

# 2020 Community Planning Survey

*for the Mid-America Regional Council*

## Findings Report

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decisions since 1982*

# 2020

**Submitted to the Mid-America Regional  
Council (MARC) of Kansas City**

ETC Institute  
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**January 2021**



**ETC**  
INSTITUTE



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# MARC 2020 Community Planning Survey

## Executive Summary

### Overview

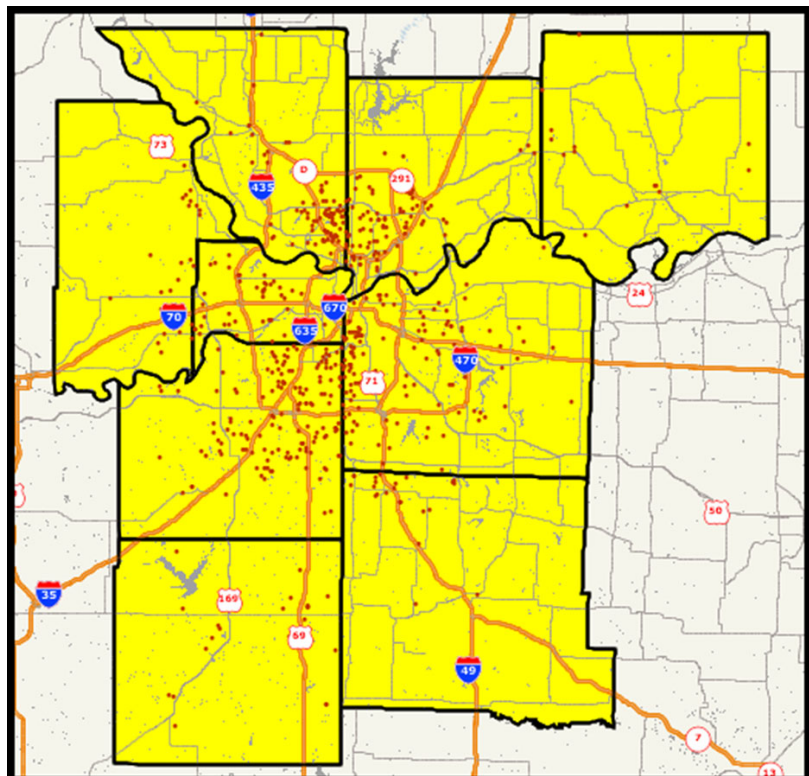
The Mid-America Regional Council (MARC) conducted its eighth biennial survey of residents in the metropolitan Kansas City area. The survey is part of an ongoing effort to measure the impact that water quality education efforts in the region are having on the public's overall awareness and behavior. The survey provides a benchmark for objectively evaluating water quality education initiatives over time. The previous surveys were conducted in 2003, 2005, 2007, 2009, 2012, 2014, 2016, and 2018.

### Methodology

The four-page survey, cover letter, and postage paid return envelope were mailed to a random sample of households in the Kansas City area. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

*The map to the right shows the location of responding households as indicated by a small red dot.*

Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the Kansas City area from participating, everyone who completed the survey online was required to



enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The overall results have a 95% level of confidence with a precision of at least +/-3.8%. The distribution of respondents by county was as follows: 5.4% Cass, 12.1% Clay, 33.5% Jackson, 29.5% Johnson, 3.4% Leavenworth, 1.4% Miami, 5.5% Platte, 1.2% Ray, and 8.0% Wyandotte.

## Major Findings

The following pages highlight the major findings of the 2020 survey results and any significant changes from the surveys conducted between 2003 and 2018.

- **Top Priorities.** The top three most important issues to residents, based on the sum of respondents' top three choices, were: safety from crime in neighborhoods (71%), economic development and job creation (56%), and K-12 public education (53%).
- **Concerns About Water Quality.** Eight out of ten residents (84%) are concerned about the pollution in lakes, streams, and other waterways in the Kansas City area (a 7% decrease from 2018); 8% were not concerned and 8% were not sure.
- **Perceived Changes in Water Quality.** Fourteen percent (14%) of those surveyed felt the quality of water in lakes, streams, and other waterways was getting somewhat or much better; 47% thought it was staying the same, 16% felt it was getting somewhat or much worse, and 22% did not have an opinion.
- **Knowledge of Water Quality Issues.** The following are several key findings related to respondents' knowledge of water quality issues:
  - Nearly half (43%) of those surveyed did not know where stormwater goes after it enters storm drains in their community; 38% thought stormwater went directly to lakes and streams without treatment, 15% thought stormwater went to a wastewater treatment plant, and 5% thought it went to lakes and streams after receiving some treatment.
  - Fourteen percent (15%) of those surveyed felt their level of awareness of water quality issues had improved during the previous two years; 75% of residents felt they had the same level of awareness, 5% felt they were less aware, 3% indicated this question was not applicable because they had not lived in the Kansas City area for two years, and 2% did not provide a response.
  - Fifteen percent (15%) of those surveyed indicated they had seen or heard information in advertisements, brochures, billboards, or other promotional materials about water quality in lakes/streams in the Kansas City area. Of those who had seen or heard water quality information, more than half (56%)

