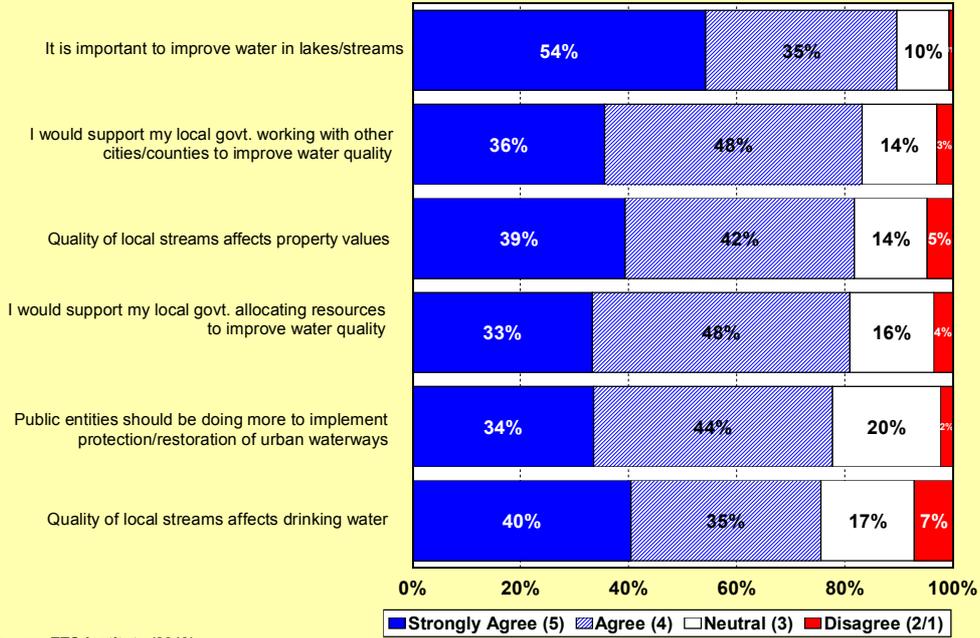
Activity	Percentage
Take household waste to disposal facility	91%
Report illegal dumping	85%
Use environmentally friendly products on your lawn	82%
Manage yard waste	78%
Pick up trash in your community	72%
Pick up/dispose of your pet's waste	61%

■ Very willing (4) ▨ Somewhat willing (3)

Source: ETC Institute (2019)

Q15. Have you or other members of your household done anything to help clean up lakes or streams in the Kansas City area during the past year?

by percentage of respondents

Yes
14%

Don't know
8%

No
79%

Source: ETC Institute (2019)

Q16. How often do you do the following?

by percentage of respondents (excluding "not applicable")

Walk/bike along lakes/streams in Kansas City area — 10% / 17%

Let your children play in creeks/streams near home — 2% / 2%

Fish in lakes/streams near home — 1% / 3%

Swim in lakes/streams in Kansas City area — 1% / 1%

| | 0% | 10% | 20% | 30% | 40% |

■ At least once per week (5)
▨ At least once per month (4)

Source: ETC Institute (2019)

Q17. Level of Agreement with the Following:

by percentage of respondents (excluding "don't know")

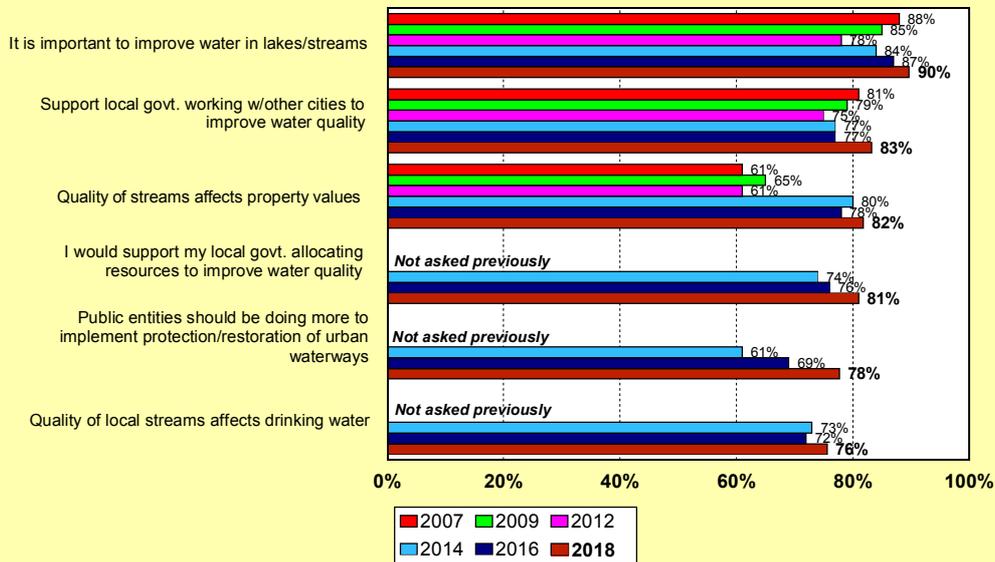|	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2/1)
It is important to improve water in lakes/streams	54%	35%	10%	
I would support my local govt. working with other cities/counties to improve water quality	36%	48%	14%	3%
Quality of local streams affects property values	39%	42%	14%	5%
I would support my local govt. allocating resources to improve water quality	33%	48%	16%	4%
Public entities should be doing more to implement protection/restoration of urban waterways	34%	44%	20%	2%
Quality of local streams affects drinking water	40%	35%	17%	7%

Source: ETC Institute (2019)

Q17. (Cont.) Level of Agreement with the Following:

by percentage of respondents (excluding "don't know")

	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2/1)
Quality of local streams affects quality of life	29%	34%	27%	9%
I would be willing to pay more for a property in a community that focuses on protecting water quality	20%	36%	31%	13%
I have confidence in my community's ability to address flooding related problems	12%	34%	39%	15%
I would be willing to pay an increase in taxes to improve quality of water in lakes/streams	12%	31%	31%	27%
I would be willing to pay more in utilities to improve quality of water in lakes/streams	12%	29%	30%	29%

Source: ETC Institute (2019)

Level of Agreement with Statements About Water Quality Issues in the Kansas City Area
2007 to 2018
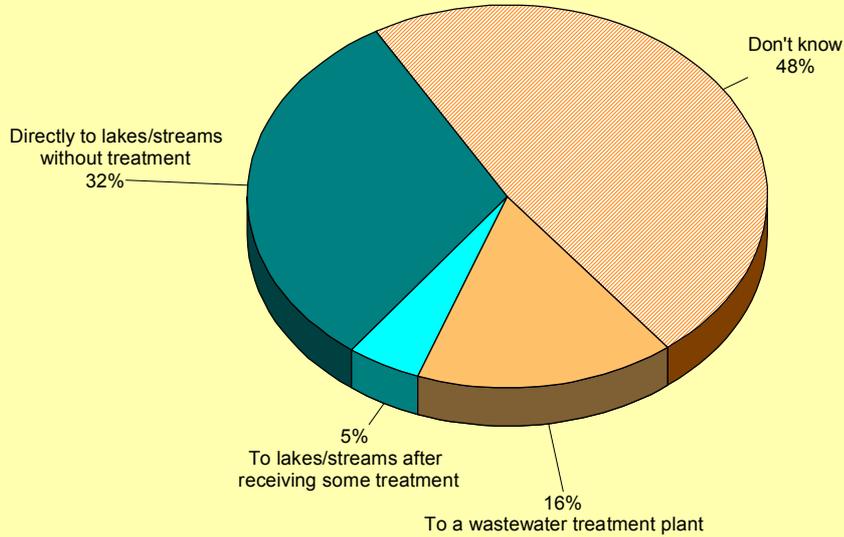by percentage of respondents who indicated they "strongly agree" or "agree"

It is important to improve water in lakes/streams
- 88%
- 85%
- 78%
- 84%
- 87%
- **90%**

Support local govt. working w/other cities to improve water quality
- 81%
- 79%
- 75%
- 77%
- 77%
- **83%**

Quality of streams affects property values
- 61%
- 65%
- 61%
- 80%
- 78%
- **82%**

I would support my local govt. allocating resources to improve water quality
- *Not asked previously*
- 74%
- 76%
- **81%**

Public entities should be doing more to implement protection/restoration of urban waterways
- *Not asked previously*
- 61%
- 69%
- **78%**

Quality of local streams affects drinking water
- *Not asked previously*
- 73%
- 72%
- **76%**

Legend: 2007 | 2009 | 2012 | 2014 | 2016 | **2018**

Source: ETC Institute (2019)

(Cont.) Level of Agreement with Statements About Water Quality Issues in the Kansas City Area
2007 to 2018
by percentage of respondents who indicated they "strongly agree" or "agree"

Quality of streams affects my quality of life
- 64%
- 67%
- 63%
- 69%
- 62%
- **63%**

I would be willing to pay more for a property in a community that focuses on protecting water quality
- 57%
- 42%
- 45%
- 42%
- **45%**
- **56%**

I have confidence in my community's ability to address flooding related problems
- 53%
- 50%
- 52%
- 58%
- **58%**
- 46%

I would be willing to pay an increase in taxes to improve quality of water in lakes/streams
- *Not asked previously*
- 29%
- **34%**
- **42%**

I would be willing to pay more in utilities to improve quality of water in lakes/streams
- 51%
- 39%
- 44%
- 29%
- **34%**
- **41%**

Legend: 2007 | 2009 | 2012 | 2014 | 2016 | **2018**
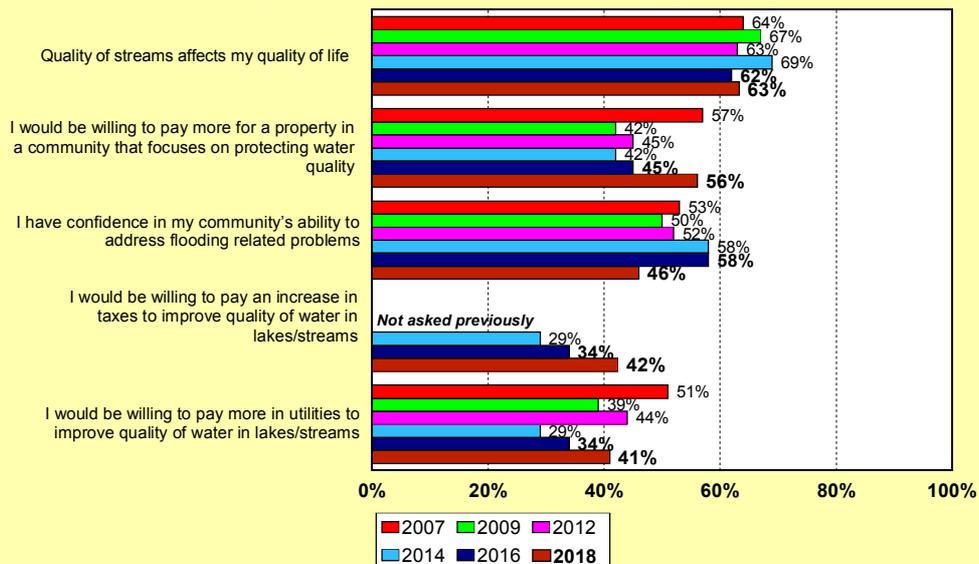
Source: ETC Institute (2019)

Q18. Where does stormwater go after it enters a storm drain in your community?

by percentage of respondents

Don't know
48%

Directly to lakes/streams
without treatment
32%

5%
To lakes/streams after
receiving some treatment

16%
To a wastewater treatment plant

Source: ETC Institute (2019)

Q19. Compared to two years ago, what is your level of awareness concerning the water quality of lakes and streams in the Kansas City area?

by percentage of respondents

More aware
14%

Not provided
2%

Not applicable
8%

Less aware
7%

69%
Same level of awareness
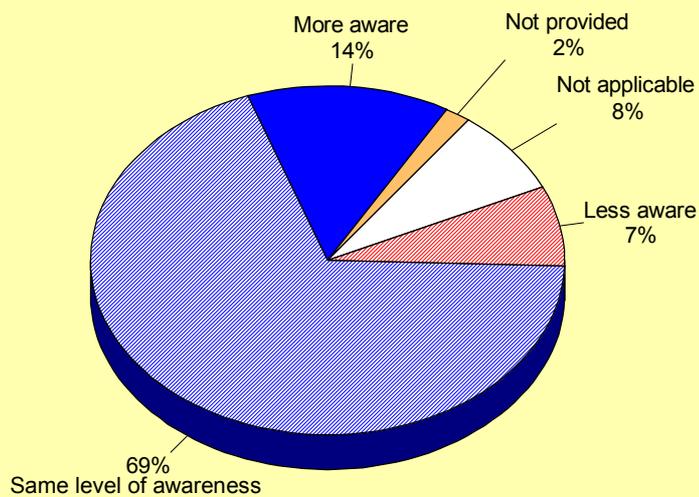
Source: ETC Institute (2019)

Q20. Have you seen or heard any information in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes and streams in the Kansas City area during the past year?

by percentage of respondents

Yes 17%
Don't know 11%
No 71%
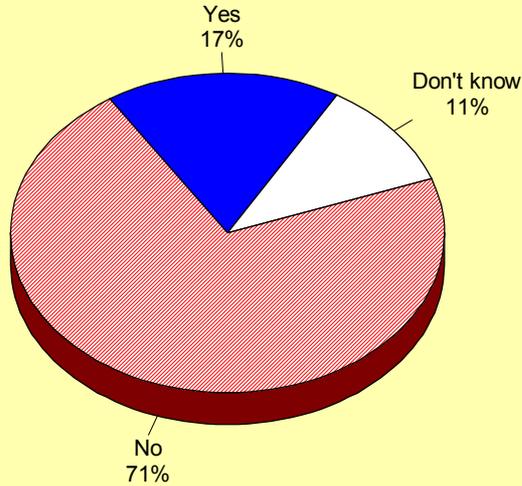
Source: ETC Institute (2019)

Have You Seen or Heard Information in Advertisements, Brochures, Outdoor Advertisements, Displays or Other Promotional Materials About Water Quality in Lakes and Streams in the Kansas City Area?
2003 to 2016

by percentage of respondents

2003: 25%
2005: 25%
2007: 30%
2009: 38%
2012: 35%
2014: 22%
2016: 18%
2018: 17%
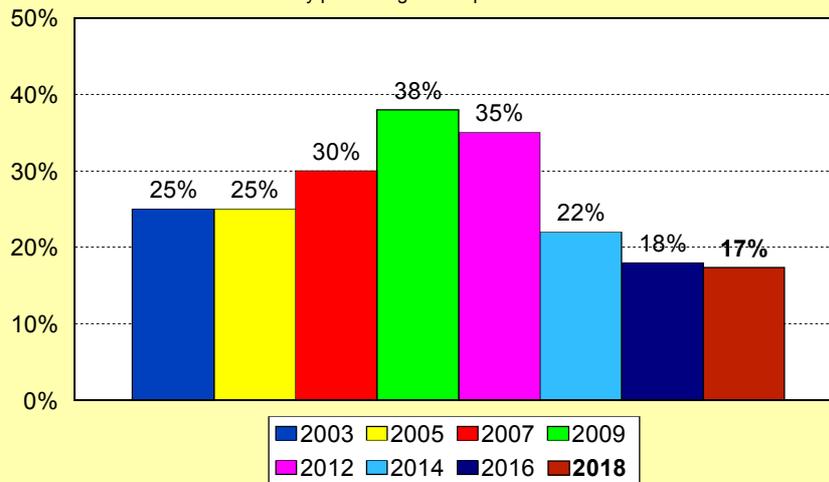
Source: ETC Institute (2019)

Q20a. What types of information have you seen or heard?

by percentage of respondents who indicated they had seen or heard information about water quality

Category	Percentage
Water bill inserts	62%
Newspapers/magazines	50%
TV stories/ads	40%
City or county newsletters	34%
Internet	20%
Social media	19%
Radio stories/ads	14%
Brochures	13%
Community event	3%
Watershed festival	1%
Other	11%

Source: ETC Institute (2019)

Where Residents Had Seen or Heard Information About Water Quality in Lakes and Streams in the Kansas City Area: *2003 to 2018*

by percentage of respondents who had seen or heard information about water quality issues (multiple responses were allowed)

Water bill inserts — *Not previously offered*; 54%; 56%; **62%**

Newspapers/magazines — 59%; 57%; 47%; 53%; 18%; 49%; 48%; **50%**

TV stories/ads — 39%; 33%; 43%; 52%; 15%; 32%; 37%; **40%**

City or county newsletters — 20%; 31%; 16%; 22%; 10%; 37%; 48%; **34%**

Internet — 2%; 5%; 4%; 8%; 5%; 13%; 21%; **20%**

Legend: 2003 | 2005 | 2007 | 2009 | 2012 | 2014 | 2016 | **2018**

Source: ETC Institute (2019)

Where Residents Had Seen or Heard Information About Water Quality in Lakes and Streams in the Kansas City Area: *2003 to 2018*

by percentage of respondents who had seen or heard information about water quality issues (multiple responses were allowed)

Social media
Not previously offered
5%
19%

Radio stories/ads
6%
8%
4%
13%
6%
9%
10%
14%

Brochures
22%
24%
19%
15%
9%
22%
29%
13%

Community event
Not previously offered
10%
12%
3%

Watershed Festival
Not previously offered
1%
2%
3%
4%
1%

0%   10%   20%   30%   40%

■ 2003   ■ 2005   ■ 2007   ■ 2009
■ 2012   ■ 2014   **■ 2016**   ■ 2018

Source: ETC Institute (2019)

Q21. How supportive would you be of having cities or counties adopt ordinances or participate in practices that protect streams and wildlife habitat in your community?

by percentage of respondents (without "not provided")

	Very supportive (5)	Supportive (4)	Not sure (3)	Not supportive (2/1)
Require developers to preserve trees/open space	63%	28%	5%	3%
Encourage development of sustainable practices	56%	33%	9%	
Provide incentives to plant native flowers/grasses	59%	30%	9%	3%
Require developers to conserve natural areas	56%	32%	9%	
Adopt plans to restore urban water ways	49%	35%	15%	
Fund the restoration of urban water ways	38%	33%	23%	6%
Fund the restoration of stream corridor	34%	31%	28%	7%
Purchase land along stream corridors	31%	28%	34%	8%

0%   20%   40%   60%   80%   100%

■ Very supportive (5)   ▨ Supportive (4)   ☐ Not sure (3)   ■ Not supportive (2/1)

Source: ETC Institute (2019)

How supportive would you be of having cities or counties adopt ordinances or participate in practices that protect streams and wildlife habitat in your community?: *2016 to 2018*

by percentage of respondents who indicated they are "very supportive" or "supportive"

	2016	2018
Require developers to preserve trees/open space	82%	**92%**
Encourage development of sustainable practices	79%	**89%**
Provide incentives to plant native flowers/grasses	78%	**88%**
Require developers to conserve natural areas	78%	**89%**
Adopt plans to restore urban water ways	75%	**84%**
Fund the restoration of urban water ways	54%	**70%**
Fund the restoration of stream corridor	47%	**65%**
Purchase land along stream corridors	44%	**59%**

■ 2016 ■ 2018

Source: ETC Institute (2019)

Q22. Have you done any of the following to manage how and when rain leaves your property?

by percentage of respondents who answered "yes" (excluding "don't know")

	Yes
Placed flower beds/landscaping where they will absorb water	**53%**
Redirected downspout to vegetated area/retain wate	**44%**
Installed permeable pavers or surfaces including s	**23%**
Captured rain water in a rain barrel	**20%**
Disconnected downspout from standpipe	**13%**

■ Yes

Source: ETC Institute (2019)

Have you done any of the following to manage how and when rain leaves your property? :
2016 to 2018
by percentage of respondents who answered "yes"

Source: ETC Institute (2019)

Demographics: Age of Respondents
by percentage of respondents

Source: ETC Institute (2019)

Demographics: County of Residence
by percentage of respondents

Clay
12%

Cass
5%

Jackson
35%

Wyandotte
8%

Ray
1%

Platte
5%

Miami
1%

Leavenworth
4%

Johnson
28%
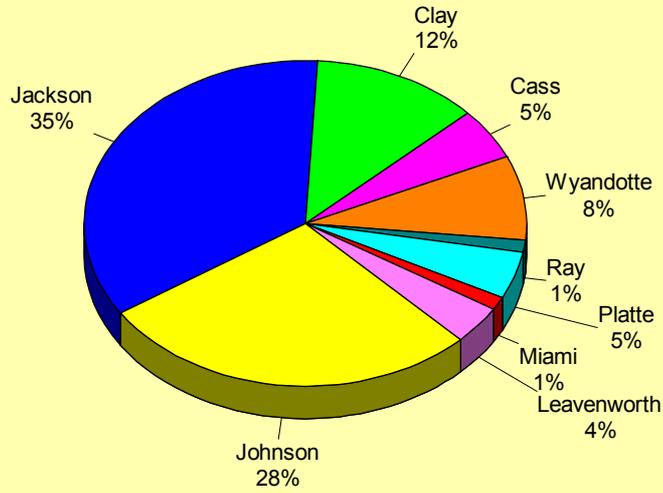
Source: ETC Institute (2019)

Demographics: Race/Ethnicity
by percentage of respondents

White/Caucasian
77%

Black/African American
15%

Other
3%

1%
American Indian/Alaskan Native

Asian
3%

1%
Native Hawaiian/Pacific Islander
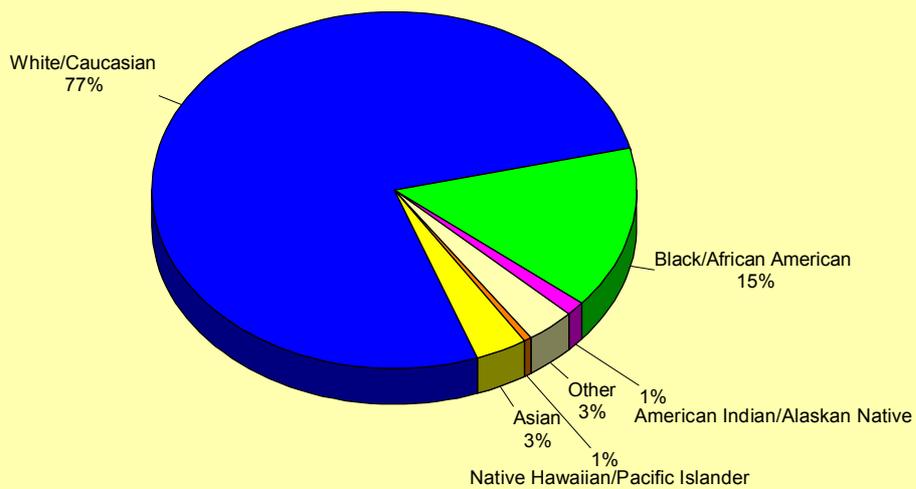
Source: ETC Institute (2019)

Demographics: Are you Hispanic or Latino?
by percentage of respondents

Yes
11%

Not provided
3%

No
86%
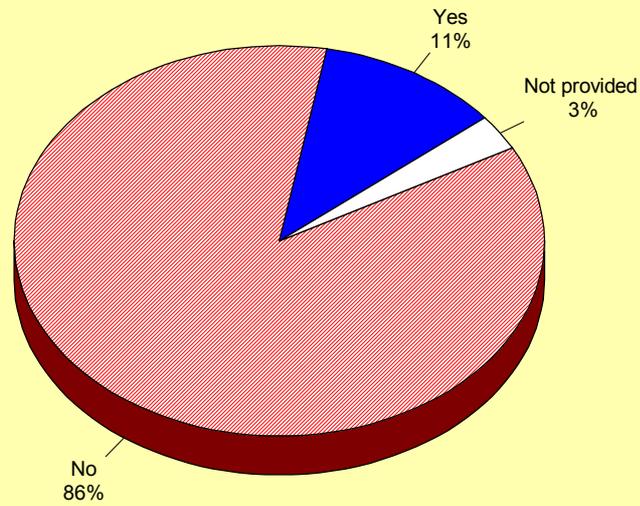
Source: ETC Institute (2019)

Demographics: Gender
by percentage of respondents

Male
51%

Female
50%

Source: ETC Institute (2019)

Demographics: Annual Household Income

by percentage of respondents

$25K to $49,999
15%

Under $25K
10%

Not provided
7%

$50K to $74,999
22%

$125K+
20%

$75K to $99,999
15%

$100K to $124,999
11%
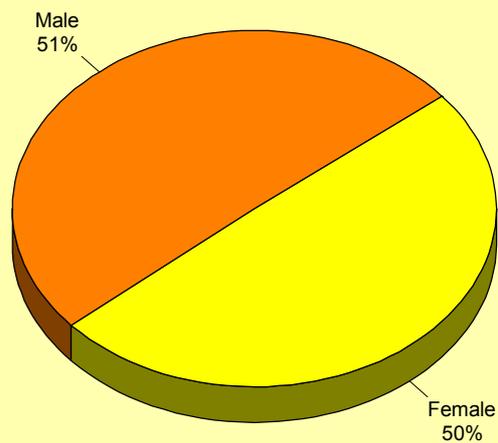
Source: ETC Institute (2019)