indicated it was through City or County newsletters, 51% indicated it was through their water bill inserts, and 40% indicated it was through television stories/ads.

- Current Level of Participation in Various Activities to Help Protect the Environment.** Eighty-five percent (85%) of those surveyed indicated they manage yard waste, 83% indicated they take household hazardous waste to disposal facilities, 58% pick up trash in their community, and 57% pick up or dispose of their pet's waste. The activity that respondents indicated they participated in least was reporting illegal dumping (30%).
- Willingness to Participate in Various Activities to Help Protect the Environment.** Three-quarters (75%) of residents surveyed who did not currently take household hazardous waste to disposal facilities indicated that they would be willing to do so and 69% of residents who indicated they had not reported illegal dumping were also willing to do so.
- Management of Rain Water.** Residents were asked if they had used various methods to manage how rainwater left their property. Sixty percent (60%; up 7% from 2018) of residents surveyed said that they had placed flower beds or landscaping to absorb rain runoff from their property and 52% (increase of 8% from 2018) redirected downspouts to vegetated area or retained water on property.
- Level of Support for Adopting Various Ordinances to Promote Environmental Health.** The ordinances that residents were most supportive of included requiring developers to preserve trees and open space during the building process (91%), encouraging development of sustainable practices (86%), requiring developers to conserve natural areas (87%), and providing incentives to plant native flowers/grasses (82%).
- Level of Agreement with Statements About Water Quality.** Ninety percent (90%) of residents agree that it is important to improve the quality of water in lakes and streams in their community; 84% would support local government working with other cities and counties to improve water quality, and 80% feel the quality of local streams affects property values.

## Other Findings

- Forty-five percent (45%) of those surveyed felt they could personally do something to help improve the quality of water in lakes, streams, and other waterways in the Kansas City area; 20% felt there was nothing they could do, and 36% did not know.
- Twenty-nine percent (29%) of those surveyed thought the water in lakes and streams near their home was safe for their pets to drink; 33% did not think it was safe, and 38% did not know. Twenty-nine percent (29%) of residents thought the water in lakes and streams near their home was safe for children to play in; 38% did not think it was safe, and 33% did not know.

## Trends

The following areas have shown significant changes (+/-4% or more) since 2018:

### Significant Increases

- Issues that should be the top priorities for the Metropolitan Kansas City area over the next five years, based on surveyed residents' top three choices, were:
  - economic development and job creation (+15%),
  - level of safety from crime in neighborhoods (+8%), and
  - local governmental services (+4%).
- Percentage of respondents who “strongly agree” or “agree” with the statement “the quality of local streams affects my quality of life” (+5%).
- Percentage of respondents who have used the following as sources of information about water quality in the Kansas City area during the past year:
  - City or County newsletters (+22%) and
  - the internet (+4%).
- Percentage of respondents who did the following to manage how and when rain leaves their property:
  - redirected downspout to vegetated area/retain water (+8%),
  - placed flower beds and other landscaping where they will absorb water (+7%),
  - installed permeable pavers or surfaces including sidewalks, driveways, and patios (+4%), and
  - disconnected downspout from standpipe (+4%).

### Significant Decreases

- Issues that should be the top priorities for the Metropolitan Kansas City area over the next five years, based on surveyed residents' top three choices, were:
  - opportunities for health and fitness (-4%),
  - regional efforts to acquire and protect natural areas (-5%),
  - recycling programs (-6%), and
  - water quality in lakes, streams, and rivers (-6%).
- Percentage of respondents who are “very concerned” or “somewhat concerned” about pollution in lakes, streams, and other waterways in the Kansas City area (-7%).
- Percentage of respondents who are “very supportive” or “supportive” of the following:
  - adopt plans to restore urban waterways (-4%),
  - provide incentives to plant native flowers/grasses (-7%),
  - fund the restoration of stream corridors (-8%),
  - fund the restoration of urban waterways (-9%), and
  - purchase land along stream corridors (-10%).