2018 Community Planning Survey

Findings Report

Section 2:
GIS Mapping

Location of Survey Respondents

2018 MARC Community Planning Survey

Q1.1 Rating: Air quality
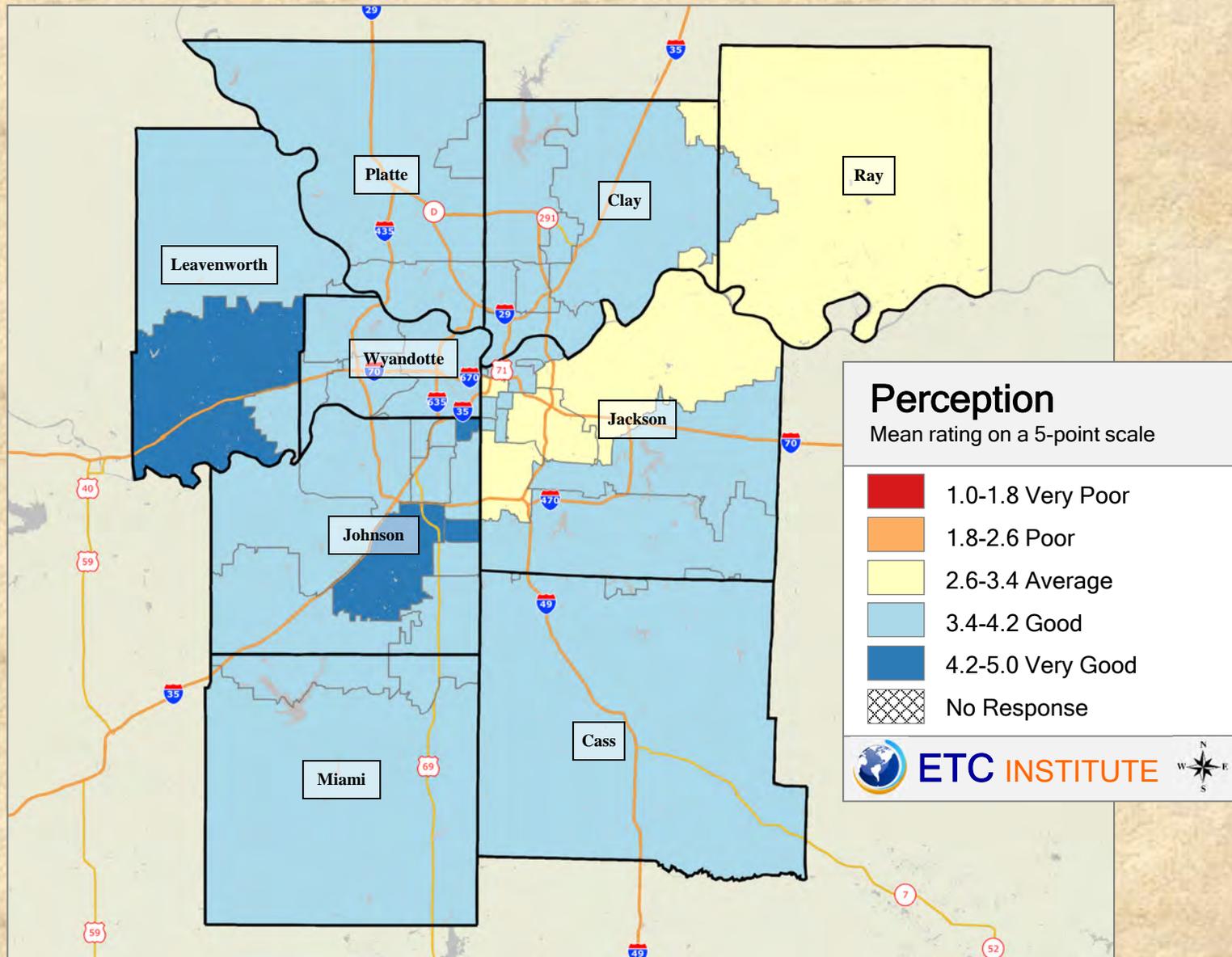
2018 MARC Community Planning Survey

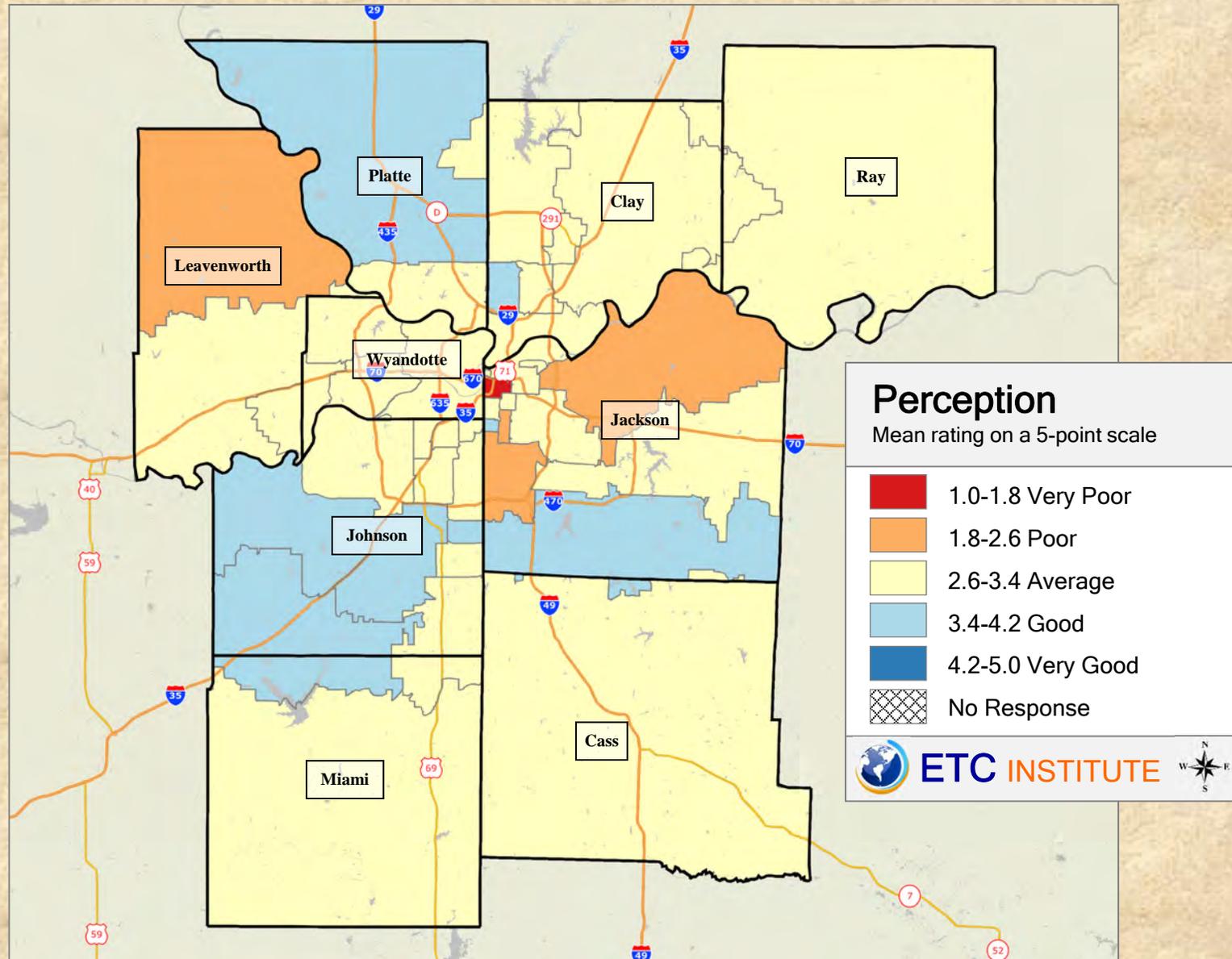Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q1.2 Rating: Economic development and job creation
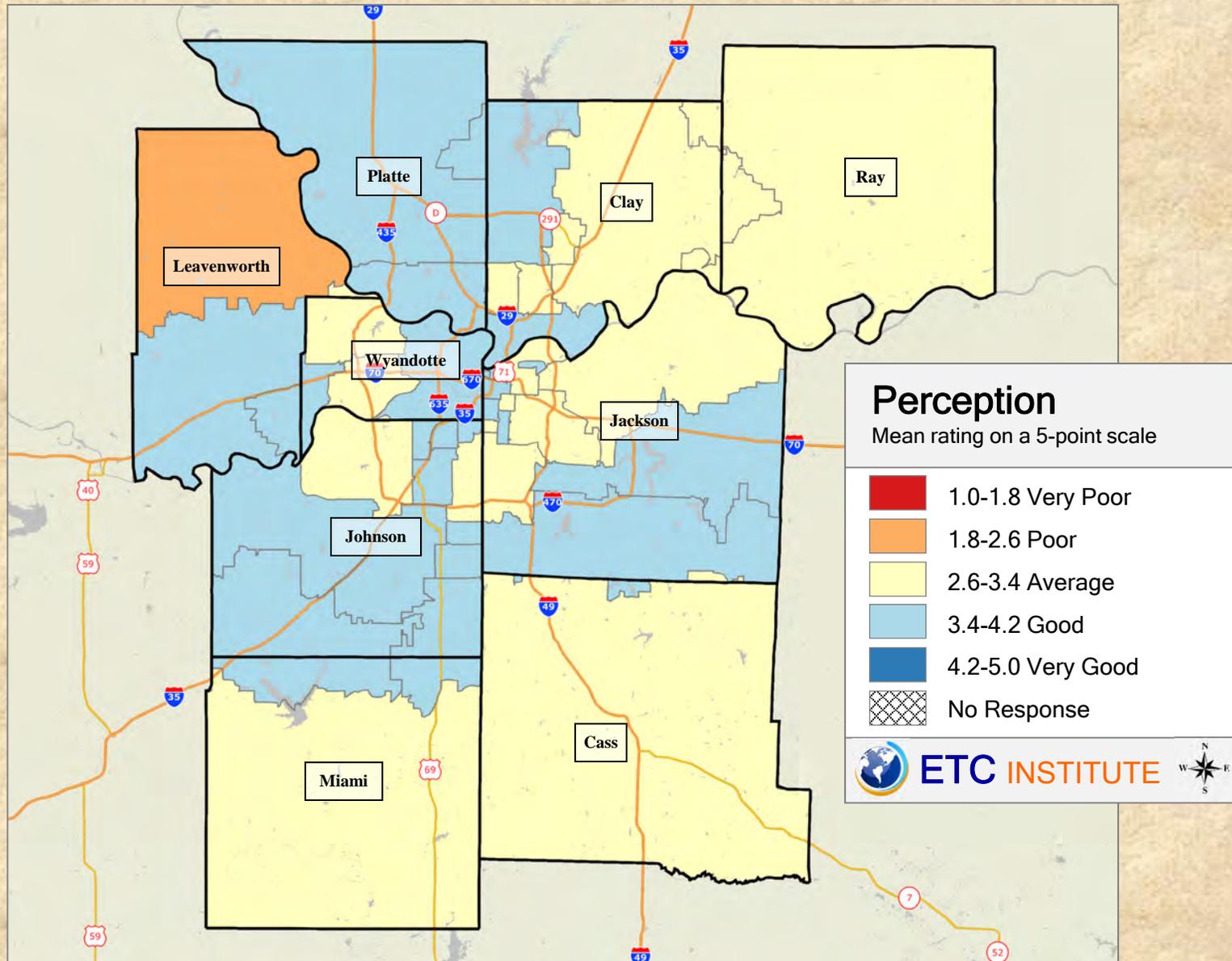
2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

# Q1.3 Rating: Efforts to minimize the impacts of flooding
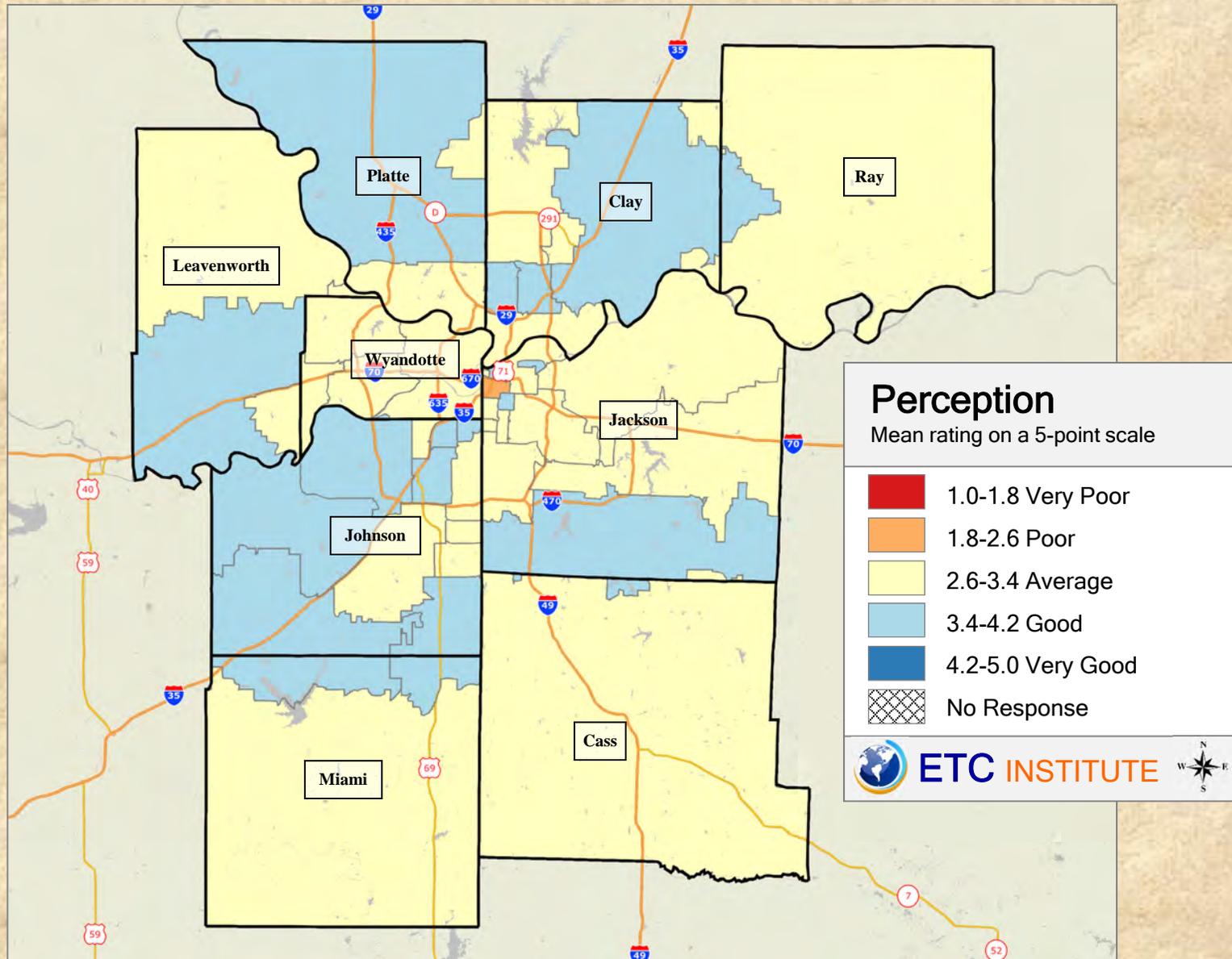
Perception
Mean rating on a 5-point scale

- 1.0-1.8 Very Poor
- 1.8-2.6 Poor
- 2.6-3.4 Average
- 3.4-4.2 Good
- 4.2-5.0 Very Good
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

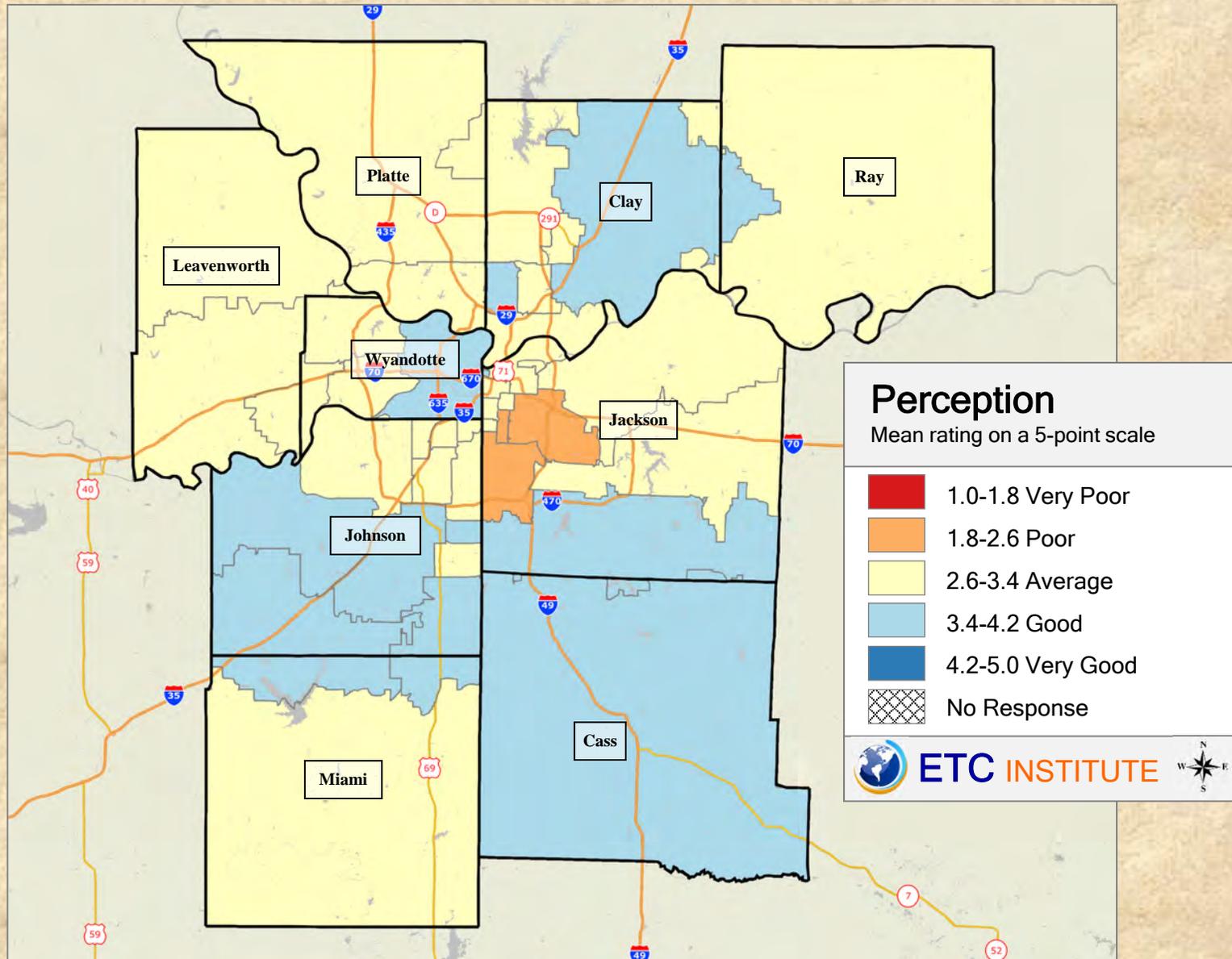# Q1.4 Rating: Level of safety from crime in neighborhoods
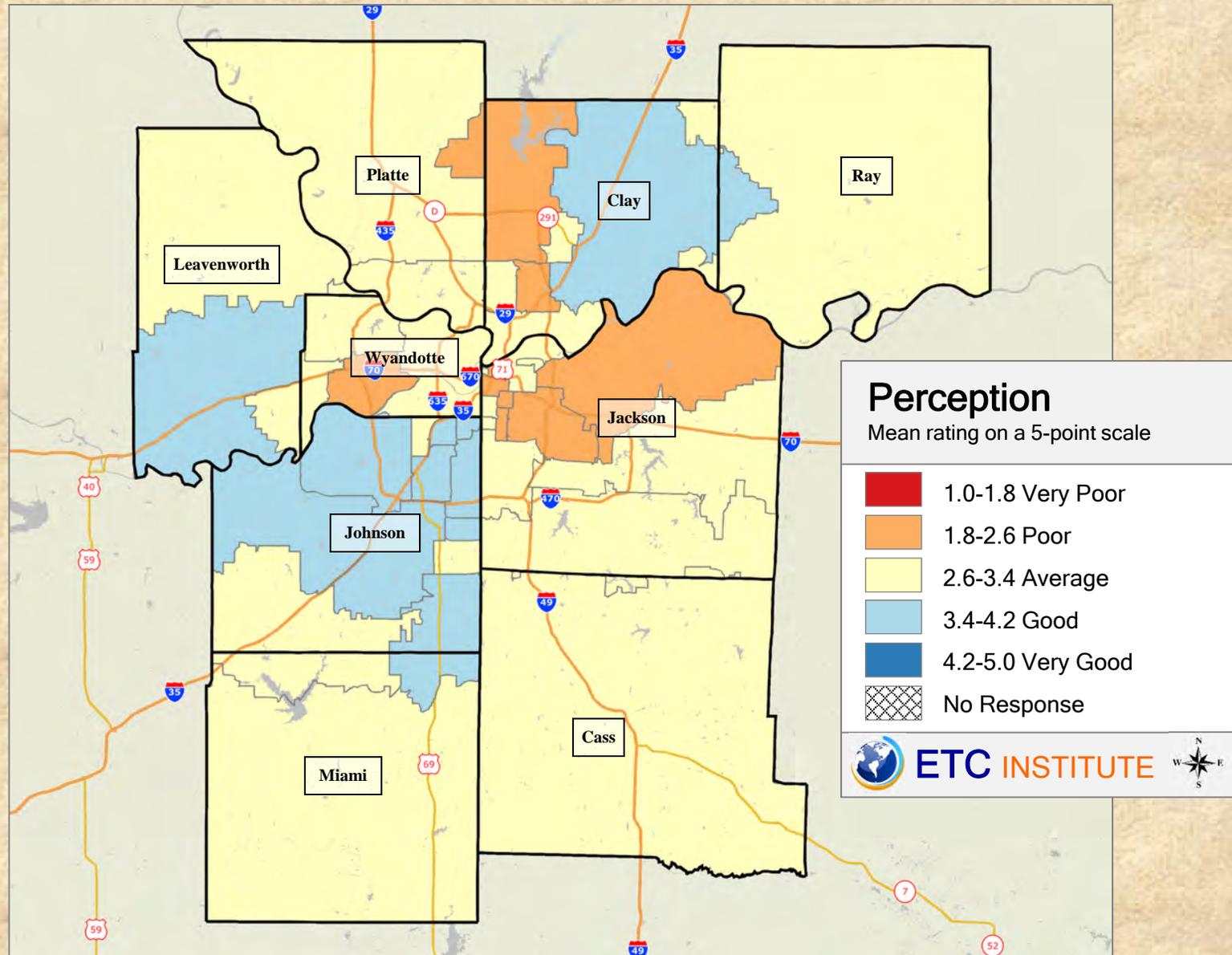
2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q1.5 Rating: Local governmental services
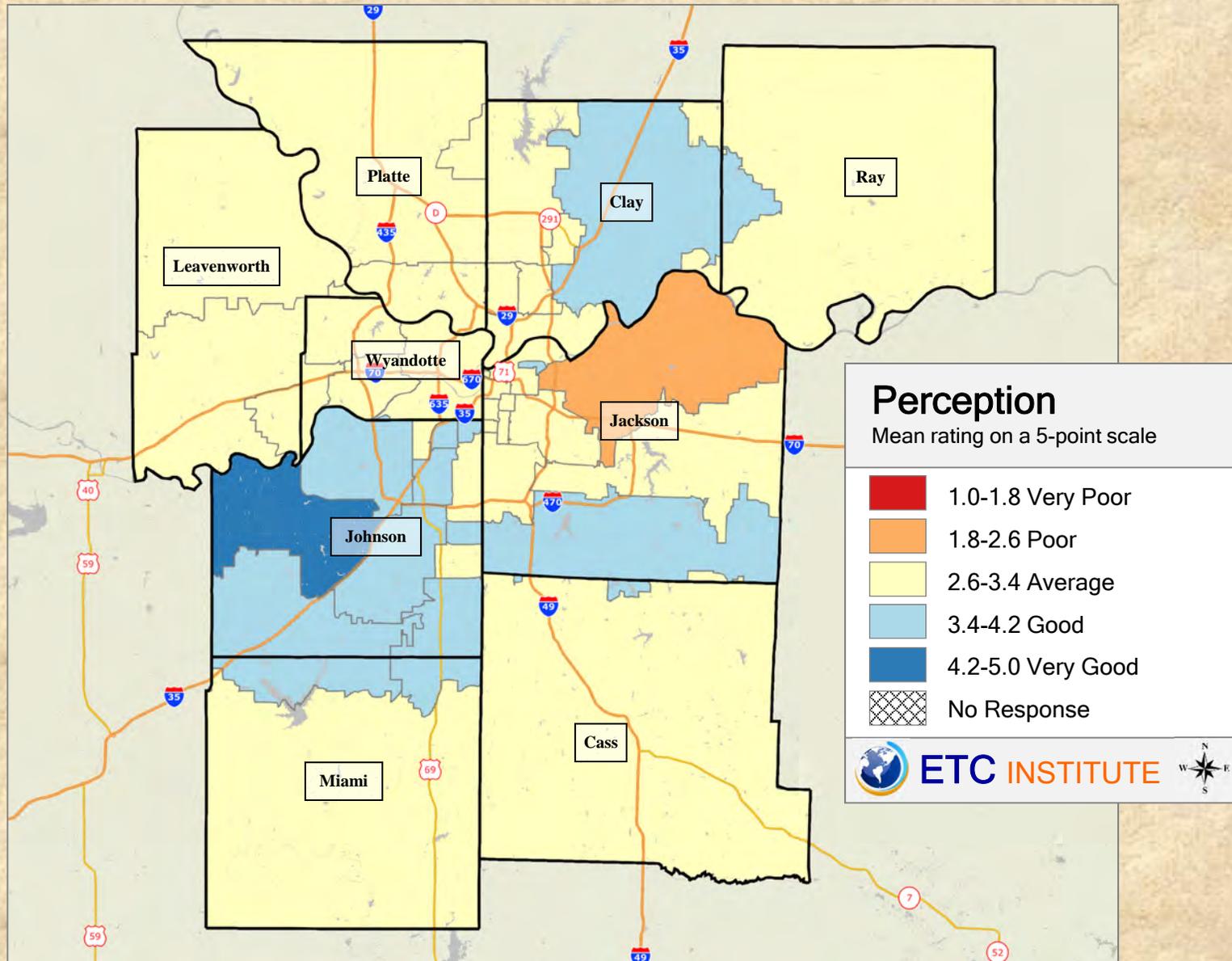
Perception
Mean rating on a 5-point scale

- 1.0-1.8 Very Poor
- 1.8-2.6 Poor
- 2.6-3.4 Average
- 3.4-4.2 Good
- 4.2-5.0 Very Good
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q1.6 Rating: Opportunities for health and fitness
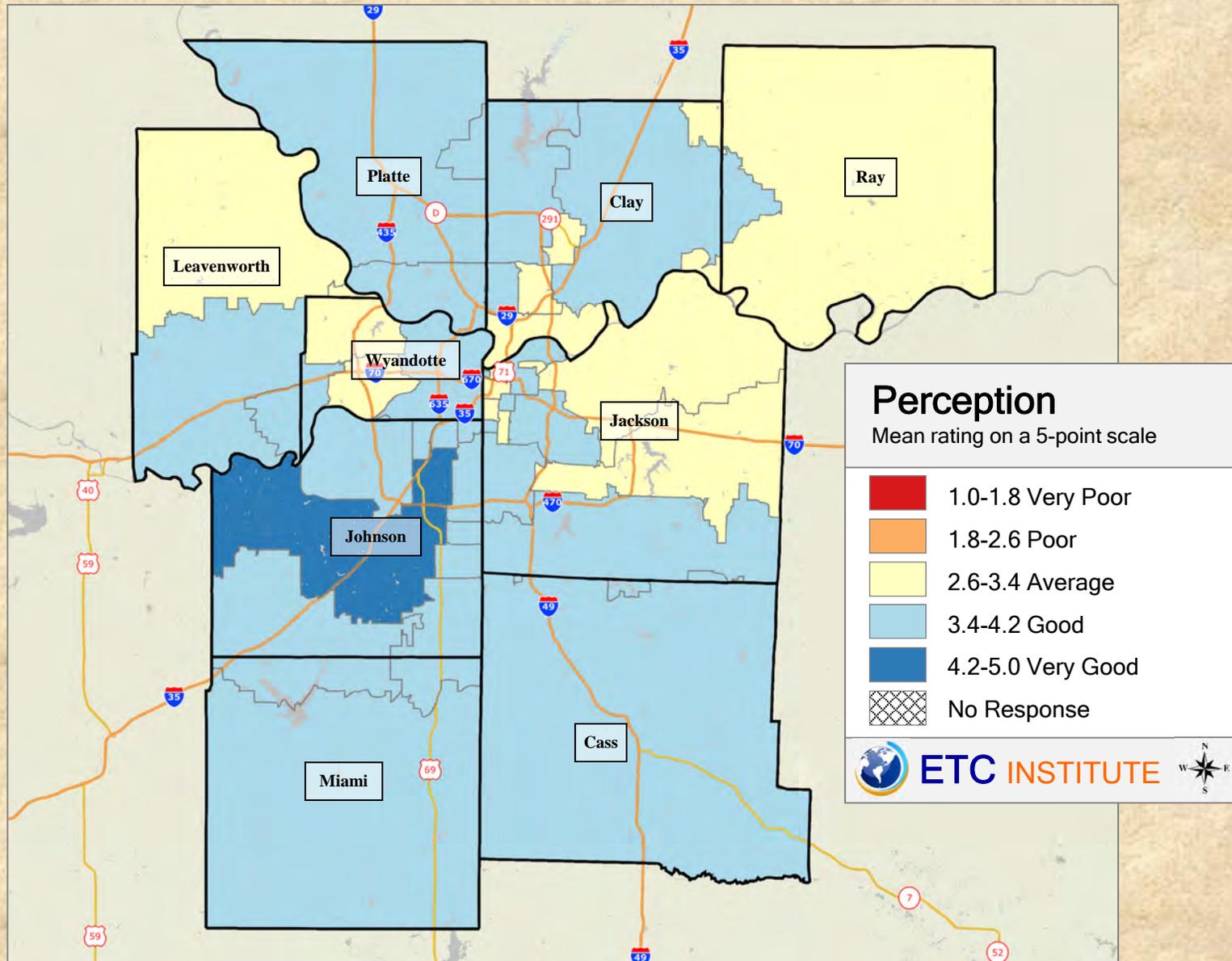
2018 MARC Community Planning Survey

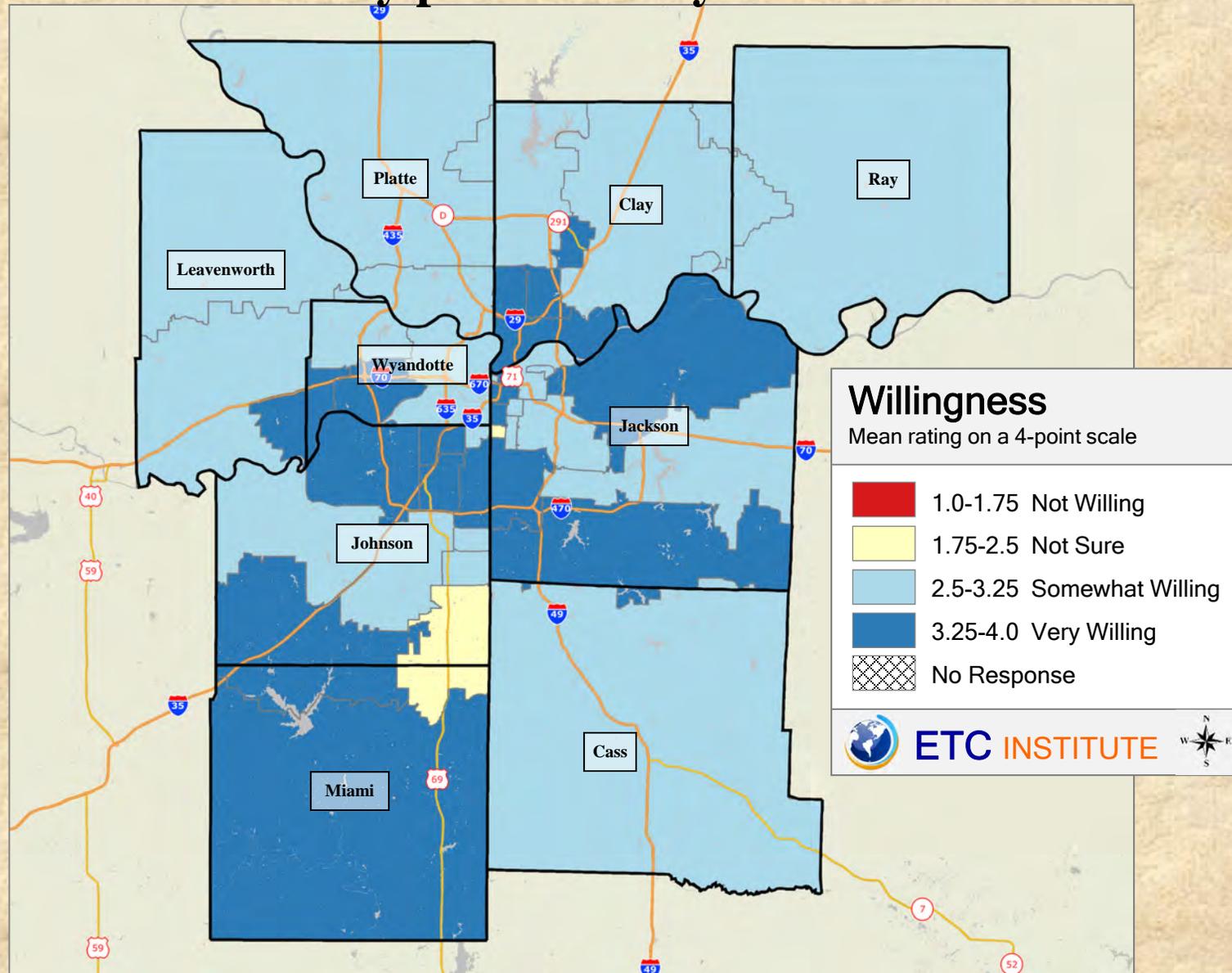Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q1.7 Rating: Public education (K-12)
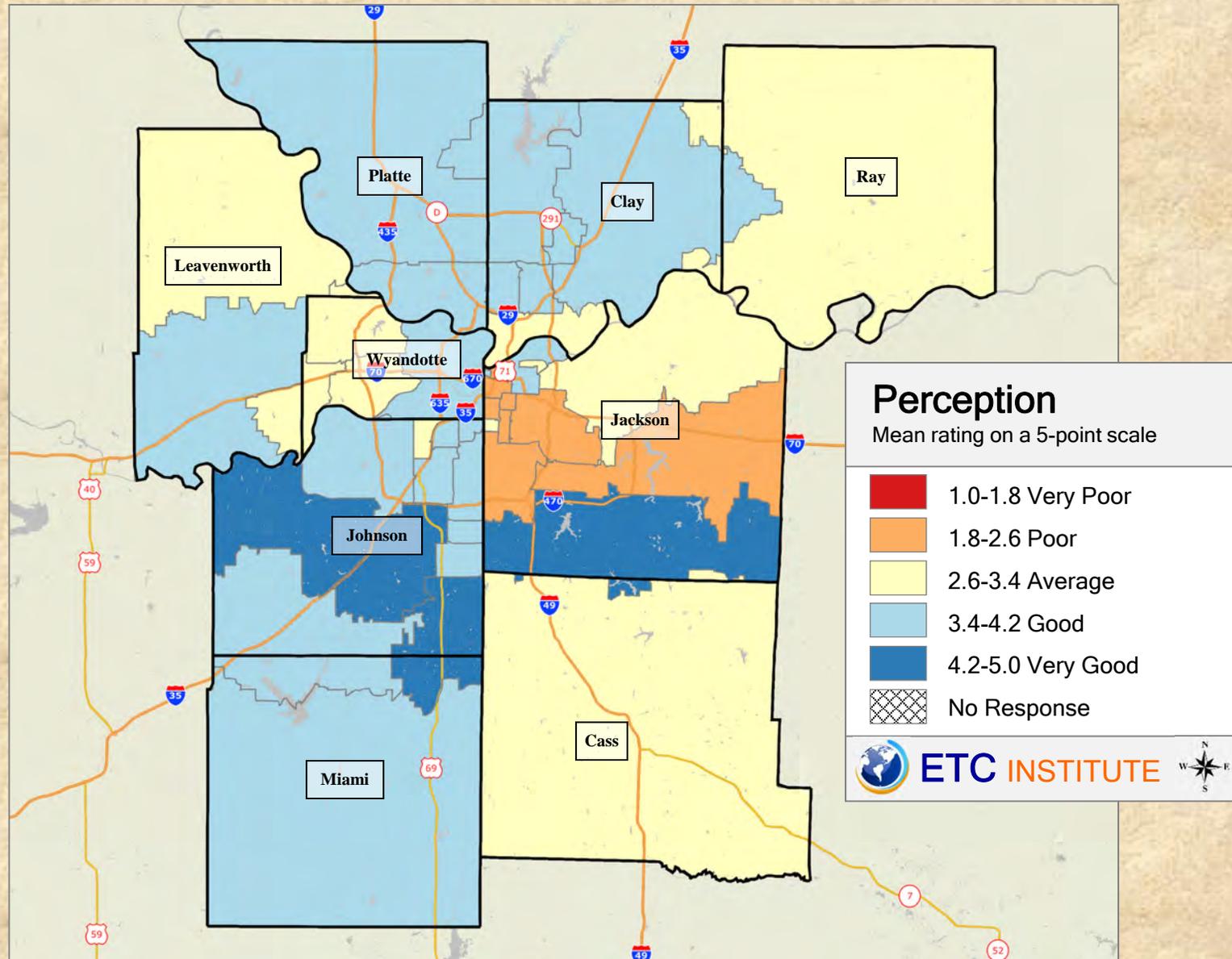
Perception
Mean rating on a 5-point scale

- 1.0-1.8 Very Poor
- 1.8-2.6 Poor
- 2.6-3.4 Average
- 3.4-4.2 Good
- 4.2-5.0 Very Good
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q1.8 Rating: Recycling programs
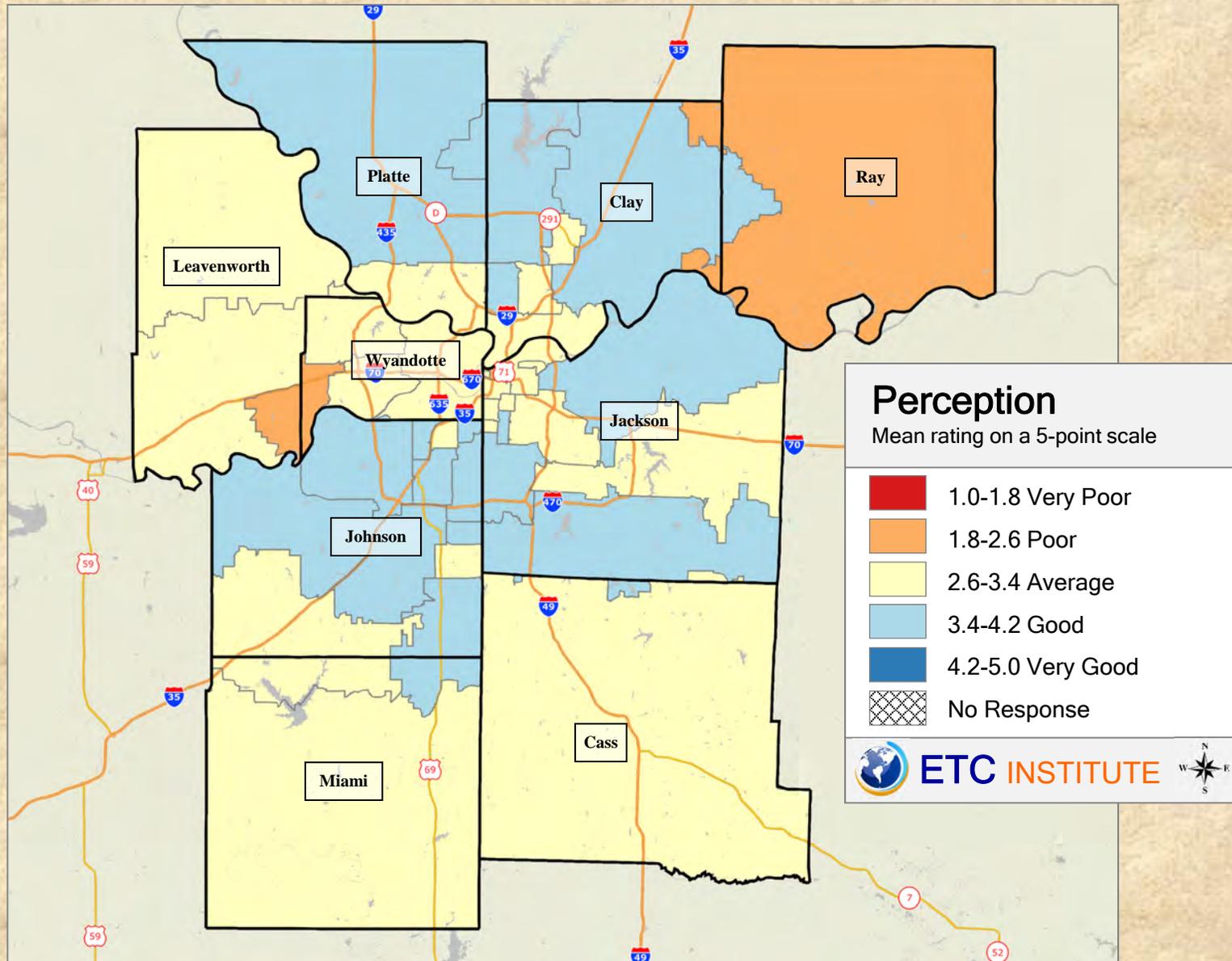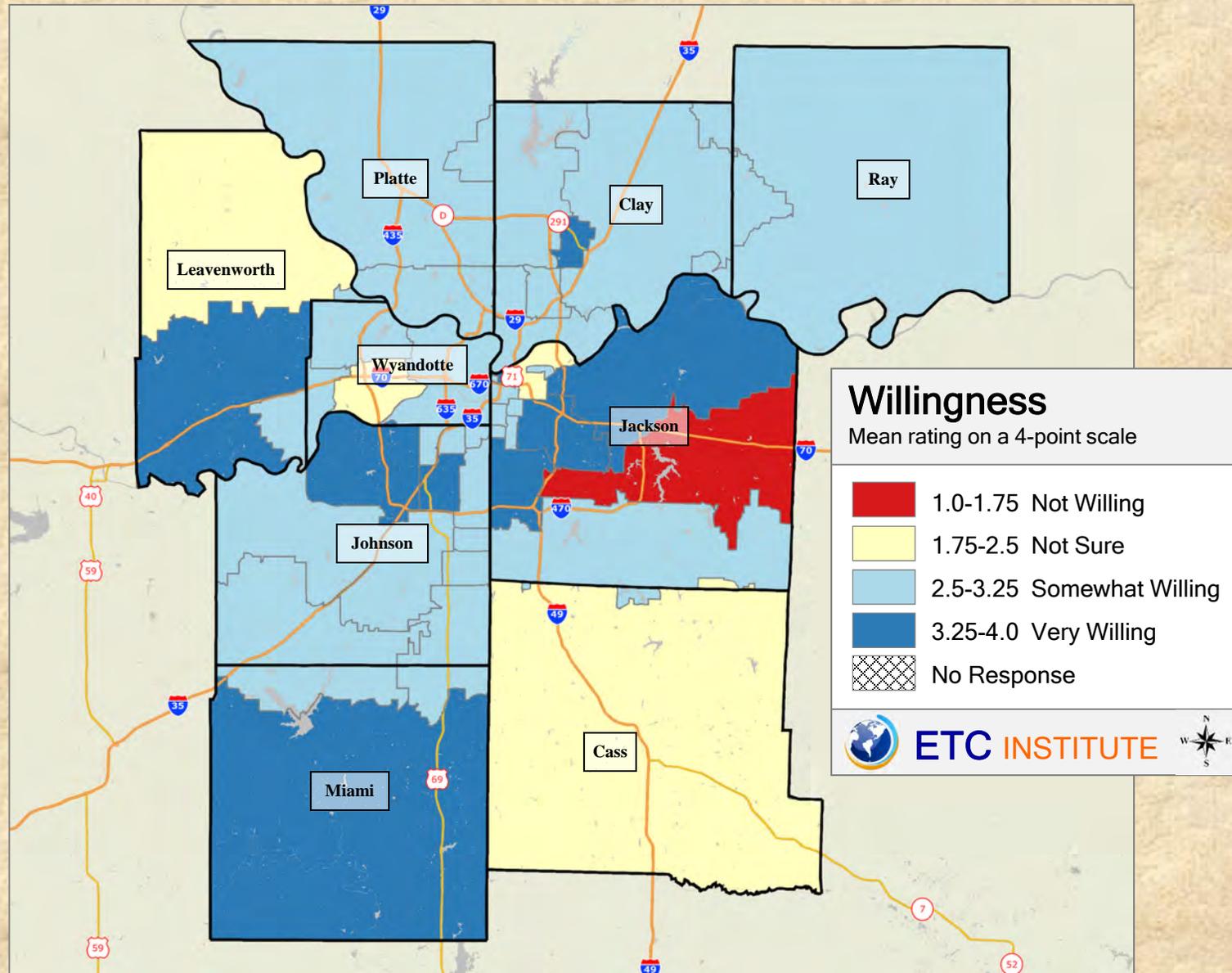

Perception
Mean rating on a 5-point scale

- 1.0-1.8 Very Poor
- 1.8-2.6 Poor
- 2.6-3.4 Average
- 3.4-4.2 Good
- 4.2-5.0 Very Good
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q1.9 Rating: Regional efforts to acquire and protect natural areas

2018 MARC Community Planning Survey

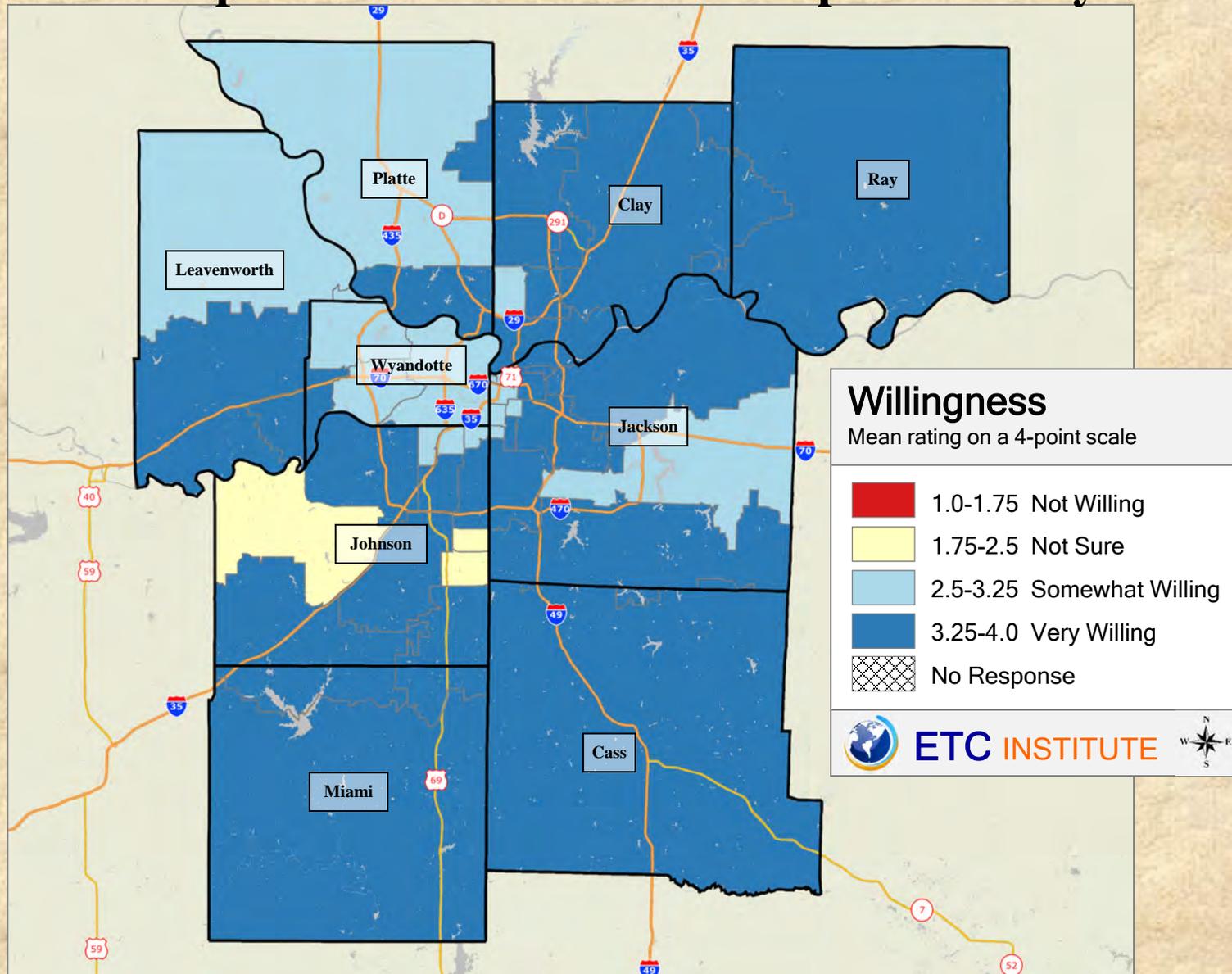Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q1.10 Rating: Water quality in lakes, streams, and rivers
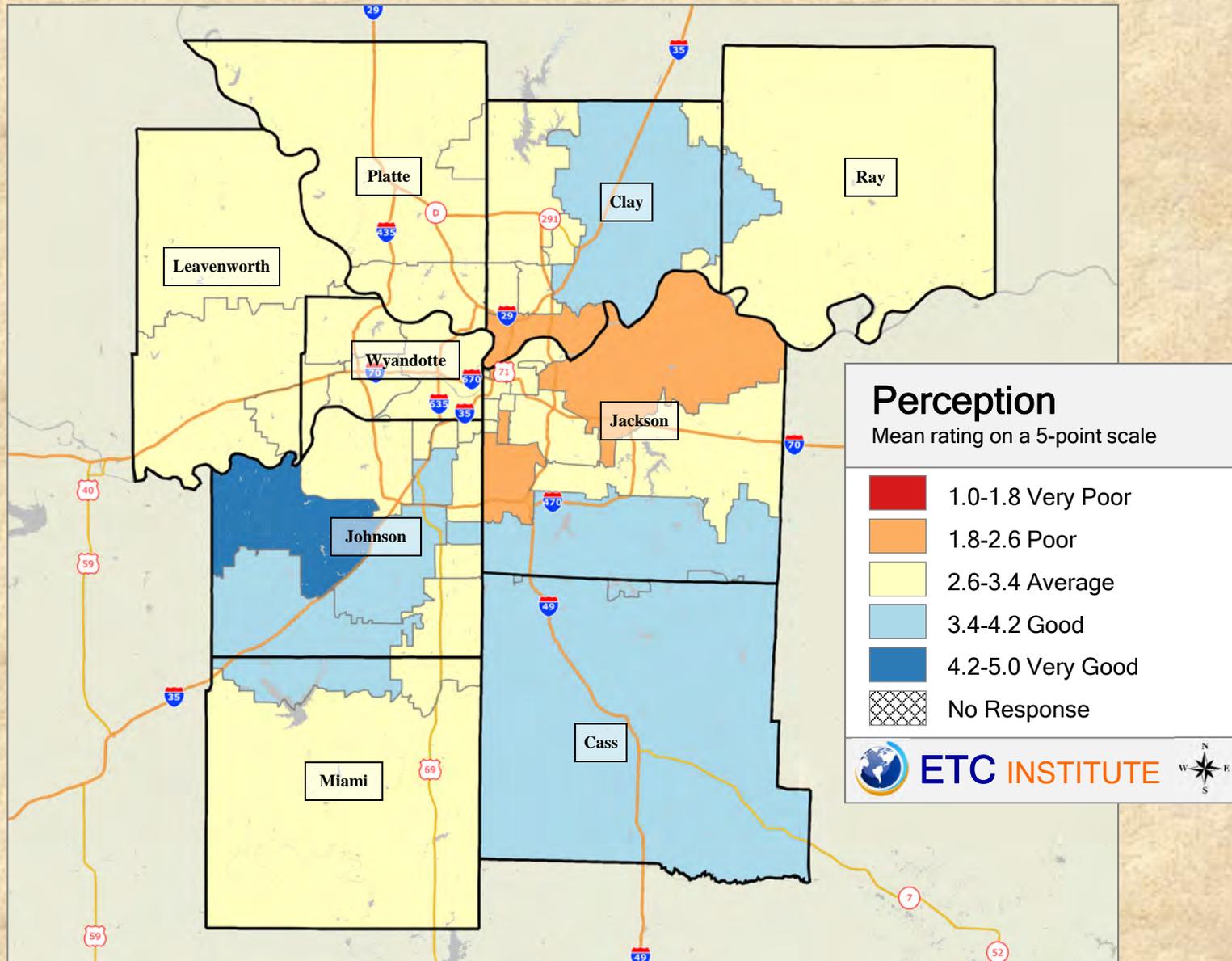
2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q1.11 Rating: Climate resilience
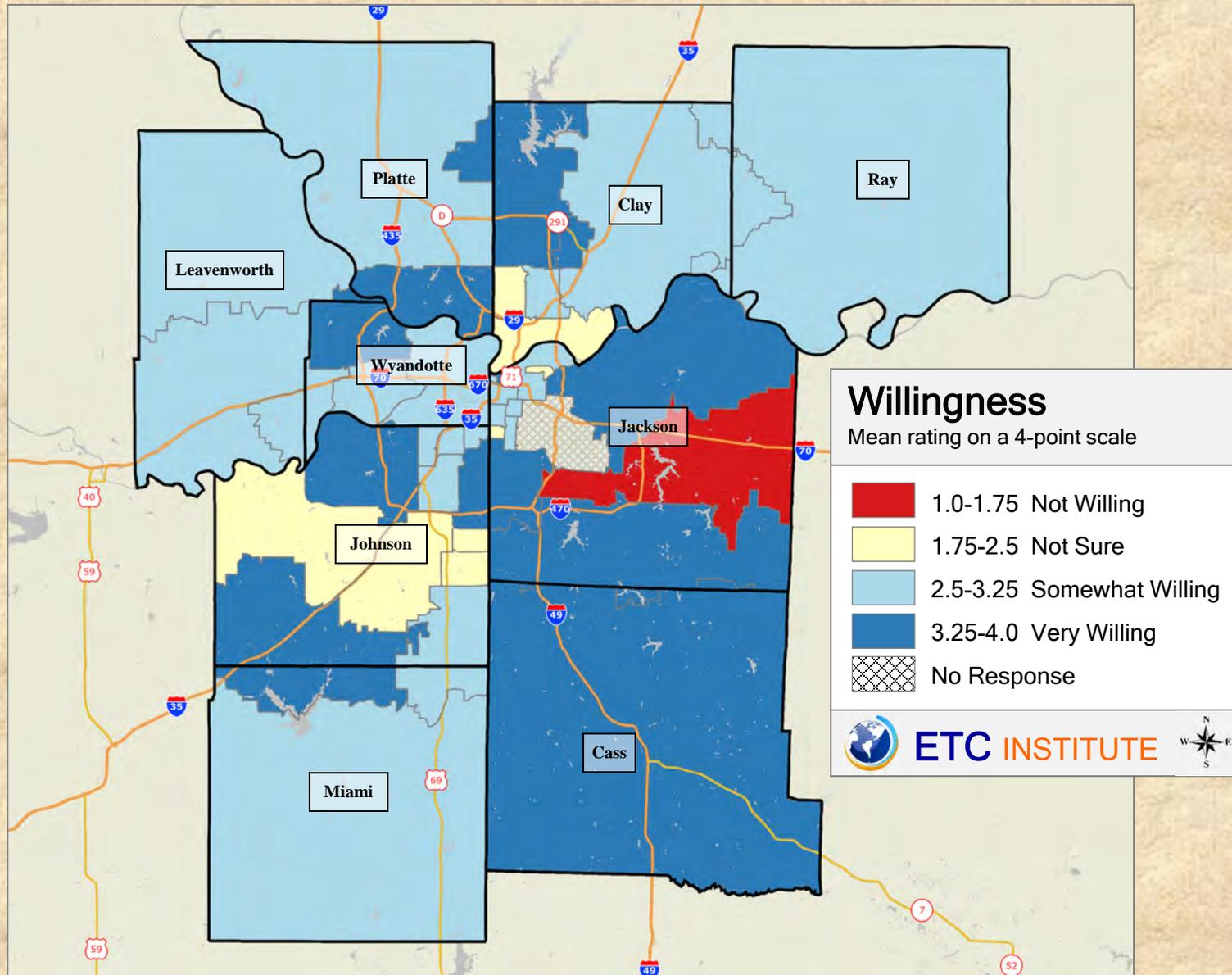