- Percentage of respondents who think they can personally do something to help improve water quality in lakes, streams, and other waterways in the Kansas City area (-6%).
- Percentage of respondents who “strongly agree” or “agree” with the following:
  - 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 (-4%) and
  - that public entities should be doing more to directly implement protection and restoration of urban waterways (-5%).
- Percentage of respondents who have used the following as sources of information about water quality in the Kansas City area during the past year:
  - water bill inserts (-11%) and
  - newspapers/magazines (-12%).

# **Section 1**

## **Charts and Graphs:**

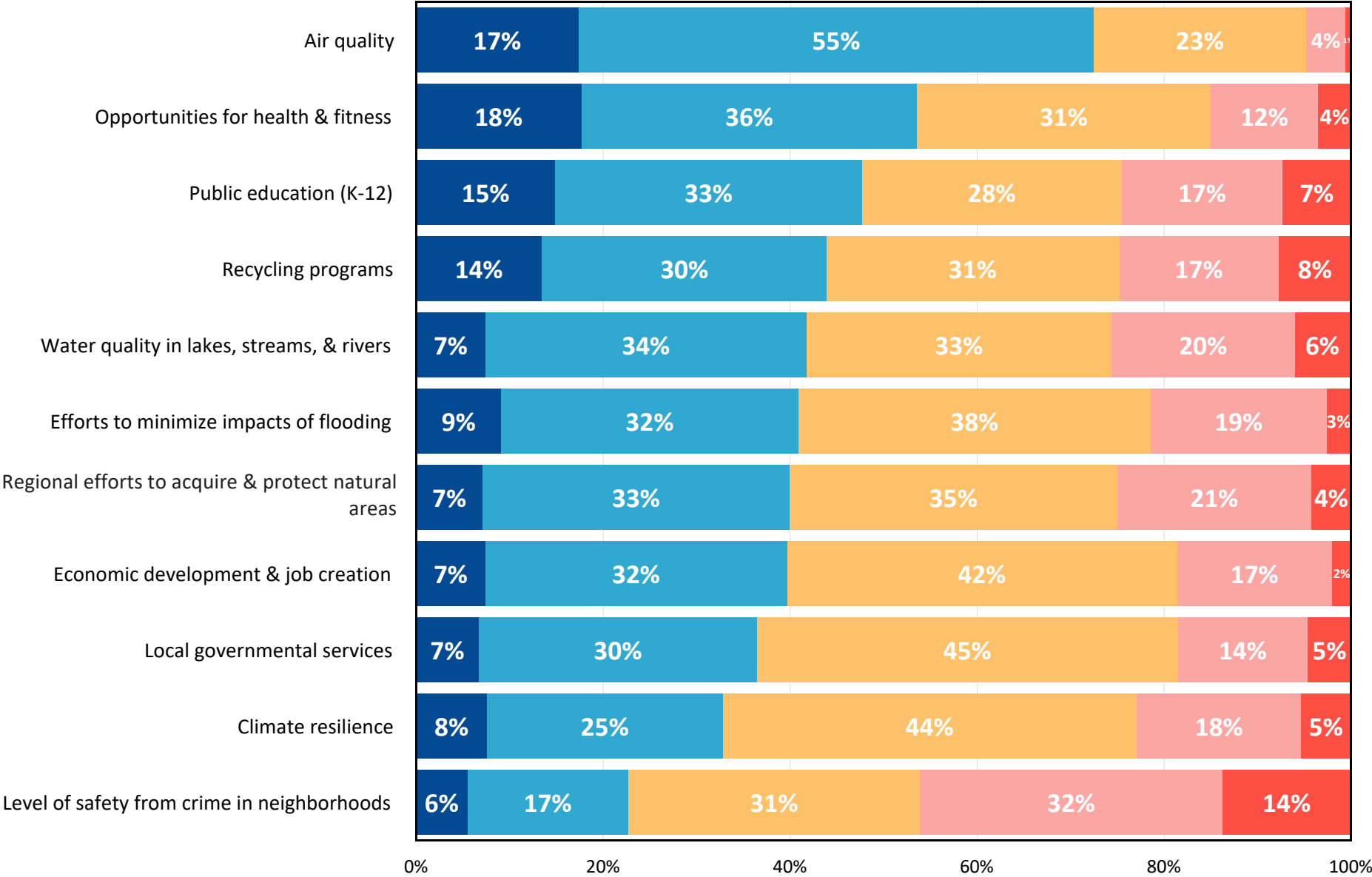
### **Overall Results and Trends**

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

by percentage of respondents, using a 5-point scale, where 5 means "very good" and 1 means "very poor" (without "don't know")