Perception
Mean rating on a 5-point scale

- 1.0-1.8 Very Poor
- 1.8-2.6 Poor
- 2.6-3.4 Average
- 3.4-4.2 Good
- 4.2-5.0 Very Good
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

# Q14.1 Willingness to: Use environmentally friendly products on your lawn

Willingness
Mean rating on a 4-point scale

🟥	1.0-1.75 Not Willing
🟨	1.75-2.5 Not Sure
🟦	2.5-3.25 Somewhat Willing
🟦	3.25-4.0 Very Willing
▦	No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q14.2 Willingness to: Pick up trash in your community

Willingness
Mean rating on a 4-point scale

- 1.0-1.75 Not Willing
- 1.75-2.5 Not Sure
- 2.5-3.25 Somewhat Willing
- 3.25-4.0 Very Willing
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

# Q14.3 Willingness to: Take household hazardous waste, such as paint and motor oil to a disposal facility

Willingness
Mean rating on a 4-point scale

- 1.0-1.75 Not Willing
- 1.75-2.5 Not Sure
- 2.5-3.25 Somewhat Willing
- 3.25-4.0 Very Willing
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
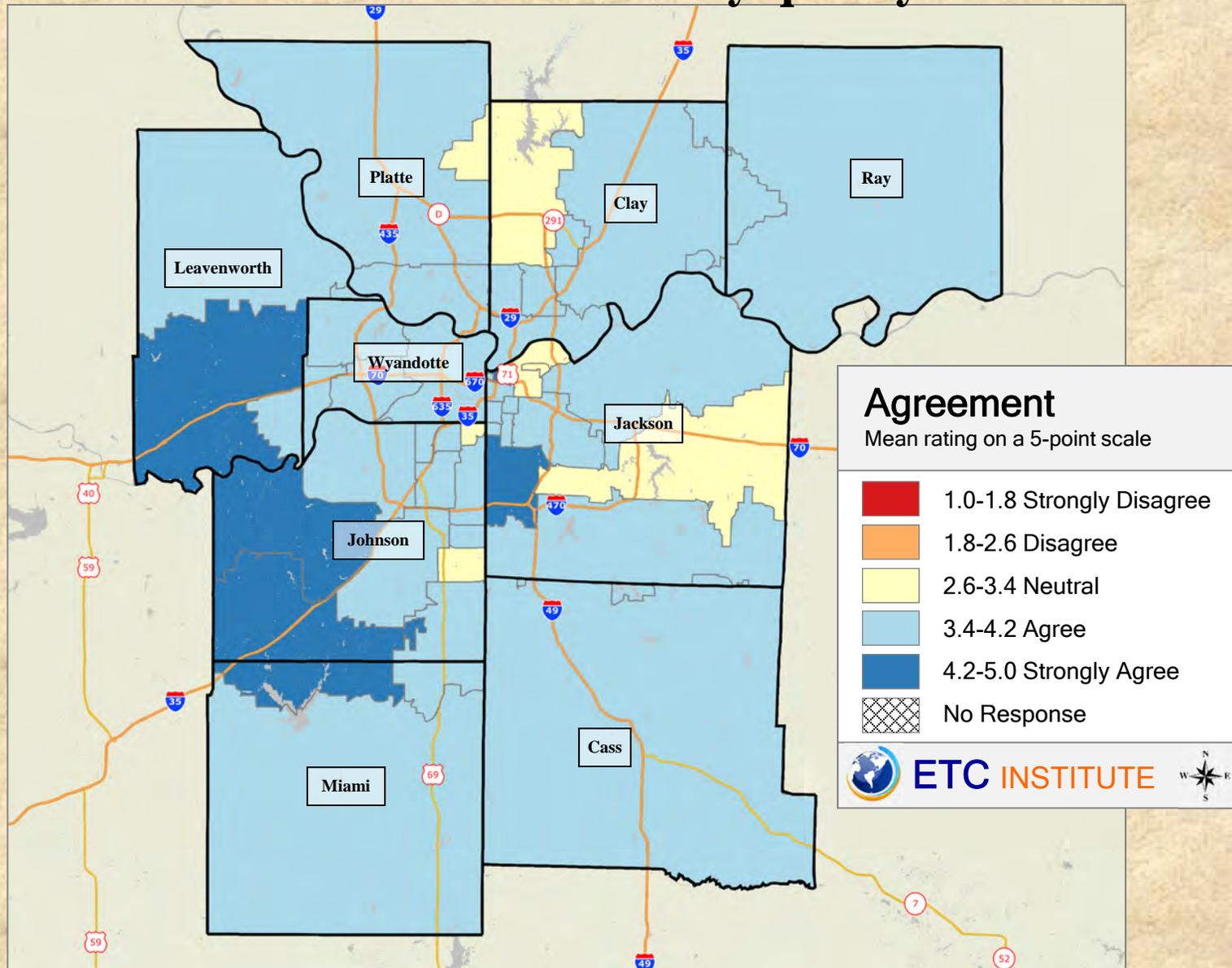Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q14.4 Willingness to: Manage yard waste (dispose of, or compost)

Willingness
Mean rating on a 4-point scale

■ (red)	1.0-1.75 Not Willing
■ (yellow)	1.75-2.5 Not Sure
■ (light blue)	2.5-3.25 Somewhat Willing
■ (dark blue)	3.25-4.0 Very Willing
▨	No Response

ETC INSTITUTE

2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q14.5 Willingness to: Pick up and dispose of your pet's waste
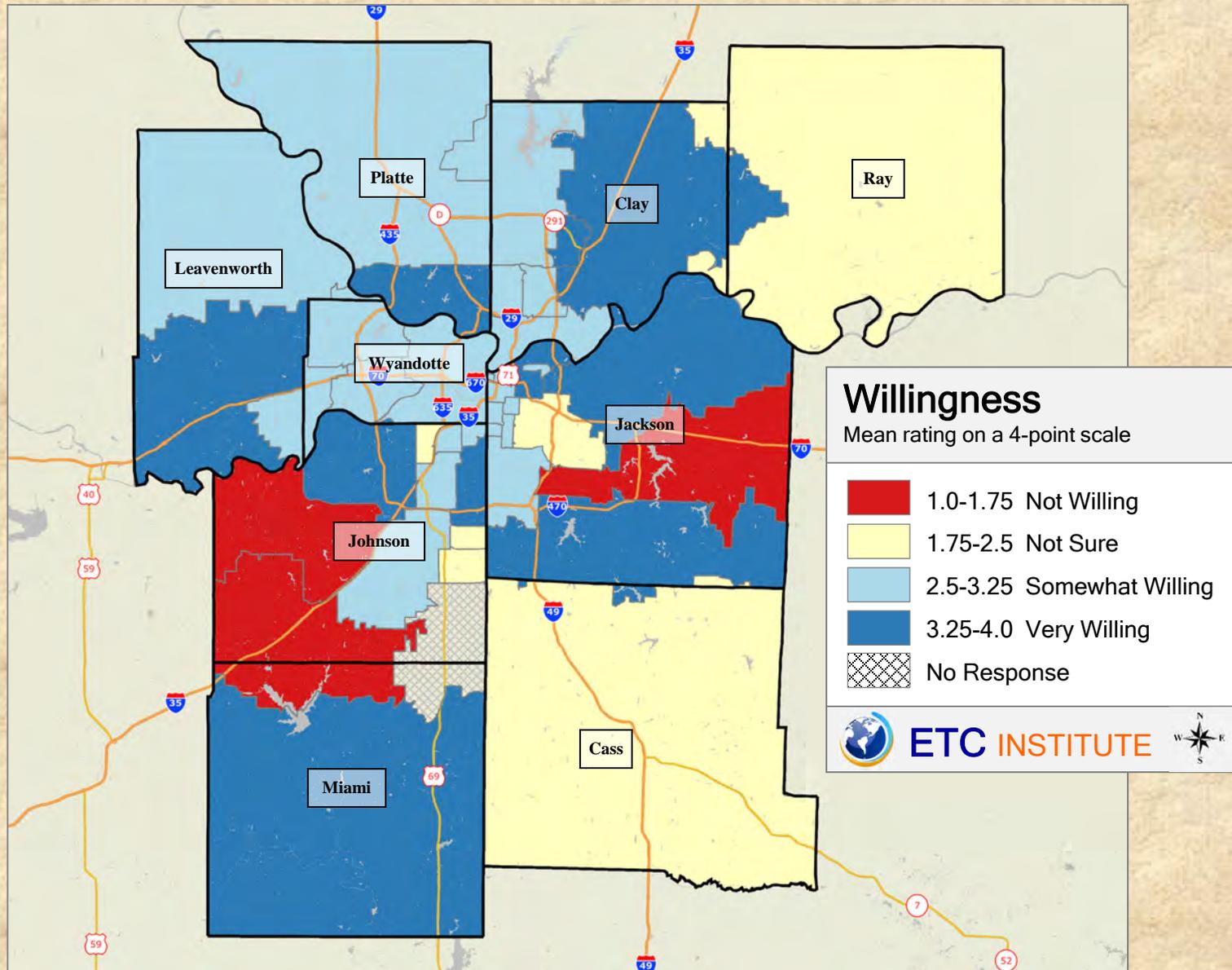
2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q14.6 Willingness to: Report illegal dumping
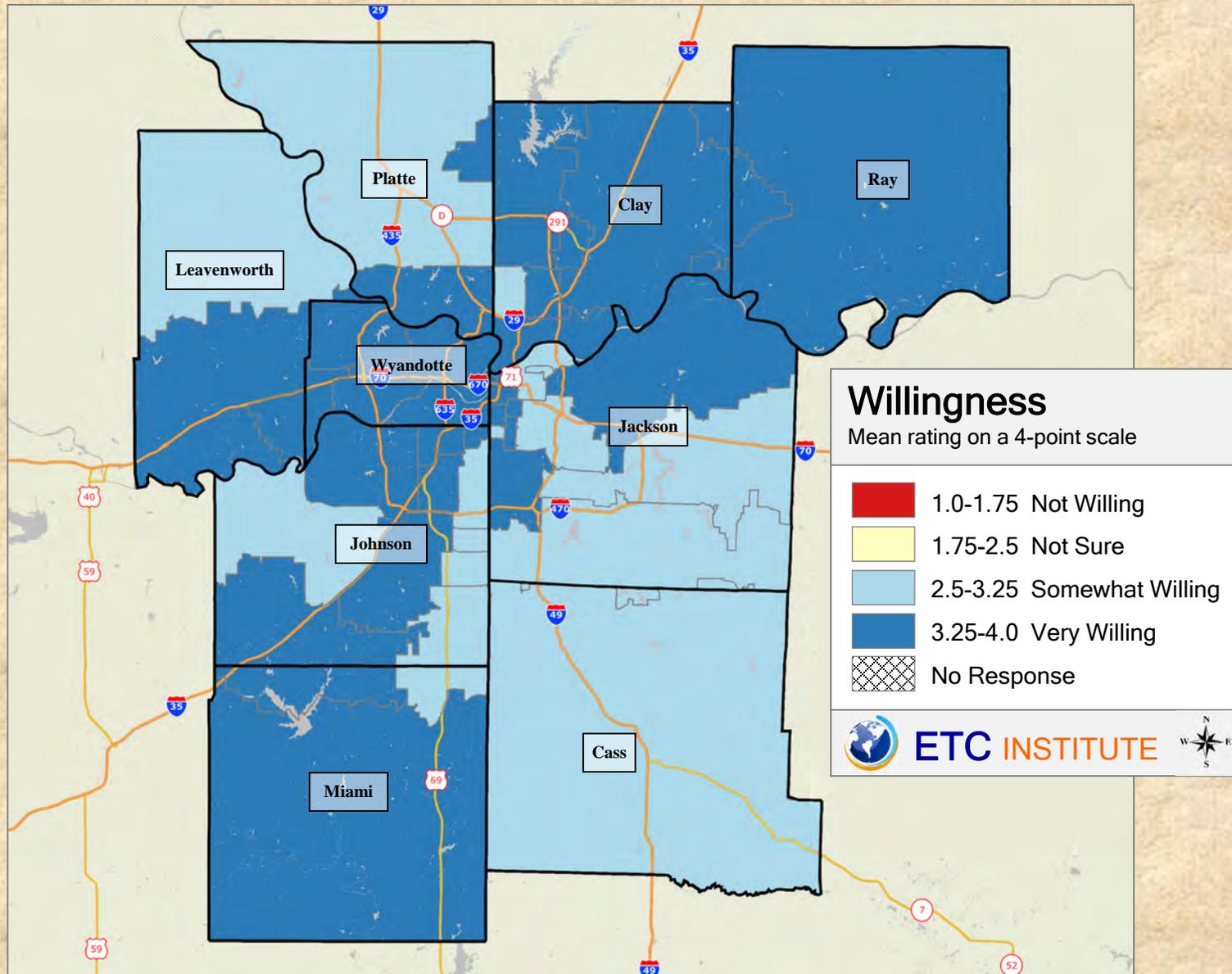
2018 MARC Community Planning Survey

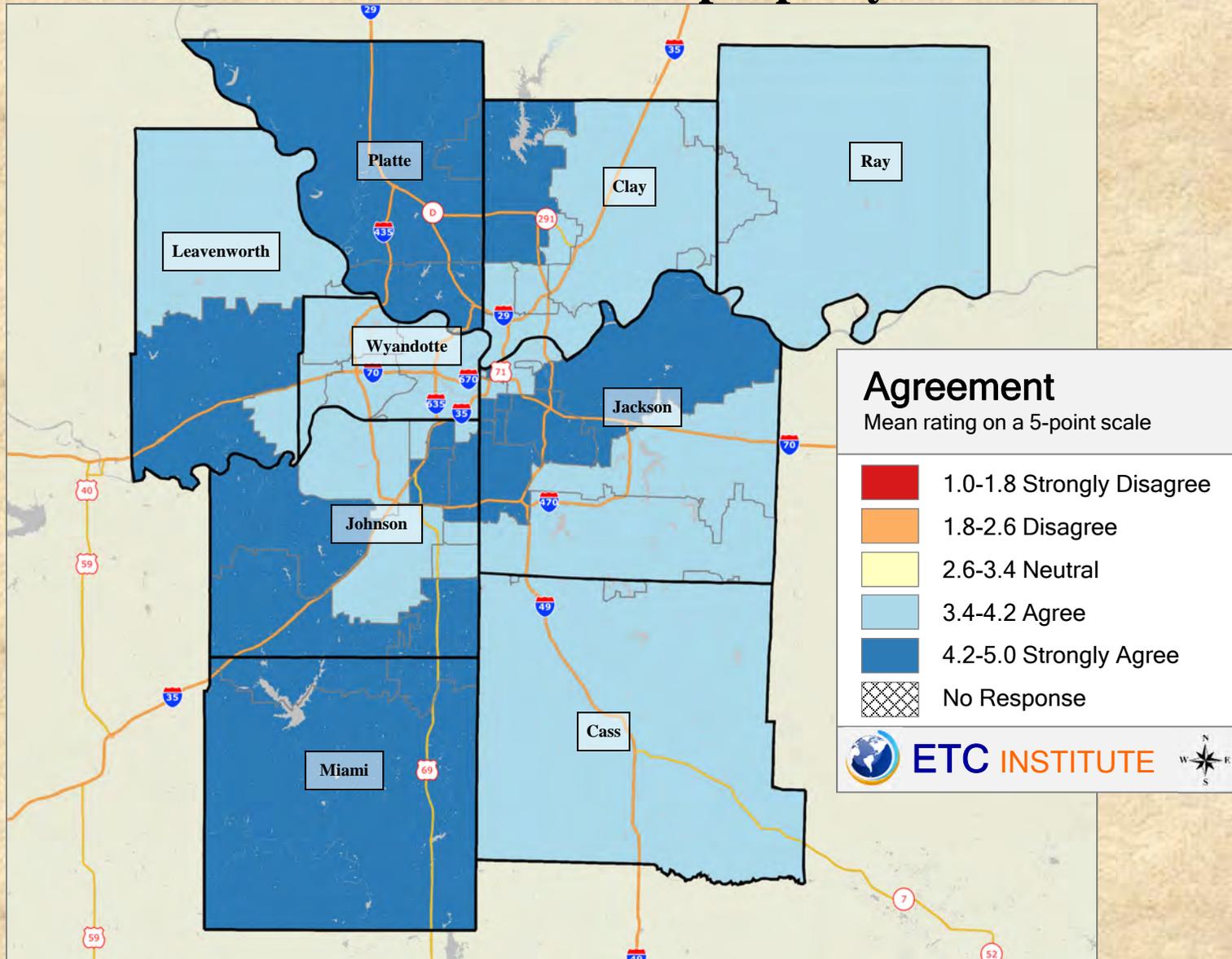Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q17.1 Level of Agreement with: The quality of local streams where I live affects my quality of life

2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)
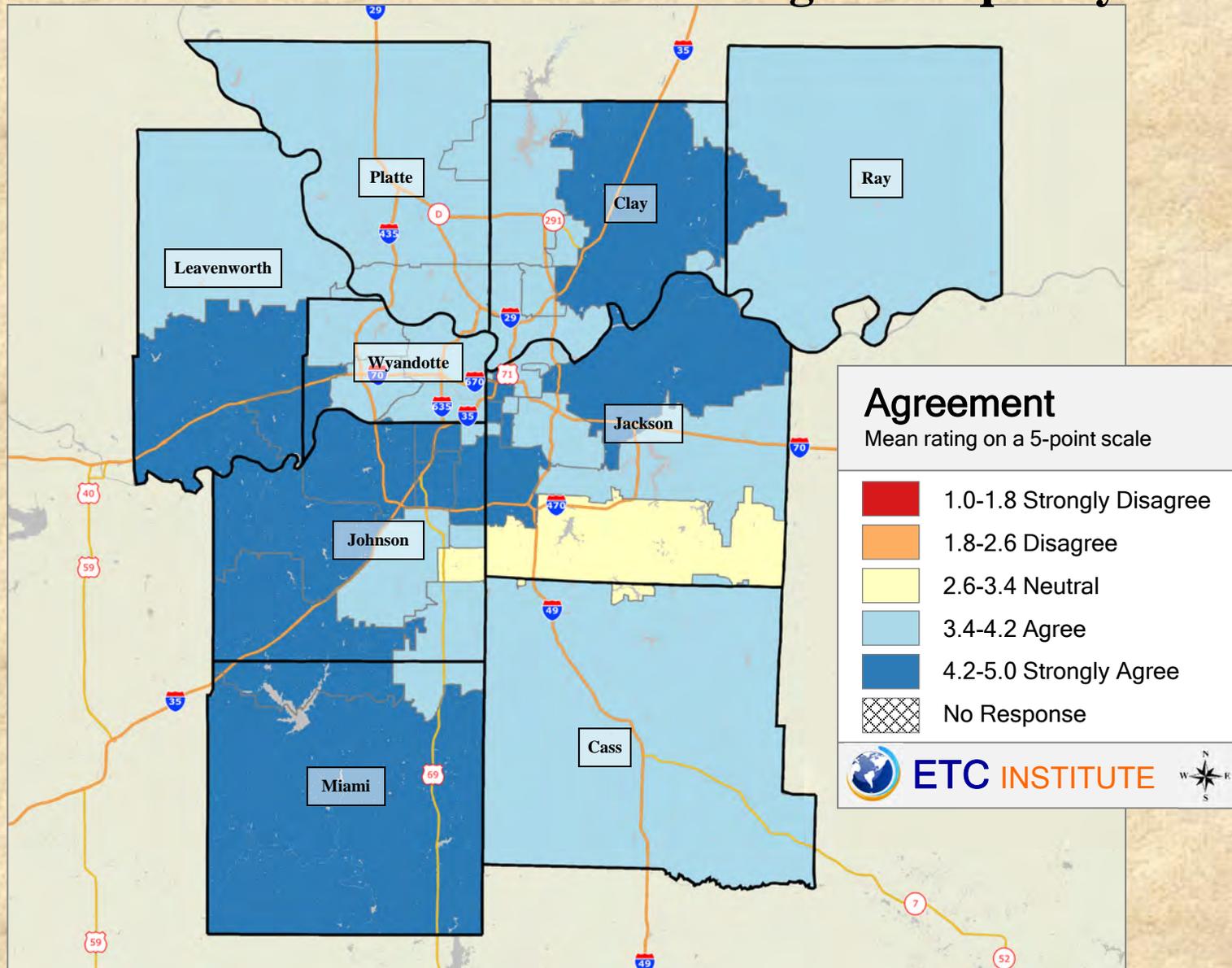
Q17.2 Level of Agreement with: The quality of local streams where I live affects property values

2018 MARC Community Planning Survey

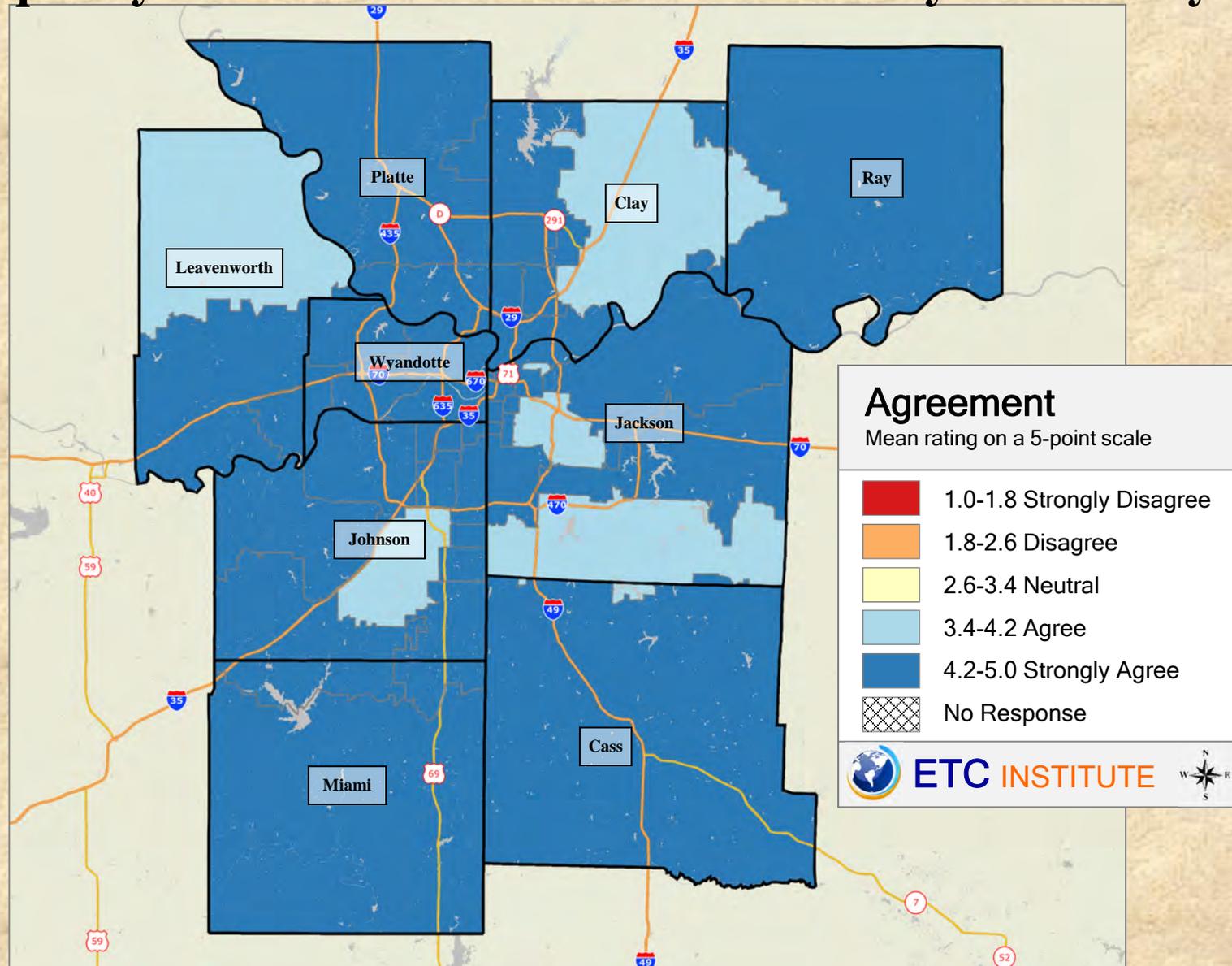Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q17.3 Level of Agreement with: The quality of local streams where I live affects drinking water quality

2018 MARC Community Planning Survey

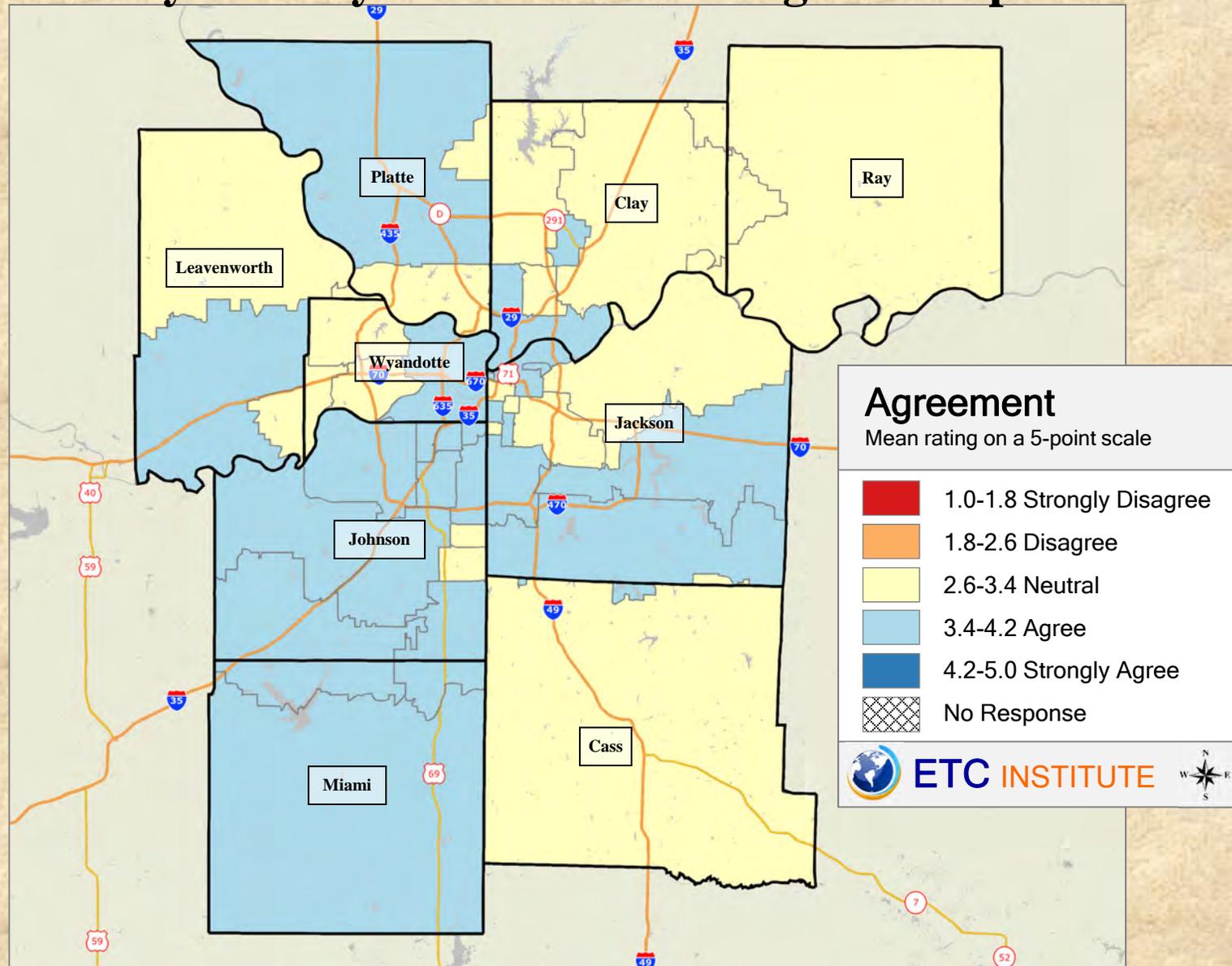Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q17.4 Level of Agreement with: I think it is important to improve the quality of water in lakes and streams in my community

Agreement
Mean rating on a 5-point scale

- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

# Q17.5 Level of Agreement with: I have confidence in my community's ability to address flooding related problems

Platte

Clay

Ray

Leavenworth

Wyandotte

Jackson

Johnson

Miami

Cass

Agreement
Mean rating on a 5-point scale

- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)
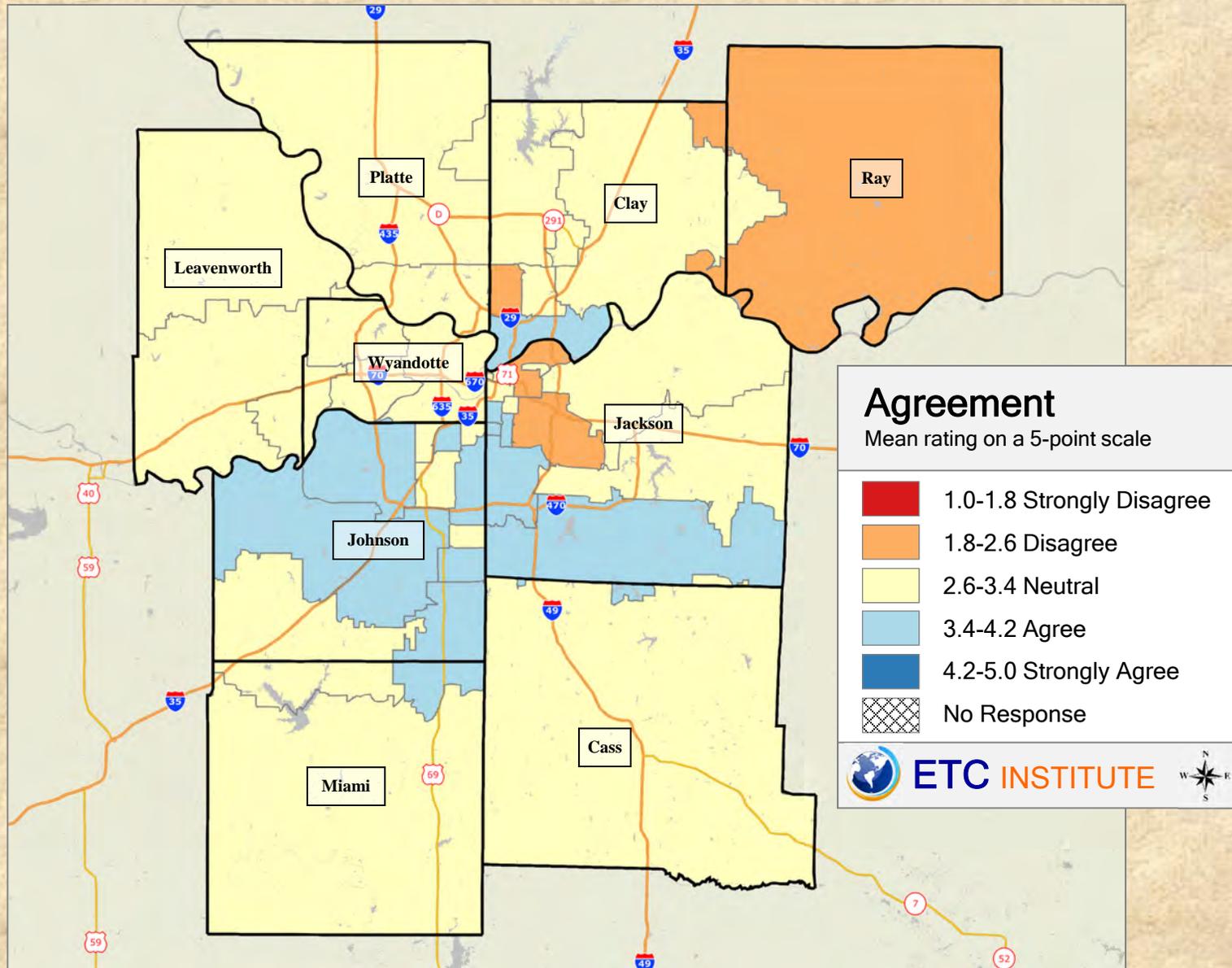
Q17.6 Level of Agreement with: I would be willing to pay more for a property in a community that focuses on protecting water quality by conserving natural areas
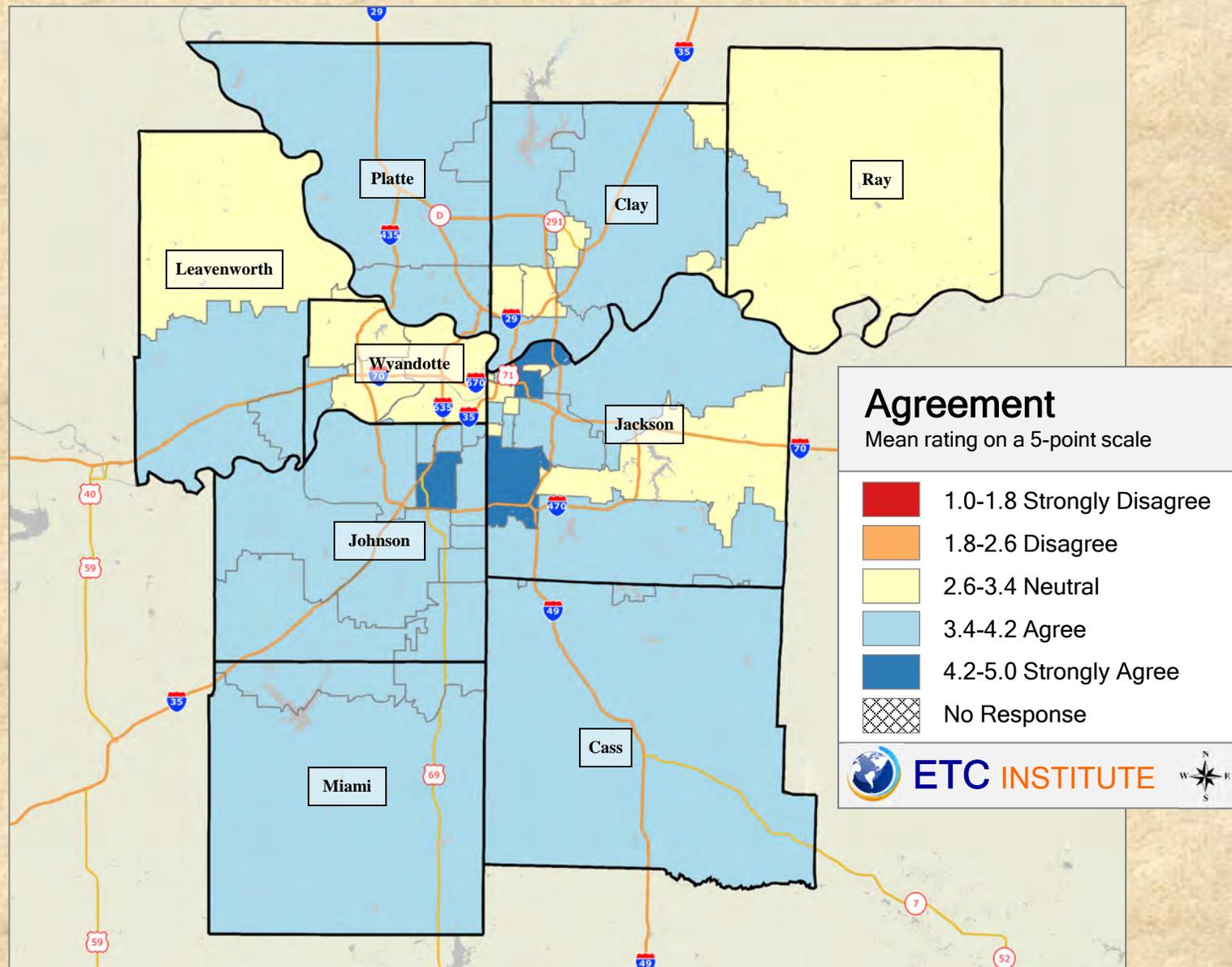
2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)
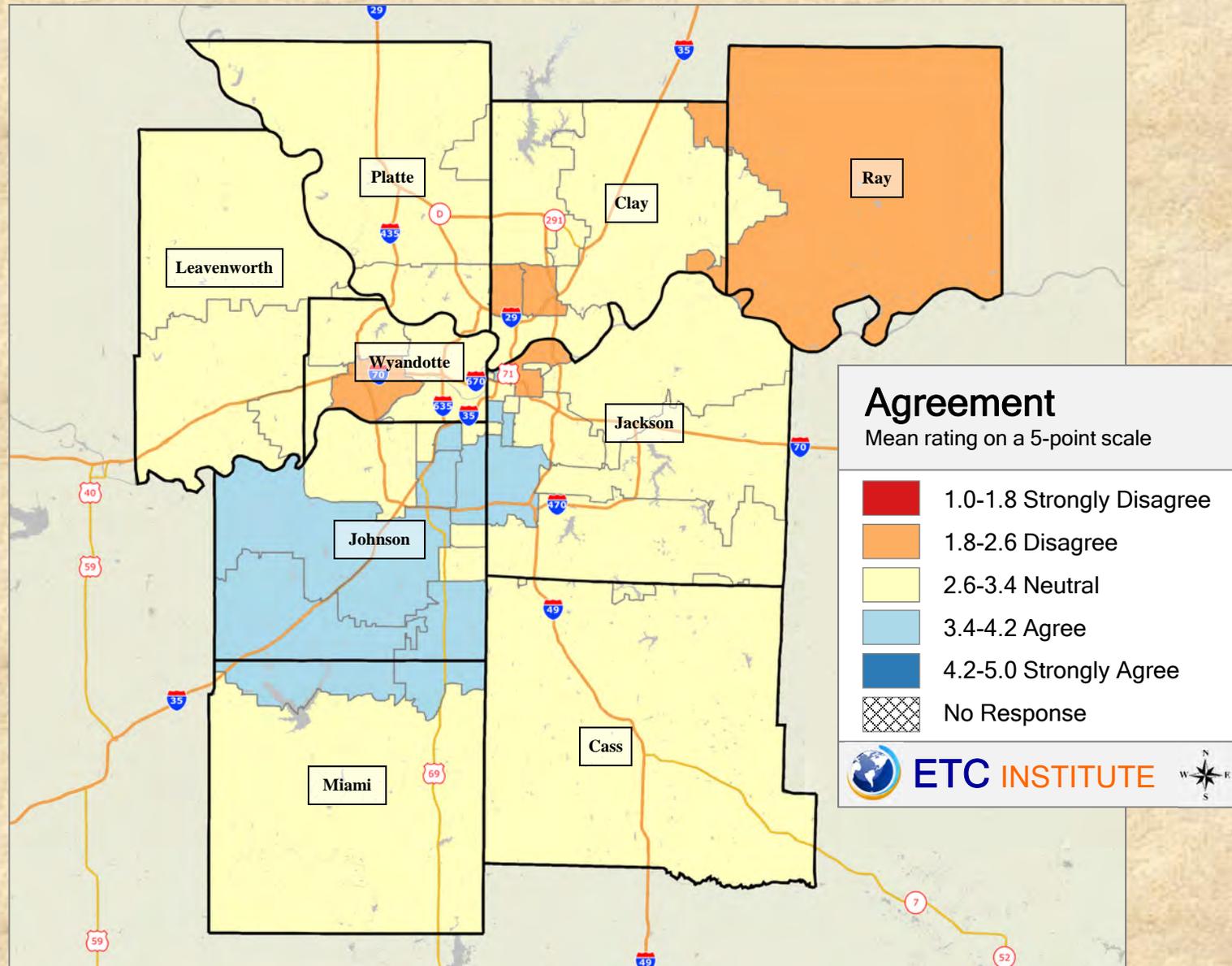
Q17.7 Level of Agreement with: I would be willing to pay more in utilities to improve the quality of water in lakes and streams in the community where I live

Agreement
Mean rating on a 5-point scale

- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)
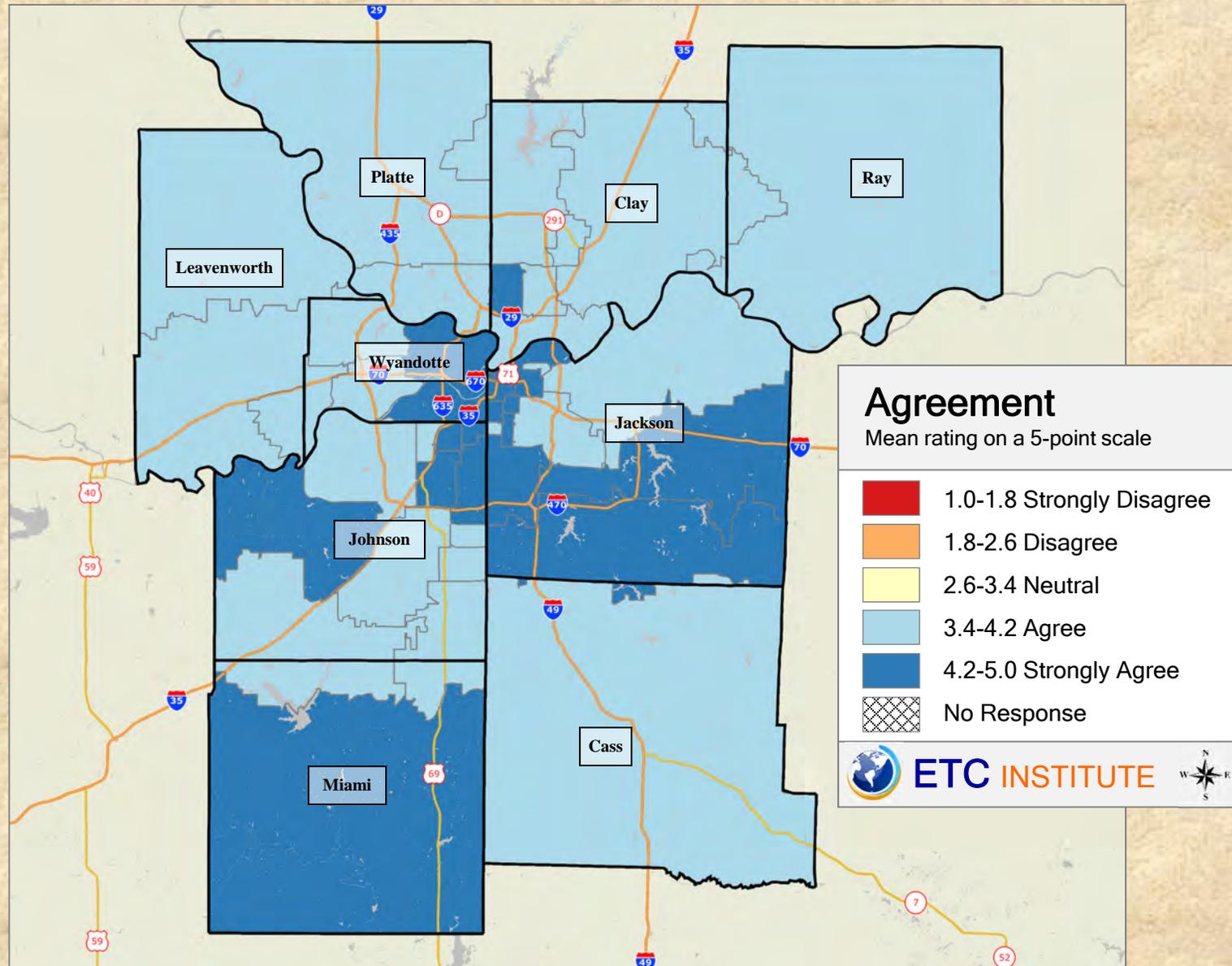
Q17.8 Level of Agreement with: I would be willing to pay an increase in taxes to improve the quality of water in lakes and streams in the community where I live

Platte

Clay

Ray

Leavenworth

Wyandotte

Jackson

Johnson

Cass

Miami

Agreement
Mean rating on a 5-point scale

- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
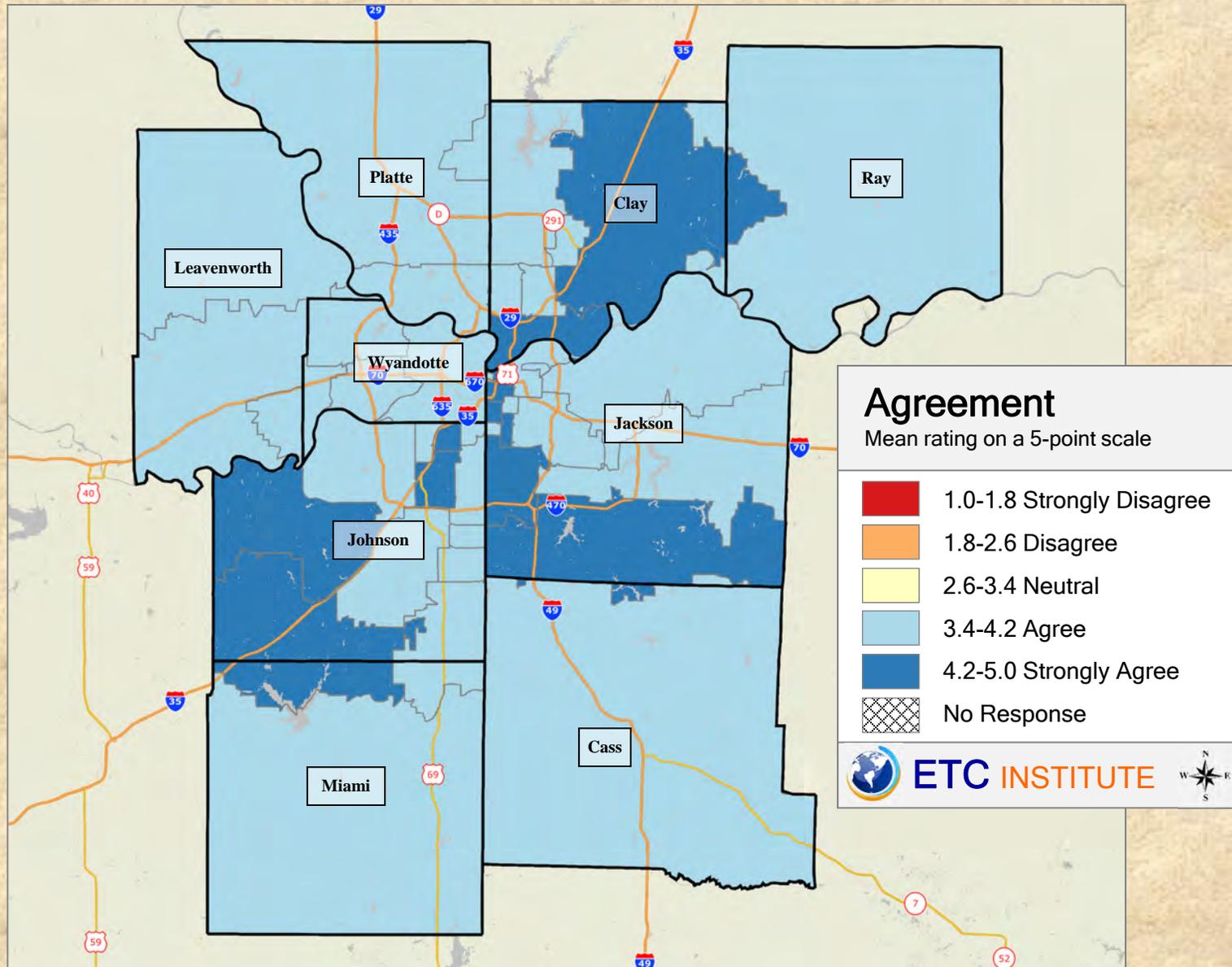Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q17.9 Level of Agreement with: I would support my local government working with other cities and counties to improve water quality

2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q17.10 Level of Agreement with: I would support my local government allocating resources to improve water quality

Agreement
Mean rating on a 5-point scale

- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- No Response

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2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q17.11 Level of Agreement with: Public entities should be doing more to directly implement protection and restoration of urban waterways

Agreement
Mean rating on a 5-point scale

- 1.0-1.8 Strongly Disagree
- 1.8-2.6 Disagree
- 2.6-3.4 Neutral
- 3.4-4.2 Agree
- 4.2-5.0 Strongly Agree
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

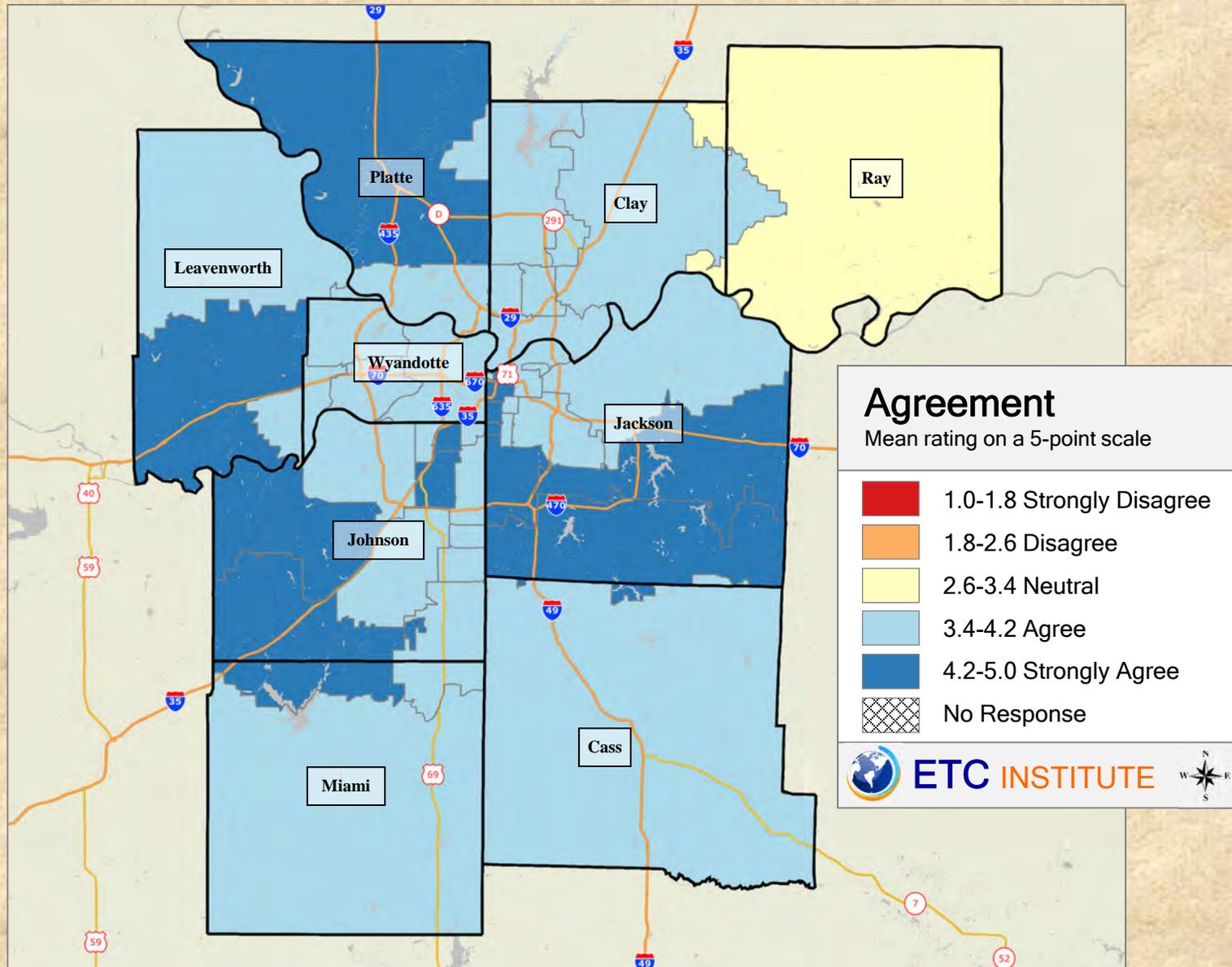# Q21.1 Level of Support: Provide incentives to residents and businesses to plant native flowers/grasses, rain gardens, or for water harvesting

Level of Support
Mean rating on a 5-point scale

- 1.0-1.8 Not Supportive At All
- 1.8-2.6 Not Supportive
- 2.6-3.4 Neutral
- 3.4-4.2 Supportive
- 4.2-5.0 Very Supportive
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

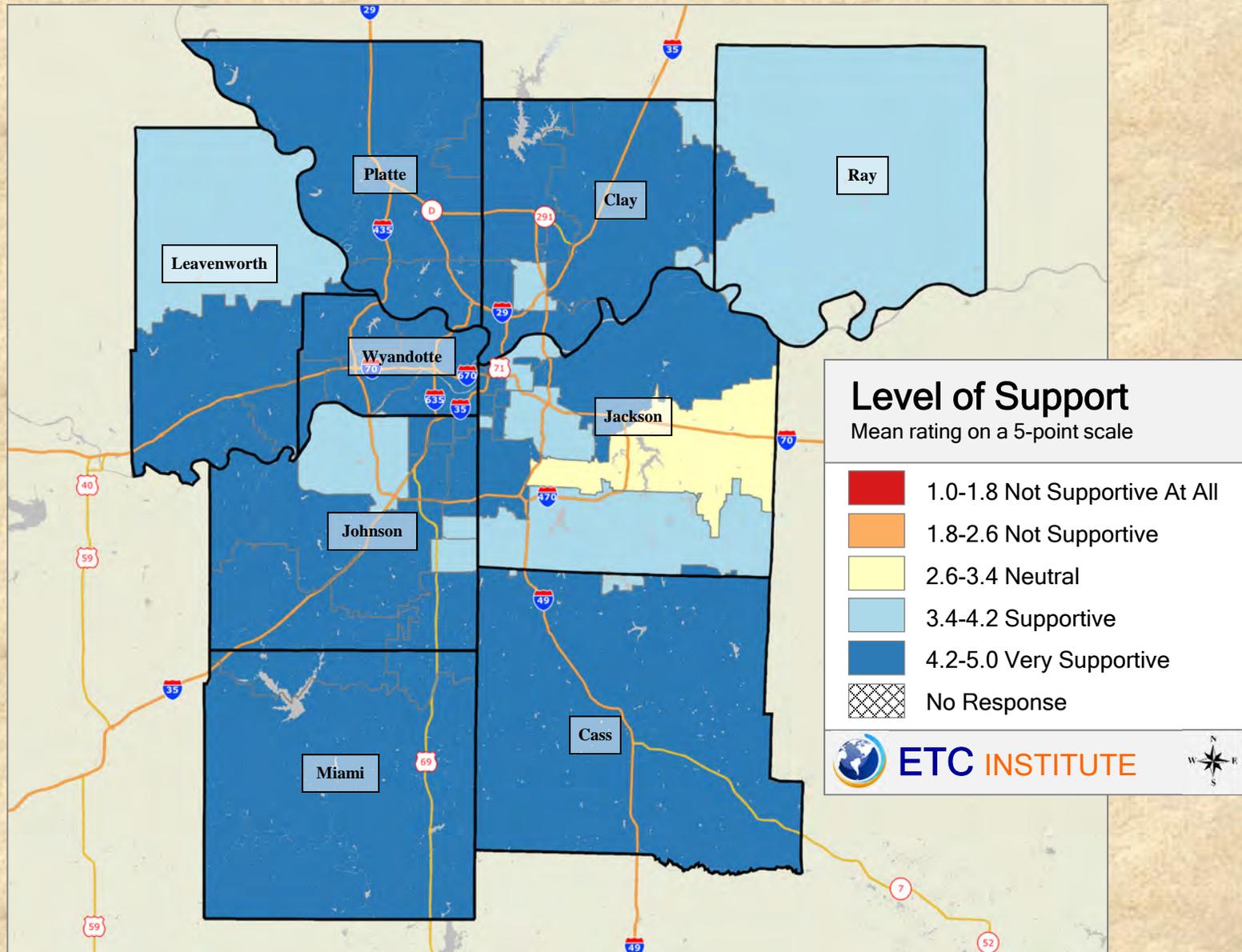# Q21.2 Level of Support: Adopt ordinances that require developers to conserve natural areas

Level of Support
Mean rating on a 5-point scale

- 1.0-1.8 Not Supportive At All
- 1.8-2.6 Not Supportive
- 2.6-3.4 Neutral
- 3.4-4.2 Supportive
- 4.2-5.0 Very Supportive
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey

Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

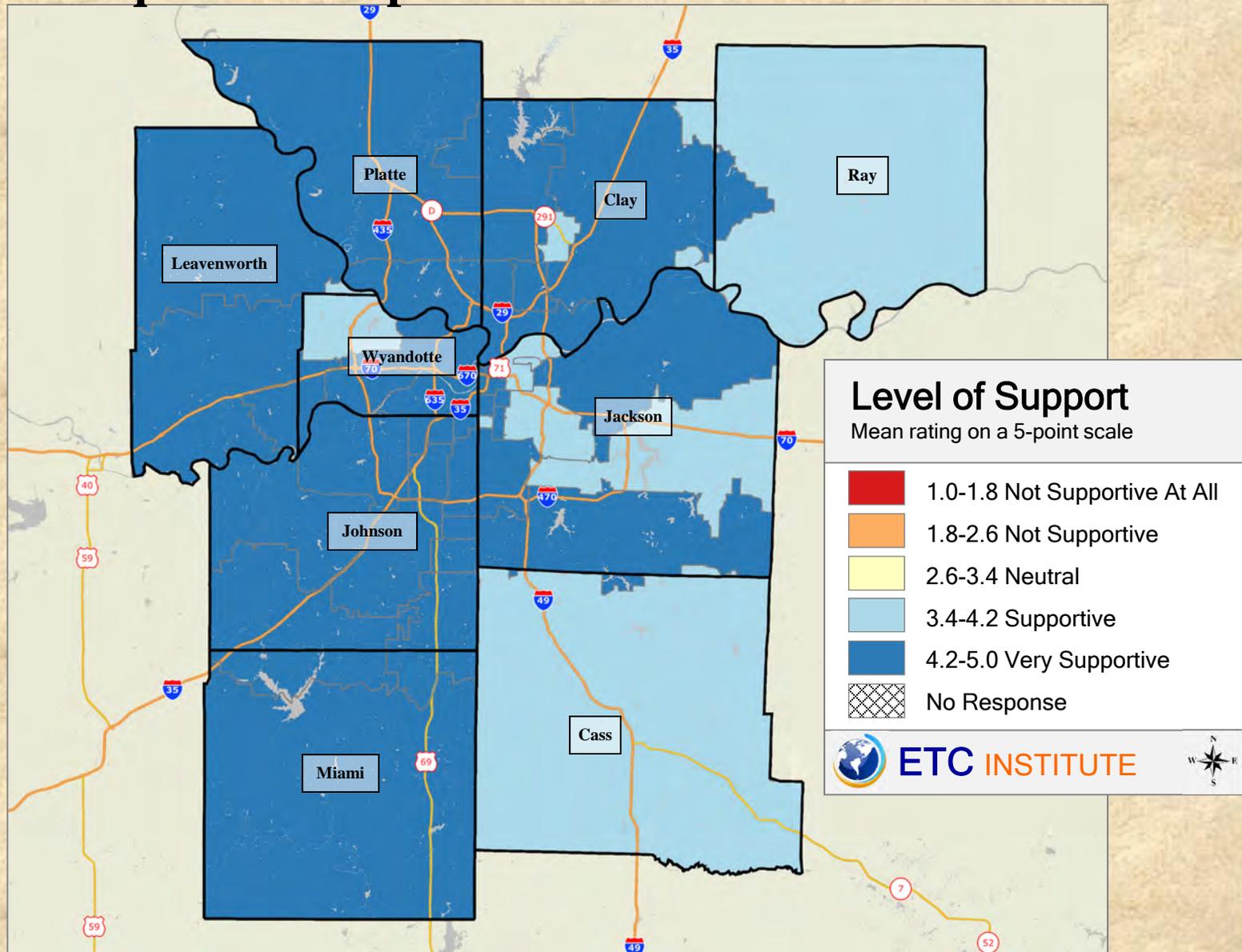# Q21.3 Level of Support: Adopt ordinances that require developers to preserve trees and open space during the building process

Level of Support
Mean rating on a 5-point scale

- 1.0-1.8 Not Supportive At All
- 1.8-2.6 Not Supportive
- 2.6-3.4 Neutral
- 3.4-4.2 Supportive
- 4.2-5.0 Very Supportive
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

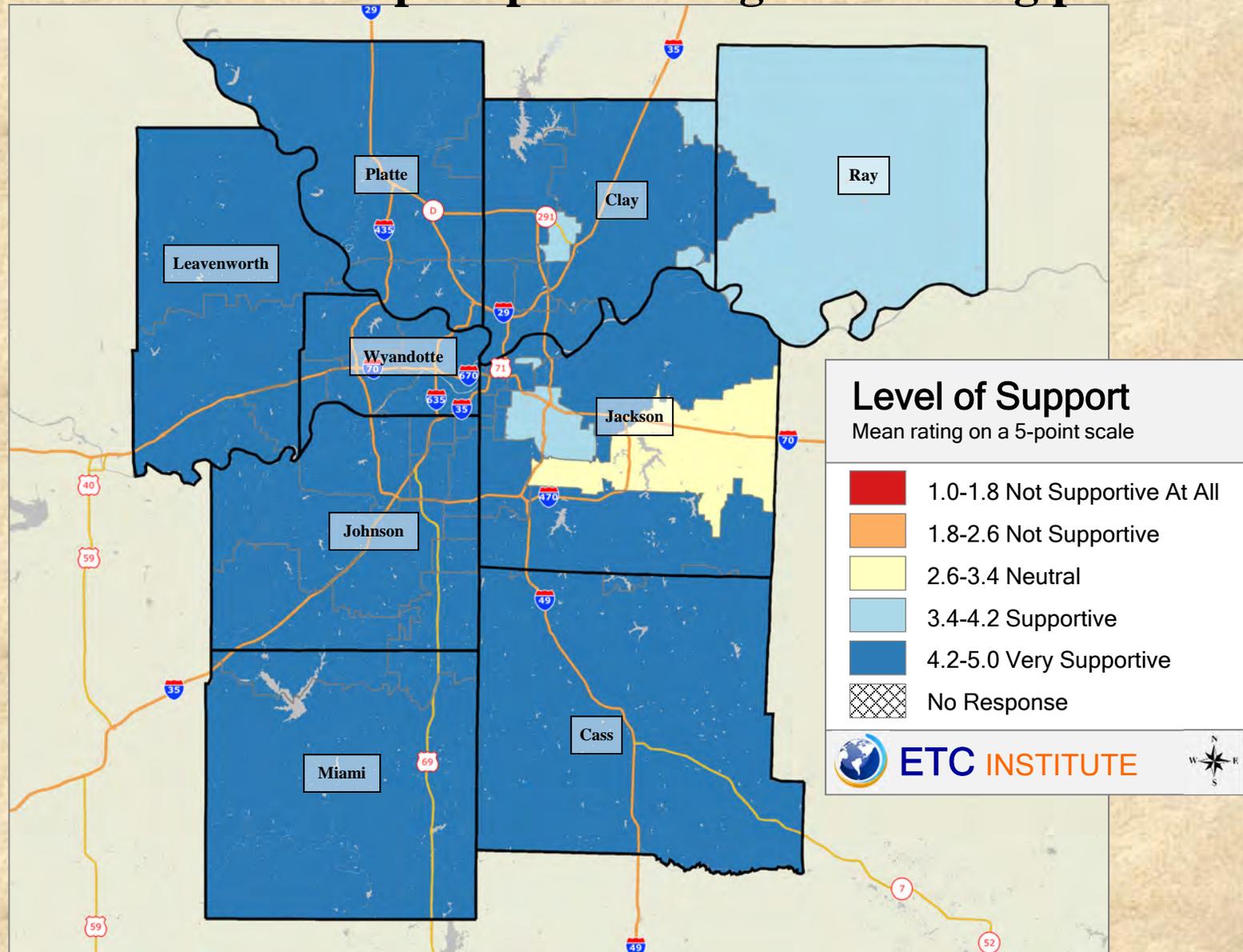# Q21.4 Level of Support: Adopt plans to restore urban waterways

Level of Support
Mean rating on a 5-point scale

- 1.0-1.8 Not Supportive At All
- 1.8-2.6 Not Supportive
- 2.6-3.4 Neutral
- 3.4-4.2 Supportive
- 4.2-5.0 Very Supportive
- No Response

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2018 MARC Community Planning Survey
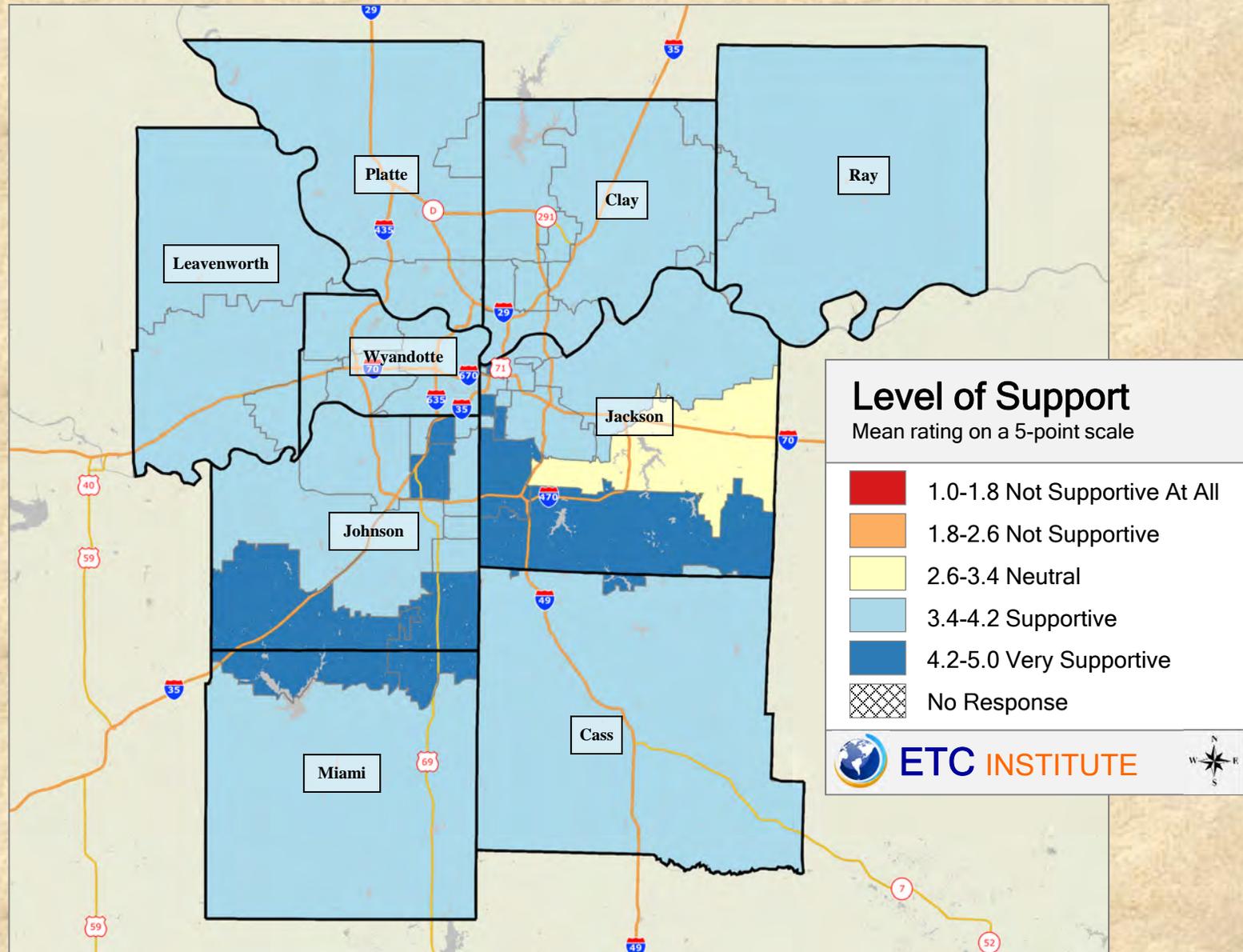Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q21.5 Level of Support: Fund the restoration of urban waterways

Level of Support
Mean rating on a 5-point scale

- 1.0-1.8 Not Supportive At All
- 1.8-2.6 Not Supportive
- 2.6-3.4 Neutral
- 3.4-4.2 Supportive
- 4.2-5.0 Very Supportive
- No Response

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2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

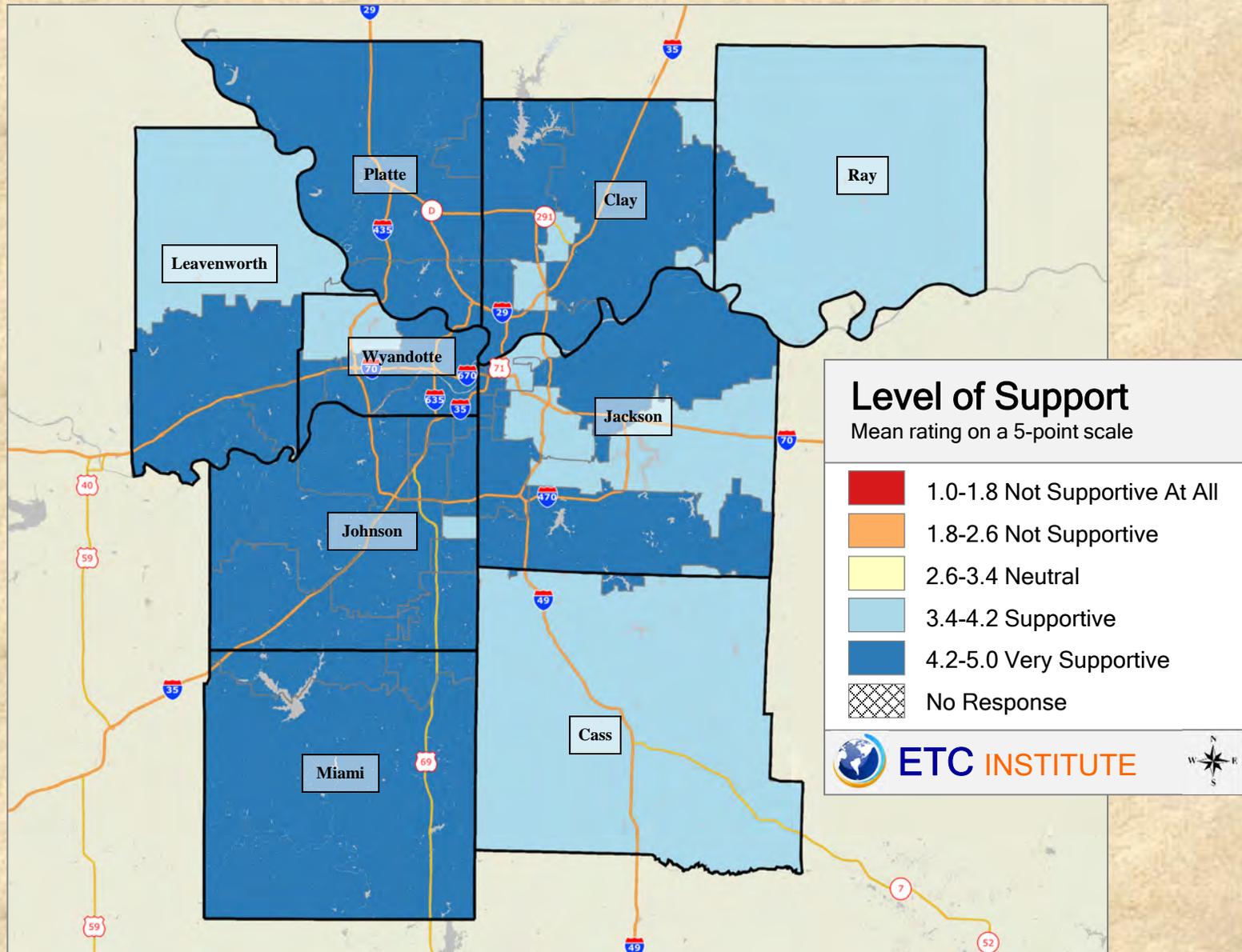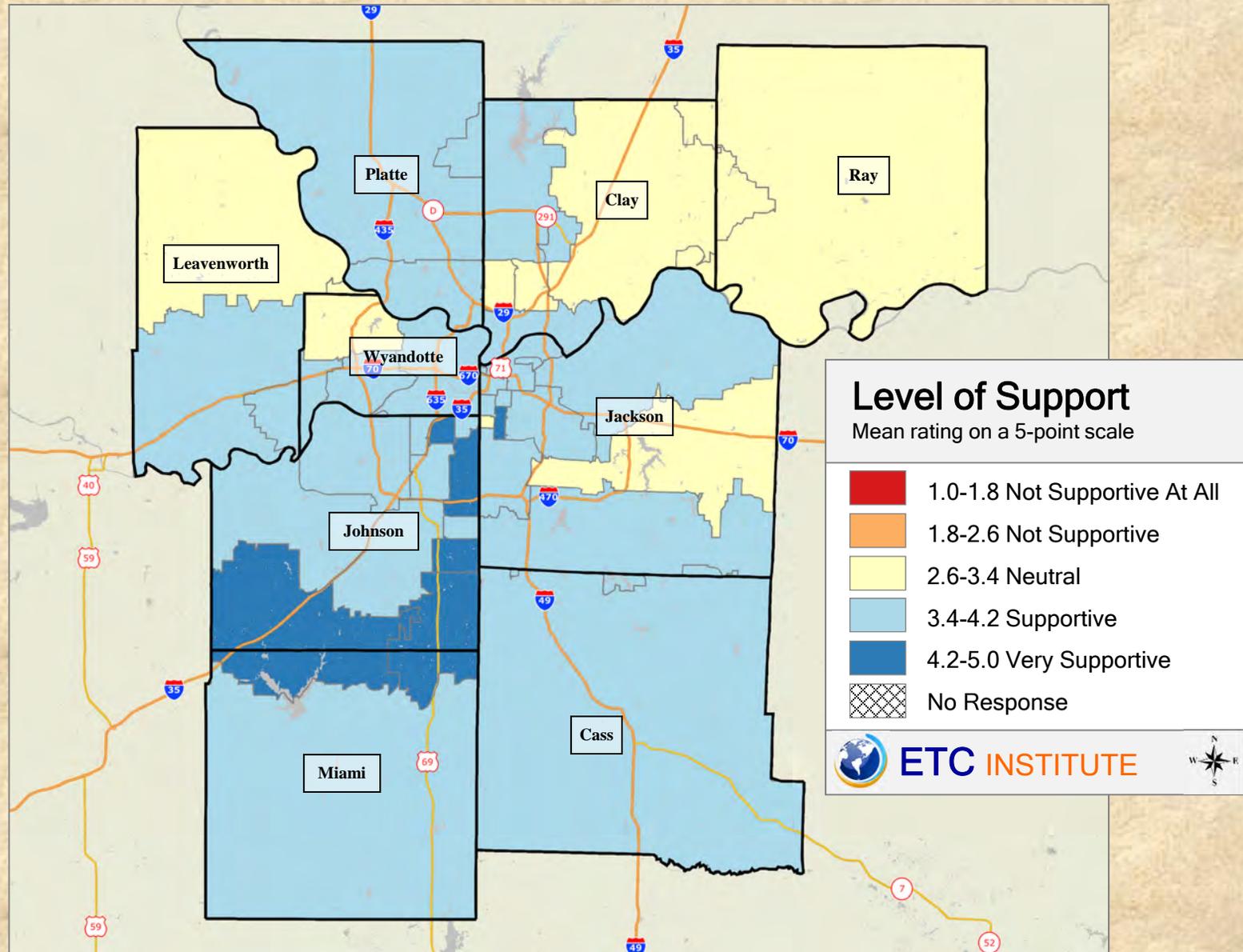# Q21.6 Level of Support: Encourage the development of sustainable practices to minimize negative impacts on waterways in the area

Level of Support
Mean rating on a 5-point scale

- 1.0-1.8 Not Supportive At All
- 1.8-2.6 Not Supportive
- 2.6-3.4 Neutral
- 3.4-4.2 Supportive
- 4.2-5.0 Very Supportive
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

Q21.7 Level of Support: Purchase land along stream corridors

Level of Support
Mean rating on a 5-point scale

- 1.0-1.8 Not Supportive At All
- 1.8-2.6 Not Supportive
- 2.6-3.4 Neutral
- 3.4-4.2 Supportive
- 4.2-5.0 Very Supportive
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

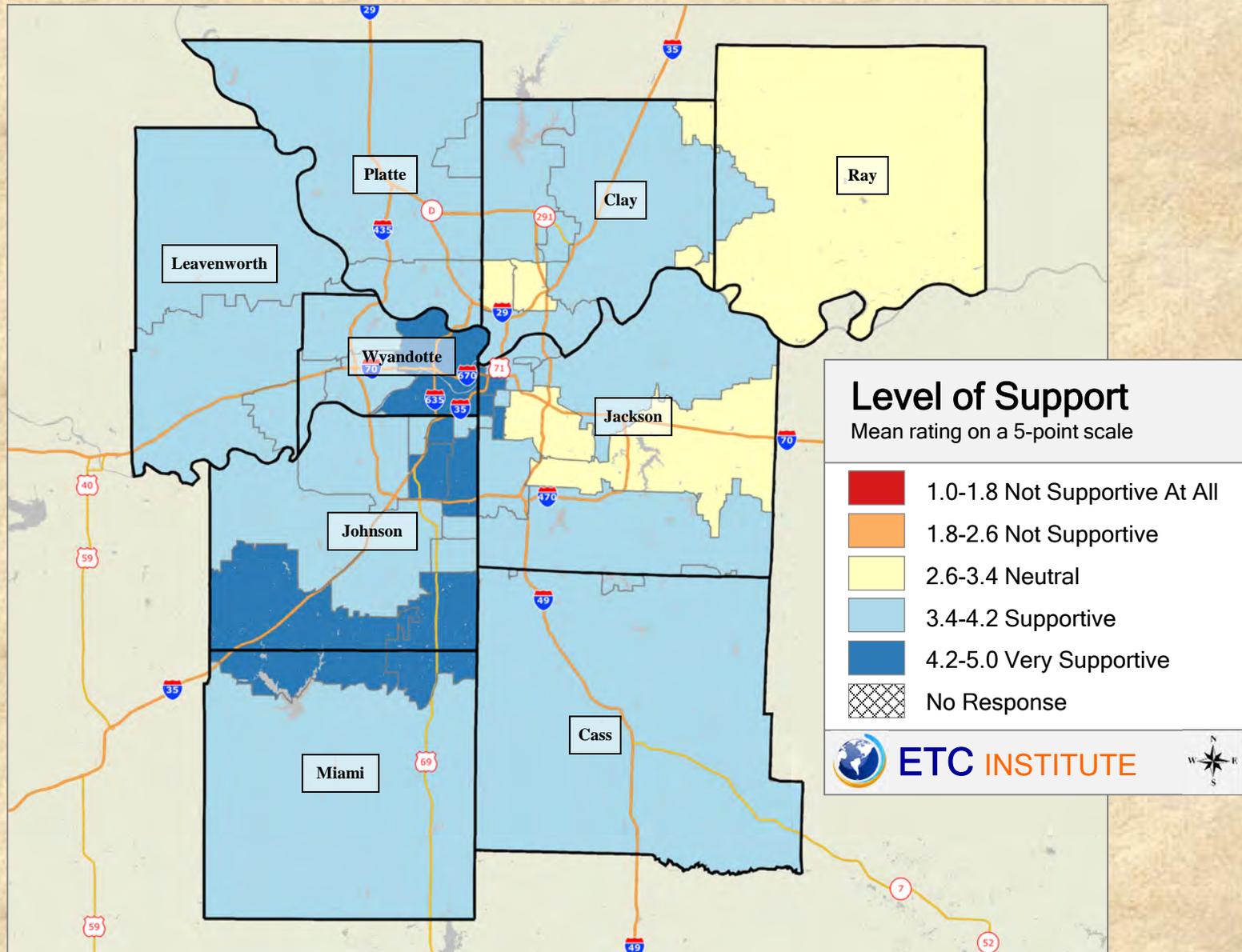# Q21.8 Level of Support: Fund the restoration of stream corridors

Level of Support
Mean rating on a 5-point scale

- 1.0-1.8 Not Supportive At All
- 1.8-2.6 Not Supportive
- 2.6-3.4 Neutral
- 3.4-4.2 Supportive
- 4.2-5.0 Very Supportive
- No Response

ETC INSTITUTE

2018 MARC Community Planning Survey
Shading reflects the mean rating for all respondents by ZIP Code (merged as needed)

2018 Community Planning Survey

Findings Report

Conducted for

Mid-America Regional Council

by

ETC *Institute*

725 W. Frontier Circle
Olathe, Kansas 66061
(913) 829-1215

February 2019

Section 3:
Tabular Data

Q1. Using a scale of 1 to 5, where 5 means "very good" and 1 means "very poor," how would you rate the following in the Kansas City area?

(N=854)

	Very good	Good	Adequate	Poor	Very poor	Don't know
Q1-1. Air quality	15.5%	51.1%	24.9%	5.0%	0.1%	3.4%
Q1-2. Economic development & job creation	8.8%	34.9%	39.2%	6.8%	2.9%	7.4%
Q1-3. Efforts to minimize the impacts of flooding	5.5%	26.7%	35.1%	12.9%	1.9%	17.9%
Q1-4. Level of safety from crime in neighborhoods	5.7%	21.3%	37.1%	24.5%	8.7%	2.7%
Q1-5. Local governmental services	5.6%	28.1%	48.1%	10.5%	2.5%	5.2%
Q1-6. Opportunities for health & fitness	15.3%	36.5%	29.5%	12.4%	2.3%	3.9%
Q1-7. Public education (K-12)	14.2%	27.6%	25.3%	16.7%	7.5%	8.7%
Q1-8. Recycling programs	10.1%	31.9%	34.2%	14.4%	4.8%	4.7%
Q1-9. Regional efforts to acquire & protect natural areas	3.3%	20.4%	34.1%	15.6%	4.3%	22.4%
Q1-10. Water quality in lakes, streams, & rivers	4.0%	22.6%	33.6%	15.6%	4.4%	19.8%
Q1-11. Climate resilience	2.8%	19.0%	32.3%	12.6%	3.3%	30.0%

WITHOUT "DON'T KNOW"
Q1. Using a scale of 1 to 5, where 5 means "very good" and 1 means "very poor," how would you rate the following in the Kansas City area? (without "don't know")

(N=854)

	Very good	Good	Adequate	Poor	Very poor
Q1-1. Air quality	16.0%	52.8%	25.8%	5.2%	0.1%
Q1-2. Economic development & job creation	9.5%	37.7%	42.4%	7.3%	3.2%
Q1-3. Efforts to minimize the impacts of flooding	6.7%	32.5%	42.8%	15.7%	2.3%
Q1-4. Level of safety from crime in neighborhoods	5.9%	21.9%	38.1%	25.2%	8.9%
Q1-5. Local governmental services	5.9%	29.6%	50.7%	11.1%	2.6%
Q1-6. Opportunities for health & fitness	16.0%	38.0%	30.7%	12.9%	2.4%
Q1-7. Public education (K-12)	15.5%	30.3%	27.7%	18.3%	8.2%
Q1-8. Recycling programs	10.6%	33.4%	35.9%	15.1%	5.0%
Q1-9. Regional efforts to acquire & protect natural areas	4.2%	26.2%	43.9%	20.1%	5.6%
Q1-10. Water quality in lakes, streams, & rivers	5.0%	28.2%	41.9%	19.4%	5.5%
Q1-11. Climate resilience	4.0%	27.1%	46.2%	18.1%	4.7%

Q2. Which THREE of the issues listed in Question 1 should be the TOP PRIORITIES for the metropolitan Kansas City area over the next five years?

Q2. Top choice	Number	Percent
Air quality	44	5.2 %
Economic development & job creation	129	15.1 %
Efforts to minimize the impacts of flooding	31	3.6 %
Level of safety from crime in neighborhoods	276	32.3 %
Local governmental services	29	3.4 %
Opportunities for health & fitness	17	2.0 %
Public education (K-12)	194	22.7 %
Recycling programs	24	2.8 %
Regional efforts to acquire & protect natural areas	19	2.2 %
Water quality in lakes, streams, & rivers	31	3.6 %
Climate resilience	29	3.4 %
None chosen	31	3.6 %
Total	854	100.0 %

Q2. Which THREE of the issues listed in Question 1 should be the TOP PRIORITIES for the metropolitan Kansas City area over the next five years?

Q2. 2nd choice	Number	Percent
Air quality	44	5.2 %
Economic development & job creation	111	13.0 %
Efforts to minimize the impacts of flooding	30	3.5 %
Level of safety from crime in neighborhoods	179	21.0 %
Local governmental services	55	6.4 %
Opportunities for health & fitness	30	3.5 %
Public education (K-12)	149	17.4 %
Recycling programs	56	6.6 %
Regional efforts to acquire & protect natural areas	40	4.7 %
Water quality in lakes, streams, & rivers	76	8.9 %
Climate resilience	41	4.8 %
None chosen	43	5.0 %
Total	854	100.0 %

Q2. Which THREE of the issues listed in Question 1 should be the TOP PRIORITIES for the metropolitan Kansas City area over the next five years?

Q2. 3rd choice	Number	Percent
Air quality	40	4.7 %
Economic development & job creation	111	13.0 %
Efforts to minimize the impacts of flooding	40	4.7 %
Level of safety from crime in neighborhoods	87	10.2 %
Local governmental services	74	8.7 %
Opportunities for health & fitness	56	6.6 %
Public education (K-12)	106	12.4 %
Recycling programs	77	9.0 %
Regional efforts to acquire & protect natural areas	63	7.4 %
Water quality in lakes, streams, & rivers	109	12.8 %
Climate resilience	40	4.7 %
None chosen	51	6.0 %
Total	854	100.0 %

Q2. Which THREE of the issues listed in Question 1 should be the TOP PRIORITIES for the metropolitan Kansas City area over the next five years? (top 3)

Q2. Sum of top 3 choices	Number	Percent
Air quality	128	15.0 %
Economic development & job creation	351	41.1 %
Efforts to minimize the impacts of flooding	101	11.8 %
Level of safety from crime in neighborhoods	542	63.5 %
Local governmental services	158	18.5 %
Opportunities for health & fitness	103	12.1 %
Public education (K-12)	449	52.6 %
Recycling programs	157	18.4 %
Regional efforts to acquire & protect natural areas	122	14.3 %
Water quality in lakes, streams, & rivers	216	25.3 %
Climate resilience	110	12.9 %
None chosen	31	3.6 %
Total	2468	

Q3. Do you think the water in lakes and streams near your home is safe for your pets to drink?

Q3. Is water in lakes & streams near your home safe for your pets to drink	Number	Percent
Yes	243	28.5 %
No	309	36.2 %
Don't know	302	35.4 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q3. Do you think the water in lakes and streams near your home is safe for your pets to drink? (without "don't know")

Q3. Is water in lakes & streams near your home safe for your pets to drink	Number	Percent
Yes	243	44.0 %
No	309	56.0 %
Total	552	100.0 %

Q4. Do you think the water in lakes and streams near your home is safe for children to play in?

Q4. Is water in lakes & streams near your home safe for children

to play in	Number	Percent
Yes	219	25.6 %
No	389	45.6 %
Don't know	246	28.8 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q4. Do you think the water in lakes and streams near your home is safe for children to play in? (without "don't know")

Q4. Is water in lakes & streams near your home safe for children

to play in	Number	Percent
Yes	219	36.0 %
No	389	64.0 %
Total	608	100.0 %

Q5. How often does the water in lakes and streams near your home smell bad?

Q5. How often does water in lakes & streams near your home smell bad	Number	Percent
All of the time	33	3.9 %
Most of the time	33	3.9 %
Some of the time	229	26.8 %
Seldom or never	286	33.5 %
Don't know	273	32.0 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q5. How often does the water in lakes and streams near your home smell bad? (without "don't know")

Q5. How often does water in lakes & streams near your home smell bad	Number	Percent
All of the time	33	5.7 %
Most of the time	33	5.7 %
Some of the time	229	39.4 %
Seldom or never	286	49.2 %
Total	581	100.0 %

Q6. How often do you see litter and junk in lakes and streams near your home?

Q6. How often do you see litter & junk in lakes & streams near your home	Number	Percent
All of the time	109	12.8 %
Most of the time	149	17.4 %
Some of the time	314	36.8 %
Seldom or never	162	19.0 %
Don't know	120	14.1 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q6. How often do you see litter and junk in lakes and streams near your home? (without "don't know")

Q6. How often do you see litter & junk in lakes & streams near your home	Number	Percent
All of the time	109	14.9 %
Most of the time	149	20.3 %
Some of the time	314	42.8 %
Seldom or never	162	22.1 %
Total	734	100.0 %

Q7. How concerned are you about pollution in lakes, streams, and other waterways in the Kansas City area?

Q7. How concerned are you about pollution in lakes, streams, & other waterways in Kansas City area	Number	Percent
Very concerned	384	45.0 %
Somewhat concerned	391	45.8 %
Not sure	53	6.2 %
Not concerned	23	2.7 %
Not provided	3	0.4 %
Total	854	100.0 %

WITHOUT "NOT PROVIDED"
Q7. How concerned are you about pollution in lakes, streams, and other waterways in the Kansas City area? (without "not provided")

Q7. How concerned are you about pollution in lakes, streams, & other waterways in Kansas City area	Number	Percent
Very concerned	384	45.1 %
Somewhat concerned	391	45.9 %
Not sure	53	6.2 %
Not concerned	23	2.7 %
Total	851	100.0 %

Q8. Do you think the water quality in lakes, streams, rivers, and other waterways in the Kansas City area is...

Q8. What do you think water quality in lakes, streams, rivers, & other waterways in Kansas City area is	Number	Percent
Getting much better	23	2.7 %
Getting somewhat better	92	10.8 %
Staying about the same	382	44.7 %
Getting somewhat worse	116	13.6 %
Getting much worse	17	2.0 %
Don't know	224	26.2 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q8. Do you think the water quality in lakes, streams, rivers, and other waterways in the Kansas City area is... (without "don't know")

Q8. What do you think water quality in lakes, streams, rivers, & other waterways in Kansas City area is	Number	Percent
Getting much better	23	3.7 %
Getting somewhat better	92	14.6 %
Staying about the same	382	60.6 %
Getting somewhat worse	116	18.4 %
Getting much worse	17	2.7 %
Total	630	100.0 %

Q9. Have you or other members of your household disposed of yard waste (including grass clippings) in the street, a stormwater drain, or a lake/stream during the past year?

Q9. Have you disposed of yard waste in the street, a stormwater drain, or a lake/stream during past year	Number	Percent
Yes	34	4.0 %
No	798	93.4 %
Don't know	22	2.6 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q9. Have you or other members of your household disposed of yard waste (including grass clippings) in the street, a stormwater drain, or a lake/stream during the past year? (without "don't know")

Q9. Have you disposed of yard waste in the street, a stormwater drain, or a lake/stream during past year	Number	Percent
Yes	34	4.1 %
No	798	95.9 %
Total	832	100.0 %

Q10. Have you or other members of your household dumped paint, motor oil, or other household waste into the street, a stormwater drain, or a lake/stream during the past year?

Q10. Have you dumped paint, motor oil, or other household waste into the street, a stormwater drain, or a lake/stream during past year	Number	Percent
Yes	4	0.5 %
No	844	98.8 %
Don't know	6	0.7 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q10. Have you or other members of your household dumped paint, motor oil, or other household waste into the street, a stormwater drain, or a lake/stream during the past year? (without "don't know")

Q10. Have you dumped paint, motor oil, or other household waste into the street, a stormwater drain, or a lake/stream during past year	Number	Percent
Yes	4	0.5 %
No	844	99.5 %
Total	848	100.0 %

Q11. Have you or other members of your household littered or dumped debris along or in a lake or stream during the past year?

Q11. Have you littered or dumped debris along or in a lake or stream during past year	Number	Percent
Yes	3	0.4 %
No	848	99.3 %
Don't know	3	0.4 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q11. Have you or other members of your household littered or dumped debris along or in a lake or stream during the past year? (without "don't know")

Q11. Have you littered or dumped debris along or in a lake or stream during past year	Number	Percent
Yes	3	0.4 %
No	848	99.6 %
Total	851	100.0 %

Q12. Do you think it is safe to eat fish that are caught in lakes and streams near your home?

Q12. Is it safe to eat fish that are caught in lakes & streams near your home	Number	Percent
Yes	209	24.5 %
No	341	39.9 %
Don't know	304	35.6 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q12. Do you think it is safe to eat fish that are caught in lakes and streams near your home? (without "don't know")

Q12. Is it safe to eat fish that are caught in lakes & streams near your home	Number	Percent
Yes	209	38.0 %
No	341	62.0 %
Total	550	100.0 %

Q13. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area?

Q13. Can you personally do anything to help improve water quality in lakes, streams & other waterways in Kansas City area	Number	Percent
Yes	429	50.2 %
No	136	15.9 %
Don't know	289	33.8 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q13. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area? (without "don't know")

Q13. Can you personally do anything to help improve water quality in lakes, streams & other waterways in Kansas City area	Number	Percent
Yes	429	75.9 %
No	136	24.1 %
Total	565	100.0 %

Q14. Please indicate if you currently participate in the behavior listed below:

(N=854)

	Yes	No
Q14-1. Use environmentally friendly products on your lawn	56.7%	43.3%
Q14-2. Pick up trash in your community	63.2%	36.8%
Q14-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	75.8%	24.2%
Q14-4. Manage yard waste (dispose of, or compost)	82.9%	17.1%
Q14-5. Pick up & dispose of your pet's waste	68.9%	31.1%
Q14-6. Report illegal dumping	35.8%	64.2%

Q14. If you DO NOT currently participate, please indicate whether you would be "very willing," "somewhat willing," "not sure," or "not willing" to do each of the following by circling the corresponding number below.

(N=736)

	Very willing	Somewhat willing	Not sure	Not willing
Q14-1. Use environmentally friendly products on your lawn	56.0%	26.0%	12.2%	5.8%
Q14-2. Pick up trash in your community	26.5%	45.2%	16.8%	11.5%
Q14-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	64.1%	26.5%	6.6%	2.8%
Q14-4. Manage yard waste (dispose of, or compost)	53.2%	25.2%	9.9%	11.7%
Q14-5. Pick up & dispose of your pet's waste	41.3%	20.0%	23.3%	15.3%
Q14-6. Report illegal dumping	59.3%	25.3%	13.9%	1.5%

Q15. Have you or other members of your household done anything to help clean-up lakes or streams in the Kansas City area during the past year?

Q15. Have you done anything to help clean-up lakes or streams in Kansas City area during past year	Number	Percent
Yes	116	13.6 %
No	673	78.8 %
Don't know	65	7.6 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q15. Have you or other members of your household done anything to help clean-up lakes or streams in the Kansas City area during the past year? (without "don't know")

Q15. Have you done anything to help clean-up lakes or streams in Kansas City area during past year	Number	Percent
Yes	116	14.7 %
No	673	85.3 %
Total	789	100.0 %

Q15a. What did you do?

Q15a. What did you do	Number	Percent
Pick up trash	9	8.1 %
Pick up trash along Little Blue	3	2.7 %
PICK UP LITTER WHEN I SEE IT IN YARDS AND ROADWAYS	3	2.7 %
Simply picked up garbage blowing around my house	3	2.7 %
VOLUNTEER CLEAN UP DAY WITH BRWA ON FLUSH CREEK	3	2.7 %
Pick up litter	3	2.7 %
CARRY PLASTIC BAG AND PICKL UP TRASH ALONG INDIAN CREEK TRAIL	3	2.7 %
HELP PICK UP TRASH ALONG BLUE RIVER	3	2.7 %
Stream clean up in Swipe Park with stream team	3	2.7 %
Cleaned up litter around the area	3	2.7 %
I pick up trash wherever I go	3	2.7 %
PICKED UP TRASH ON BEACH AND RIVER BANK	2	1.8 %
CLEANED AND TRIMMED PARK AND LAKE	2	1.8 %
FUNDED GREEN WORKS FOR STUDENTS TO LEARN ABOUT WATER QUALITY	2	1.8 %
Volunteer w/Bridging the Gap to pick up trash in Indian Creek	2	1.8 %
Church group had clean up day in neighborhood	2	1.8 %
Picked up trash along a waterway	2	1.8 %
Pick up trash in public areas	2	1.8 %
Recycle all recyclable items	2	1.8 %
PICK UP TRASH AROUND STREAMS AFTER HEAVY RAIN	2	1.8 %
NEIGHBORHOOD ASSOCIATION CLEANED LAKE	2	1.8 %
Trash pick up along Cooper Creek in Roeland Park	2	1.8 %
Walked with a Girl Scout troop to pick up a stream/river near our home	2	1.8 %
PICKED UP LITTER ALONG STREAM	2	1.8 %
Posted article about contaminating water thru yard waste	2	1.8 %
WENT CANOEING AND PICKED UP TRASH ALONG THE WAY	2	1.8 %
Pick up trash and debris when we see them	2	1.8 %
Picked up trash around a local duck pond while visiting	2	1.8 %
Walked around and filled trash bag of waste left behind	1	0.9 %
Company sponsored event pick up trash	1	0.9 %
Strip pits, no animals, no yard waste	1	0.9 %
Do not sweep leaves in the lake	1	0.9 %
Walk edge and pick up	1	0.9 %
Paid dues at the lake I live at	1	0.9 %
Do not put boat in water from lake to lake watch for zebra mssells	1	0.9 %
Don't litter and pick up litter when we see them	1	0.9 %
Pick up trash when I go on a hike	1	0.9 %
Picked up trash along the shore	1	0.9 %
PICKED UP LITTER AS I WAS HIKING	1	0.9 %
PICKED UP TRASH IN COMMUNITY	1	0.9 %
PROPERLY DISPOSE OF ANY WASTE FOUND BY LAKE	1	0.9 %
PICKED UP TRASH AT ENGLEWOOD PARK	1	0.9 %
WORK PARTICIPATION TOMAHAWK CREEK PICKUP DEBRIS	1	0.9 %
WEEKLY WALKS TO PICK UP TRASH IN STREAMS AND CULVERTS	1	0.9 %
Picked up trash in and around water sources	1	0.9 %
DISPOSE OF MEDICINES SAFELY	1	0.9 %
Combed a lake bed for trash, bottles, discarded barbed wire, etc.	1	0.9 %
PICK UP TRASH AT LAKE WHEN FISHING	1	0.9 %
Cleaned up trash and leaves	1	0.9 %
Walk regularly and pick up trash when walking	1	0.9 %
GATHERED TRASH ALONG ROADWAY FOR 1/2 MILE	1	0.9 %
Pick up in area I was using	1	0.9 %
Picked up trash at Smithville Lake	1	0.9 %
Pick up trash at home, farm	1	0.9 %
Contacted golf course about algae and trash in lake	1	0.9 %
Picked up trash along the waterways	1	0.9 %
Pick up trash when we see it and dispose of it properly	1	0.9 %
PICKED UP PLASTIC CONTAINERS AND OTHER TRASH	1	0.9 %
Pick up trash at Wyandotte Lake	1	0.9 %
PICK UP TRASH SUCH AS PLASTIC BOTTLES	1	0.9 %
Picked up trash around the pond	1	0.9 %

Q15a. What did you do?

Q15a. What did you do	Number	Percent
PICKED UP TRASH FLOATING ALONG RIVER WHILE KAYAKING	1	0.9 %
Blue River cleanup	1	0.9 %
Collected trash from lakes	1	0.9 %
Pick up trash when we see it	1	0.9 %
Any time fishing or just walking the woods	1	0.9 %
Total	111	100.0 %

Q15b. Why did you do it?

Q15b. Why did you do it	Number	Percent
IT IS THE RIGHT THING TO DO	6	5.6 %
BECAUSE I LIVE HERE AND KIDS PLAY AND SWIM THERE-HEALTH	3	2.8 %
It is my personal crusade for the environment	3	2.8 %
TO HELP OUT WITH PROJECT	3	2.8 %
To help, get outside, do something good	3	2.8 %
So it doesn't go in to the water	3	2.8 %
DON'T LIKE LOOKING AT TRASH	3	2.8 %
I can't stand to see litter	3	2.8 %
Community engagement through home association	3	2.8 %
KEEP THE NEIGHBORHOOD NICE	3	2.8 %
To support the community	2	1.9 %
NOBODY ELSE WILL	2	1.9 %
HADN'T BEEN CLEANED	2	1.9 %
Because no one else would do it	2	1.9 %
Clean up the neighborhood	2	1.9 %
I near there and it's dirty	2	1.9 %
I VALUE IMPROVING THE ENVIRONMENT	2	1.9 %
Help	2	1.9 %
Because it is gross on Indian Creek bike trail	2	1.9 %
Appearance	2	1.9 %
Support church/neighbor	2	1.9 %
Attended class at K-State Extension	2	1.9 %
AREA WAS A MESS	2	1.9 %
PART OF VOLUNTEER EFFORT VIA WORK	2	1.9 %
Because there was trash all over the place	2	1.9 %
Available and community benefit	2	1.9 %
Global warming is due to the people	2	1.9 %
HELP WITH BRIDGING THE GAP ORGANIZATION	2	1.9 %
LITTER WAS EVERYWHERE	1	0.9 %
Stone clean-up initiative	1	0.9 %
Because we saw what harm zebra mussels did at great lakes	1	0.9 %
It smelled nasty and was bad bait cut up and left	1	0.9 %
It concerns me, maybe my picking up trash will catch on with others	1	0.9 %
To help our community and keep it clean	1	0.9 %
SOMEBODY NEEDS TO	1	0.9 %
LOVE MY COMMUNITY AND WANT IT TO BE CLEAN	1	0.9 %
PART OF COMMUNITY WORK DAY	1	0.9 %
I HATE LITTER	1	0.9 %
It is our property	1	0.9 %
ENVIRONMENTAL CONCERN	1	0.9 %
DON'T WANT TO LIVE IN A TRASH PILE	1	0.9 %
I hate the fact people are destroying our lakes and streams	1	0.9 %
WATER QUALITY	1	0.9 %
Community service of Scouts	1	0.9 %
Lake was being drained for dam work	1	0.9 %
Wanted to look better	1	0.9 %
I had a little extra time	1	0.9 %
Feel it is our responsibility to care for the environment we live in	1	0.9 %
GOT TIRED OF SEEING TRASH	1	0.9 %
Protect environment	1	0.9 %
It should not be there	1	0.9 %
No littering	1	0.9 %
Unsightly, may hurt wildlife	1	0.9 %
Because it was gross and people are lazy	1	0.9 %
Scout project	1	0.9 %
It's everyone's responsibility	1	0.9 %
To conserve the earth	1	0.9 %
WE HAVE A WATERWAY THROUGH OUR PROPERTY	1	0.9 %
To keep it safe for all	1	0.9 %
THEY ARE NOT BIOGRADABLE	1	0.9 %
It's my neighborhood and I'd like for it to look nice	1	0.9 %
TRASH IS TRASHY	1	0.9 %
Environmental	1	0.9 %

Q15b. Why did you do it?

Q15b. Why did you do it	Number	Percent
To help protect our environment	1	0.9 %
Because laziness of others pisses me off	1	0.9 %
I was raised with respect of nature to keep its beauty	1	0.9 %
Total	107	100.0 %

Q16. Please indicate how often you do the following.

(N=854)

	At least once per week	At least once per month	A few times per year	Seldom	Never	Not applicable
Q16-1. Swim in lakes & streams in Kansas City area	0.9%	1.3%	7.4%	19.1%	65.2%	6.1%
Q16-2. Walk or bike along lakes & streams in Kansas City area	9.5%	16.3%	29.2%	22.2%	17.6%	5.3%
Q16-3. Let your children play in creeks or streams near your home	1.2%	1.4%	5.6%	7.6%	43.4%	40.7%
Q16-4. Fish in lakes or streams near your home	1.2%	2.7%	9.8%	14.2%	58.9%	13.2%

WITHOUT "NOT APPLICABLE"
Q16. Please indicate how often you do the following. (without "not applicable")

(N=854)

	At least once per week	At least once per month	A few times per year	Seldom	Never
Q16-1. Swim in lakes & streams in Kansas City area	1.0%	1.4%	7.9%	20.3%	69.5%
Q16-2. Walk or bike along lakes & streams in Kansas City area	10.0%	17.2%	30.8%	23.5%	18.5%
Q16-3. Let your children play in creeks or streams near your home	2.0%	2.4%	9.5%	12.8%	73.3%
Q16-4. Fish in lakes or streams near your home	1.3%	3.1%	11.3%	16.3%	67.9%

Q17. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree," please indicate your level of agreement with each of the following statements.

(N=854)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q17-1. Quality of local streams where I live affects my quality of life	28.5%	33.5%	26.8%	5.9%	3.3%	2.1%
Q17-2. Quality of local streams where I live affects property values	38.4%	41.3%	13.1%	3.6%	0.9%	2.6%
Q17-3. Quality of local streams where I live affects drinking water quality	39.3%	34.3%	16.9%	5.4%	1.5%	2.6%
Q17-4. I think it is important to improve quality of water in lakes & streams in my community	52.9%	34.5%	9.4%	0.6%	0.1%	2.5%
Q17-5. I have confidence in my community's ability to address flooding related problems	11.7%	33.4%	38.1%	13.0%	1.9%	2.0%
Q17-6. I would be willing to pay more for a property in a community that focuses on protecting water quality by conserving natural areas	20.0%	35.0%	30.1%	8.2%	4.8%	1.9%
Q17-7. I would be willing to pay more in utilities to improve quality of water in lakes & streams in the community where I live	12.1%	28.2%	29.7%	19.8%	8.4%	1.8%
Q17-8. I would be willing to pay an increase in taxes to improve quality of water in lakes & streams in the community where I live	11.7%	29.9%	30.3%	15.9%	10.2%	2.0%
Q17-9. I would support my local government working with other cities & counties to improve water quality	34.9%	46.7%	13.6%	1.9%	1.1%	1.9%
Q17-10. I would support my local government allocating resources to improve water quality	32.7%	46.7%	15.2%	2.1%	1.3%	2.0%
Q17-11. Public entities should be doing more to directly implement protection & restoration of urban waterways	32.8%	43.3%	19.6%	1.6%	0.7%	2.0%

WITHOUT "NOT PROVIDED"
Q17. Using a scale of 1 to 5, where 5 means "strongly agree" and 1 means "strongly disagree," please indicate your level of agreement with each of the following statements. (without "not provided")

(N=854)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q17-1. Quality of local streams where I live affects my quality of life	29.1%	34.2%	27.4%	6.0%	3.3%
Q17-2. Quality of local streams where I live affects property values	39.4%	42.4%	13.5%	3.7%	1.0%
Q17-3. Quality of local streams where I live affects drinking water quality	40.4%	35.2%	17.3%	5.5%	1.6%
Q17-4. I think it is important to improve quality of water in lakes & streams in my community	54.3%	35.4%	9.6%	0.6%	0.1%
Q17-5. I have confidence in my community's ability to address flooding related problems	11.9%	34.1%	38.8%	13.3%	1.9%
Q17-6. I would be willing to pay more for a property in a community that focuses on protecting water quality by conserving natural areas	20.4%	35.7%	30.7%	8.4%	4.9%
Q17-7. I would be willing to pay more in utilities to improve quality of water in lakes & streams in the community where I live	12.3%	28.7%	30.3%	20.1%	8.6%
Q17-8. I would be willing to pay an increase in taxes to improve quality of water in lakes & streams in the community where I live	11.9%	30.5%	30.9%	16.2%	10.4%
Q17-9. I would support my local government working with other cities & counties to improve water quality	35.6%	47.6%	13.8%	1.9%	1.1%
Q17-10. I would support my local government allocating resources to improve water quality	33.3%	47.7%	15.5%	2.2%	1.3%
Q17-11. Public entities should be doing more to directly implement protection & restoration of urban waterways	33.5%	44.2%	20.0%	1.7%	0.7%

Q18. Where does stormwater (rain water) go after it enters a storm drain in your community?

Q18. Where does stormwater (rain water) go after it enters a storm drain in your community	Number	Percent
Directly to lakes & streams without treatment	269	31.5 %
To lakes & streams after receiving some treatment	40	4.7 %
To a wastewater treatment plant	137	16.0 %
Don't know	408	47.8 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q18. Where does stormwater (rain water) go after it enters a storm drain in your community? (without "don't know")

Q18. Where does stormwater (rain water) go after it enters a storm drain in your community	Number	Percent
Directly to lakes & streams without treatment	269	60.3 %
To lakes & streams after receiving some treatment	40	9.0 %
To a wastewater treatment plant	137	30.7 %
Total	446	100.0 %

Q19. Compared to two years ago, would you say you...

Q19. What would you say you are compared to two years ago	Number	Percent
Are more aware of water quality of lakes & streams in Kansas City area	117	13.7 %
Have about the same level of awareness about water quality issues	591	69.2 %
Are less aware of water quality of lakes & streams in Kansas City area	62	7.3 %
Not applicable (did not live in Kansas City two years ago)	69	8.1 %
Not provided	15	1.8 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q19. Compared to two years ago, would you say you... (without "not provided")

Q19. What would you say you are compared to two years ago	Number	Percent
Are more aware of water quality of lakes & streams in Kansas City area	117	13.9 %
Have about the same level of awareness about water quality issues	591	70.4 %
Are less aware of water quality of lakes & streams in Kansas City area	62	7.4 %
Not applicable (did not live in Kansas City two years ago)	69	8.2 %
Total	839	100.0 %

Q20. Have you seen or heard any information in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes and streams in the Kansas City area during the past year?

Q20. Have you seen or heard any information about water quality in lakes & streams in Kansas City area during past year	Number	Percent
Yes	149	17.4 %
No	609	71.3 %
Don't know	96	11.2 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q20. Have you seen or heard any information in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes and streams in the Kansas City area during the past year? (without "don't know")

Q20. Have you seen or heard any information about water quality in lakes & streams in Kansas City area during past year	Number	Percent
Yes	149	19.7 %
No	609	80.3 %
Total	758	100.0 %

Q20a. What types of information have you seen or heard?

Q20a. What types of information have you seen or heard	Number	Percent
Newspapers, magazines, or other print media	74	49.7 %
Brochures	20	13.4 %
City or County newsletters	50	33.6 %
Television stories/ads	60	40.3 %
Radio stories/ads	21	14.1 %
Internet	29	19.5 %
Watershed festival	2	1.3 %
Social media	28	18.8 %
Water bill inserts	93	62.4 %
Community event	4	2.7 %
Other	16	10.7 %
Total	397	

Q20a-11. Other

Q20a-11. Other	Number	Percent
ACTIVE IN GREENWORKS, REIT INVESTMENTS IN REGIONAL FARMLAND	2	12.5 %
Signs around the park ponds in Olathe	2	12.5 %
Friend who works for the local news as a reporter	2	12.5 %
South Lake Park	2	12.5 %
GREENWORKS KC NON PROFIT	2	12.5 %
INCREASES IN WASTE WATER AND WATER BILLS	2	12.5 %
See water shed sign	1	6.3 %
Fish	1	6.3 %
School	1	6.3 %
Kansas Dept of fish and wildlife	1	6.3 %
Total	16	100.0 %

Q21. Using a scale of 1 to 5 where 5 means "very supportive" and 1 means "not supportive at all," please indicate how supportive you would be of having cities or counties adopt ordinances or participate in practices, such as the ones described below, that protect streams and wildlife habitat in your community.

(N=854)

	Very supportive	Supportive	Not sure	Not supportive	Not supportive at all	Not provided
Q21-1. Provide incentives to residents & businesses to plant native flowers/grasses, rain gardens, or for water harvesting (rain barrels, cisterns, etc.)	55.0%	32.0%	9.0%	1.4%	1.2%	1.4%
Q21-2. Adopt ordinances that require developers to conserve natural areas	57.8%	29.9%	8.4%	1.8%	1.1%	1.1%
Q21-3. Adopt ordinances that require developers to preserve trees & open space during building process	62.6%	28.0%	5.0%	1.9%	1.3%	1.2%
Q21-4. Adopt plans to restore urban waterways	48.1%	34.7%	15.0%	0.6%	0.5%	1.2%
Q21-5. Fund restoration of urban waterways	36.8%	32.2%	23.0%	4.4%	1.8%	1.9%
Q21-6. Encourage development of sustainable practices to minimize negative impacts on waterways in the area	55.2%	32.9%	9.3%	0.6%	0.8%	1.3%
Q21-7. Purchase land along stream corridors	30.3%	27.3%	32.8%	4.6%	3.0%	2.0%
Q21-8. Fund restoration of stream corridors	33.6%	30.2%	27.3%	5.2%	2.1%	1.6%

WITHOUT "DON'T KNOW"
Q21. Using a scale of 1 to 5 where 5 means "very supportive" and 1 means "not supportive at all," please indicate how supportive you would be of having cities or counties adopt ordinances or participate in practices, such as the ones described below, that protect streams and wildlife habitat in your community. (without "not provided")

(N=854)

	Very supportive	Supportive	Not sure	Not supportive	Not supportive at all
Q21-1. Provide incentives to residents & businesses to plant native flowers/ grasses, rain gardens, or for water harvesting (rain barrels, cisterns, etc.)	55.8%	32.4%	9.1%	1.4%	1.2%
Q21-2. Adopt ordinances that require developers to conserve natural areas	58.5%	30.2%	8.5%	1.8%	1.1%
Q21-3. Adopt ordinances that require developers to preserve trees & open space during building process	63.4%	28.3%	5.1%	1.9%	1.3%
Q21-4. Adopt plans to restore urban waterways	48.7%	35.1%	15.2%	0.6%	0.5%
Q21-5. Fund restoration of urban waterways	37.5%	32.8%	23.4%	4.5%	1.8%
Q21-6. Encourage development of sustainable practices to minimize negative impacts on waterways in the area	55.9%	33.3%	9.4%	0.6%	0.8%
Q21-7. Purchase land along stream corridors	30.9%	27.8%	33.5%	4.7%	3.1%
Q21-8. Fund restoration of stream corridors	34.2%	30.7%	27.7%	5.2%	2.1%

Q22. Have you done any of the following to manage how and when rain leaves your property?

(N=854)

	Yes	No	Not provided
Q22-1. Captured rain water in a rain barrel	19.1%	77.0%	3.9%
Q22-2. Placed flower beds & other landscaping in a location where they will absorb water & allow rainwater to filter naturally through the soil rather than run off the top into the storm drain (installed vegetation or landscaping in a location to retain rainwater on the property)	50.5%	44.8%	4.7%
Q22-3. Disconnected downspout from standpipe	12.1%	79.9%	8.1%
Q22-4. Redirected downspout to vegetated area/ retain water on property	41.8%	53.6%	4.6%
Q22-5. Installed permeable pavers or surfaces including sidewalks, driveways, patios	21.3%	73.4%	5.3%

WITHOUT "DON'T KNOW"
Q22. Have you done any of the following to manage how and when rain leaves your property? (without "not provided")

(N=854)

	Yes	No
Q22-1. Captured rain water in a rain barrel	19.9%	80.1%
Q22-2. Placed flower beds & other landscaping in a location where they will absorb water & allow rainwater to filter naturally through the soil rather than run off the top into the storm drain (installed vegetation or landscaping in a location to retain rainwater on the property)	52.9%	47.1%
Q22-3. Disconnected downspout from standpipe	13.1%	86.9%
Q22-4. Redirected downspout to vegetated area/ retain water on property	43.8%	56.2%
Q22-5. Installed permeable pavers or surfaces including sidewalks, driveways, patios	22.5%	77.5%

Q23. What is your age?

Q23. Your age	Number	Percent
18-34	183	21.4 %
35-44	200	23.4 %
45-54	167	19.6 %
55-64	131	15.3 %
65+	156	18.3 %
Not provided	17	2.0 %
Total	854	100.0 %

WITHOUT "DON'T KNOW"
Q23. What is your age? (without "not provided")

Q23. Your age	Number	Percent
18-34	183	21.9 %
35-44	200	23.9 %
45-54	167	20.0 %
55-64	131	15.7 %
65+	156	18.6 %
Total	837	100.0 %

Q24. In which County do you live?

Q24. In which County do you live	Number	Percent
Cass	44	5.2 %
Clay	105	12.3 %
Jackson	300	35.1 %
Johnson	241	28.2 %
Leavenworth	33	3.9 %
Miami	11	1.3 %
Platte	40	4.7 %
Ray	10	1.2 %
Wyandotte	70	8.2 %
Total	854	100.0 %

Q25. Which of the following BEST describes your race/ethnicity?

Q25. Your race/ethnicity	Number	Percent
American Indian/Alaskan Native	11	1.3 %
Black/African American	122	14.3 %
White	645	75.5 %
Asian	29	3.4 %
Native Hawaiian/Pacific Islander	4	0.5 %
Other	28	3.3 %
Total	839	

Q25-6. Other

Q25-6. Other	Number	Percent
Mixed	11	39.3 %
Latino	4	14.3 %
Hispanic	3	10.7 %
Bi-racial	3	10.7 %
Mexican American	3	10.7 %
Middle Eastern	2	7.1 %
Scottish American	1	3.6 %
Italian	1	3.6 %
Total	28	100.0 %

Q26. Are you Hispanic or Latino?

Q26. Are you Hispanic or Latino	Number	Percent
Yes	97	11.4 %
No	731	85.6 %
Not provided	26	3.0 %
Total	854	100.0 %

WITHOUT "NOT PROVIDED"
Q26. Are you Hispanic or Latino? (without "not provided")

Q26. Are you Hispanic or Latino	Number	Percent
Yes	97	11.7 %
No	731	88.3 %
Total	828	100.0 %

Q27. What is your gender?

Q27. Your gender	Number	Percent
Male	431	50.5 %
Female	423	49.5 %
Total	854	100.0 %

Q28. What is your home zip code?

Q28. Your home zip code	Number	Percent
64012	35	4.1 %
64024	2	0.2 %
64035	3	0.4 %
64036	1	0.1 %
64055	3	0.4 %
64062	3	0.4 %
64068	1	0.1 %
64077	1	0.1 %
64080	1	0.1 %
64081	2	0.2 %
64082	8	0.9 %
64083	4	0.5 %
64085	2	0.2 %
64105	11	1.3 %
64106	8	0.9 %
64108	19	2.2 %
64109	54	6.3 %
64110	31	3.6 %
64111	59	6.9 %
64112	23	2.7 %
64113	6	0.7 %
64116	6	0.7 %
64117	6	0.7 %
64118	11	1.3 %
64119	23	2.7 %
64120	2	0.2 %
64123	21	2.5 %
64124	3	0.4 %
64125	9	1.1 %
64126	3	0.4 %
64131	11	1.3 %
64132	5	0.6 %
64133	11	1.3 %
64136	3	0.4 %
64138	9	1.1 %
64139	2	0.2 %
64151	25	2.9 %
64152	2	0.2 %
64153	5	0.6 %
64154	8	0.9 %
64155	8	0.9 %
64156	6	0.7 %
64157	33	3.9 %
64158	7	0.8 %
64161	1	0.1 %
64166	1	0.1 %
64701	1	0.1 %
66007	8	0.9 %
66012	13	1.5 %
66013	1	0.1 %
66020	1	0.1 %
66021	4	0.5 %
66027	1	0.1 %
66030	1	0.1 %
66043	9	1.1 %
66048	4	0.5 %
66052	1	0.1 %
66053	9	1.1 %
66061	10	1.2 %
66071	1	0.1 %
66083	8	0.9 %
66085	10	1.2 %
66086	1	0.1 %
66106	18	2.1 %

Q28. What is your home zip code?

Q28. Your home zip code	Number	Percent
66109	28	3.3 %
66111	12	1.4 %
66112	7	0.8 %
66202	34	4.0 %
66203	21	2.5 %
66204	9	1.1 %
66205	30	3.5 %
66206	12	1.4 %
66207	6	0.7 %
66208	9	1.1 %
66209	37	4.3 %
66210	4	0.5 %
66211	1	0.1 %
66212	9	1.1 %
66213	8	0.9 %
66215	2	0.2 %
66216	3	0.4 %
66217	1	0.1 %
66221	4	0.5 %
66224	12	1.4 %
66226	2	0.2 %
66227	4	0.5 %
Total	854	100.0 %

Q29. Would you say your total annual household income is:

Q29. Your total annual household income	Number	Percent
Under $25K	85	10.0 %
$25K to $49,999	128	15.0 %
$50K to $74,999	187	21.9 %
$75K to $99,999	126	14.8 %
$100K to $124,999	96	11.2 %
$125K+	169	19.8 %
Not provided	63	7.4 %
Total	854	100.0 %

WITHOUT "NOT PROVIDED"
Q29. Would you say your total annual household income is: (without "not provided")

Q29. Your total annual household income	Number	Percent
Under $25K	85	10.7 %
$25K to $49,999	128	16.2 %
$50K to $74,999	187	23.6 %
$75K to $99,999	126	15.9 %
$100K to $124,999	96	12.1 %
$125K+	169	21.4 %
Total	791	100.0 %

2018 Community Planning Survey

Findings Report

Conducted for

Mid-America Regional Council

Section 4:
Survey Instrument

2018 Community Planning Survey

Please take a few minutes to complete this survey. Your input is an important part of MARC's efforts to help plan the future of the Kansas City area. If you have questions, please call Alecia Kates at 816-701-8233. Thank you for your participation. If you prefer you can take the survey online at http://marcwatersurvey.org/

Regional Issues

1. **Using a scale of 1 to 5, where 5 means "Very Good" and 1 means "Very Poor," how would you rate the following in the Kansas City area?**

	Very Good	Good	Adequate	Poor	Very Poor	Don't Know
01. Air quality	5	4	3	2	1	9
02. Economic development and job creation	5	4	3	2	1	9
03. Efforts to minimize the impacts of flooding	5	4	3	2	1	9
04. Level of safety from crime in neighborhoods	5	4	3	2	1	9
05. Local governmental services	5	4	3	2	1	9
06. Opportunities for health and fitness	5	4	3	2	1	9
07. Public education (K-12)	5	4	3	2	1	9
08. Recycling programs	5	4	3	2	1	9
09. Regional efforts to acquire and protect natural areas	5	4	3	2	1	9
10. Water quality in lakes, streams, and rivers	5	4	3	2	1	9
11. Climate resilience	5	4	3	2	1	9

2. **Which THREE of the issues listed above should be the TOP PRIORITIES for the metropolitan Kansas City area over the next five years?** *[Write in your answers below using the numbers from the list in Question 1.]*

1st: ____   2nd: ____   3rd: ____

Perceptions of Lakes and Streams

3. **Do you think the water in lakes and streams near your home is safe for your pets to drink?**

____(1) Yes   ____(2) No   ____(9) Don't know

4. **Do you think the water in lakes and streams near your home is safe for children to play in?**

____(1) Yes   ____(2) No   ____(9) Don't know

5. **How often does the water in lakes and streams near your home smell bad?**

____(1) All of the time   ____(3) Some of the time   ____(9) Don't know
____(2) Most of the time   ____(4) Seldom or never

6. **How often do you see litter and junk in lakes and streams near your home?**

____(1) All of the time   ____(3) Some of the time   ____(9) Don't know
____(2) Most of the time   ____(4) Seldom or never

7. **How concerned are you about pollution in lakes, streams, and other waterways in the Kansas City area?**

____(1) Very concerned   ____(2) Somewhat concerned   ____(3) Not sure   ____(4) Not concerned

8. **Do you think the water quality in lakes, streams, rivers, and other waterways in the Kansas City area is...**

____(1) Getting much better   ____(3) Staying about the same   ____(5) Getting much worse
____(2) Getting somewhat better   ____(4) Getting somewhat worse   ____(9) Don't know

Behaviors

The following questions are sensitive, but they will help us understand the magnitude of various issues in the Kansas City area, so please answer them honestly. Your responses will remain completely confidential.

9. **Have you or other members of your household disposed of yard waste (including grass clippings) in the street, a stormwater drain, or a lake/stream during the past year?**

    ____(1) Yes   ____(2) No   ____(9) Don't know

10. **Have you or other members of your household dumped paint, motor oil, or other household waste into the street, a stormwater drain, or a lake/stream during the past year?**

    ____(1) Yes   ____(2) No   ____(9) Don't know

11. **Have you or other members of your household littered or dumped debris along or in a lake or stream during the past year?**

    ____(1) Yes   ____(2) No   ____(9) Don't know

12. **Do you think it is safe to eat fish that are caught in lakes and streams near your home?**

    ____(1) Yes   ____(2) No   ____(9) Don't know

13. **Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area?**

    ____(1) Yes   ____(2) No   ____(9) Don't know

14. **Please indicate if you currently participate in the behavior listed below by circling YES or NO. If you DO NOT currently participate, please indicate whether you would be "Very Willing," "Somewhat Willing," "Not Sure," or "Not Willing" to do each of the following by circling the corresponding number below.**

		Do you do this?		If "No," how willing would you be?			
				Very Willing	Somewhat Willing	Not Sure	Not Willing
1.	Use environmentally friendly products on your lawn	Yes	No	4	3	2	1
2.	Pick up trash in your community	Yes	No	4	3	2	1
3.	Take household hazardous waste, such as paint and motor oil to a disposal facility	Yes	No	4	3	2	1
4.	Manage yard waste (dispose of, or compost)	Yes	No	4	3	2	1
5.	Pick up and dispose of your pet's waste	Yes	No	4	3	2	1
6.	Report illegal dumping	Yes	No	4	3	2	1

15. **Have you or other members of your household done anything to help clean-up lakes or streams in the Kansas City area during the past year?**

    ____(1) Yes *[Answer 15a-b.]*   ____(2) No *[Skip to Q16.]*   ____(9) Don't know *[Skip to Q16.]*

    15a.   What did you do?

    _____

    15b.   Why did you do it?

    _____

16.   Please indicate how often you do the following.

How often do you...	At least once per week	At least once per month	A few times per year	Seldom	Never	Not applicable
1. Swim in lakes and streams in the Kansas City area	5	4	3	2	1	9
2. Walk or bike along lakes and streams in the Kansas City area	5	4	3	2	1	9
3. Let your children play in creeks or streams near your home	5	4	3	2	1	9
4. Fish in lakes or streams near your home	5	4	3	2	1	9

Attitudes

17.   Using a scale of 1 to 5, where 5 means "Strongly Agree" and 1 means "Strongly Disagree," please indicate your level of agreement with each of the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
01. The quality of local streams where I live affects my quality of life	5	4	3	2	1
02. The quality of local streams where I live affects property values	5	4	3	2	1
03. The quality of local streams where I live affects drinking water quality	5	4	3	2	1
04. I think it is important to improve the quality of water in lakes and streams in my community	5	4	3	2	1
05. I have confidence in my community's ability to address flooding related problems	5	4	3	2	1
06. I would be willing to pay more for a property in a community that focuses on protecting water quality by conserving natural areas	5	4	3	2	1
07. I would be willing to pay more in utilities to improve the quality of water in lakes and streams in the community where I live	5	4	3	2	1
08. I would be willing to pay an increase in taxes to improve the quality of water in lakes and streams in the community where I live	5	4	3	2	1
09. I would support my local government working with other cities and counties to improve water quality	5	4	3	2	1
10. I would support my local government allocating resources to improve water quality	5	4	3	2	1
11. Public entities should be doing more to directly implement protection and restoration of urban waterways	5	4	3	2	1

Awareness

18.   Where does stormwater (rain water) go after it enters a storm drain in your community?

____(1) Directly to lakes and streams without treatment   ____(3) To a wastewater treatment plant
____(2) To lakes and streams after receiving some treatment   ____(9) Don't know

19.   Compared to two years ago, would you say you...

____(1) Are more aware of the water quality of lakes and streams in the Kansas City area
____(2) Have about the same level of awareness about water quality issues
____(3) Are less aware of the water quality of lakes and streams in the Kansas City area
____(4) Not applicable (did not live in Kansas City two years ago)

20. **Have you seen or heard any information in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes and streams in the Kansas City area during the past year?**

____(1) Yes *[Answer 20a.]* ____(2) No *[Skip to Q21.]* ____(9) Don't know *[Skip to Q21.]*

20a. **What types of information have you seen or heard?** *[Check all that apply.]*

____(01) Newspapers, magazines, or other print media ____(07) Watershed festival
____(02) Brochures ____(09) Social media
____(03) City or county newsletters ____(09) Water bill inserts
____(04) Television stories/ads ____(10) Community Event
____(05) Radio stories/ads ____(11) Other: _____
____(06) Internet

Support for Initiatives

21. **Using a scale of 1 to 5 where 5 means "Very Supportive" and 1 means "Not Supportive at All," please indicate how supportive you would be of having cities or counties adopt ordinances or participate in practices, such as the ones described below, that protect streams and wildlife habitat in your community.**

	How supportive are you of having local governments in the Kansas City area...	Very Supportive	Supportive	Not Sure	Not Supportive	Not Supportive at All
1.	Provide incentives to residents and businesses to plant native flowers/grasses, rain gardens, or for water harvesting (rain barrels, cisterns, etc.)	5	4	3	2	1
2.	Adopt ordinances that require developers to conserve natural areas	5	4	3	2	1
3.	Adopt ordinances that require developers to preserve trees and open space during the building process	5	4	3	2	1
4.	Adopt plans to restore urban waterways	5	4	3	2	1
5.	Fund the restoration of urban waterways	5	4	3	2	1
6.	Encourage the development of sustainable practices to minimize negative impacts on waterways in the area	5	4	3	2	1
7.	Purchase land along stream corridors	5	4	3	2	1
8.	Fund the restoration of stream corridors	5	4	3	2	1

22. **Have you done any of the following to manage how and when rain leaves your property?**

1.	Captured rain water in a rain barrel	Yes	No
2.	Placed flower beds and other landscaping in a location where they will absorb water and allow rainwater to filter naturally through the soil rather than run off the top into the storm drain (installed vegetation or landscaping in a location to retain rainwater on the property)	Yes	No
3.	Disconnect downspout from standpipe	Yes	No
4.	Redirected downspout to vegetated area/retain water on property	Yes	No
5.	Install permeable pavers or surfaces including sidewalks, driveways, patios	Yes	No

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Demographics

23. **What is your age?** _____ years

24. **In which county do you live?**

____(1) Clay ____(4) Platte ____(7) Cass
____(2) Jackson ____(5) Wyandotte ____(8) Miami
____(3) Johnson (KS) ____(6) Leavenworth ____(9) Other: _____

25.   Which of the following BEST describes your race/ethnicity?

____(1) American Indian/Alaskan Native   ____(3) White   ____(5) Native Hawaiian/Pacific Islander
____(2) Black/African American   ____(4) Asian   ____(6) Other: _____

26.   Are you Hispanic or Latino?   ____(1) Yes   ____(2) No

27.   What is your gender?   ____(1) Male   ____(2) Female

28.   What is your home zip code?   _____

29.   Would you say your total annual household income is:

____(1) Under $25,000   ____(3) $50,000 to $74,999   ____(5) $100,000 to $124,999
____(2) $25,000 to $49,999   ____(4) $75,000 to $99,999   ____(6) $125,000 or more

This concludes the survey. Thank you for your time!

Please return your completed survey in the enclosed postage-paid envelope addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your responses will remain completely
confidential. The address information to
the right will ONLY be used to help identify
areas with special interests. Thank you.