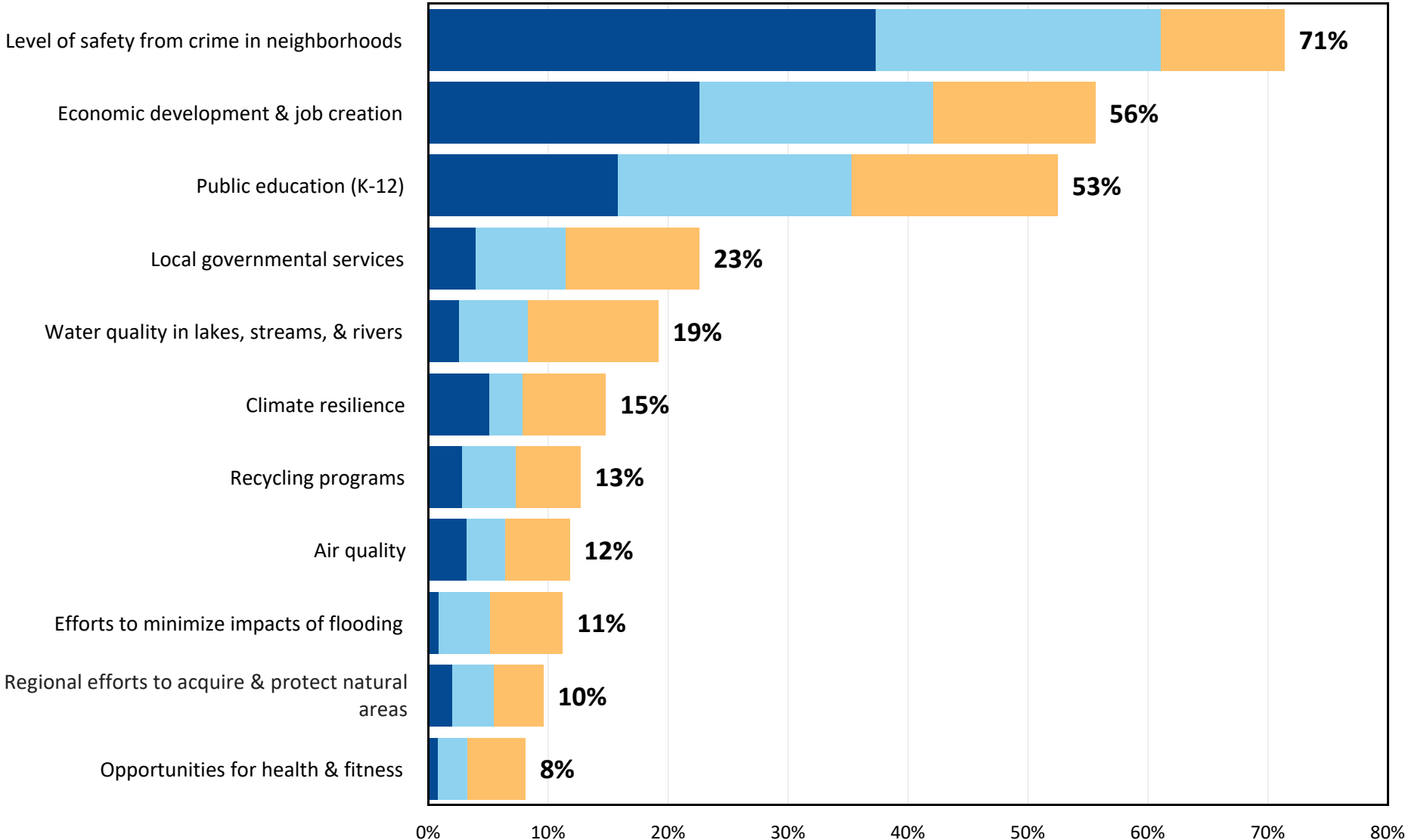


Source: ETC Institute (2020)

Very Good Good Adequate Poor Very Poor

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

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

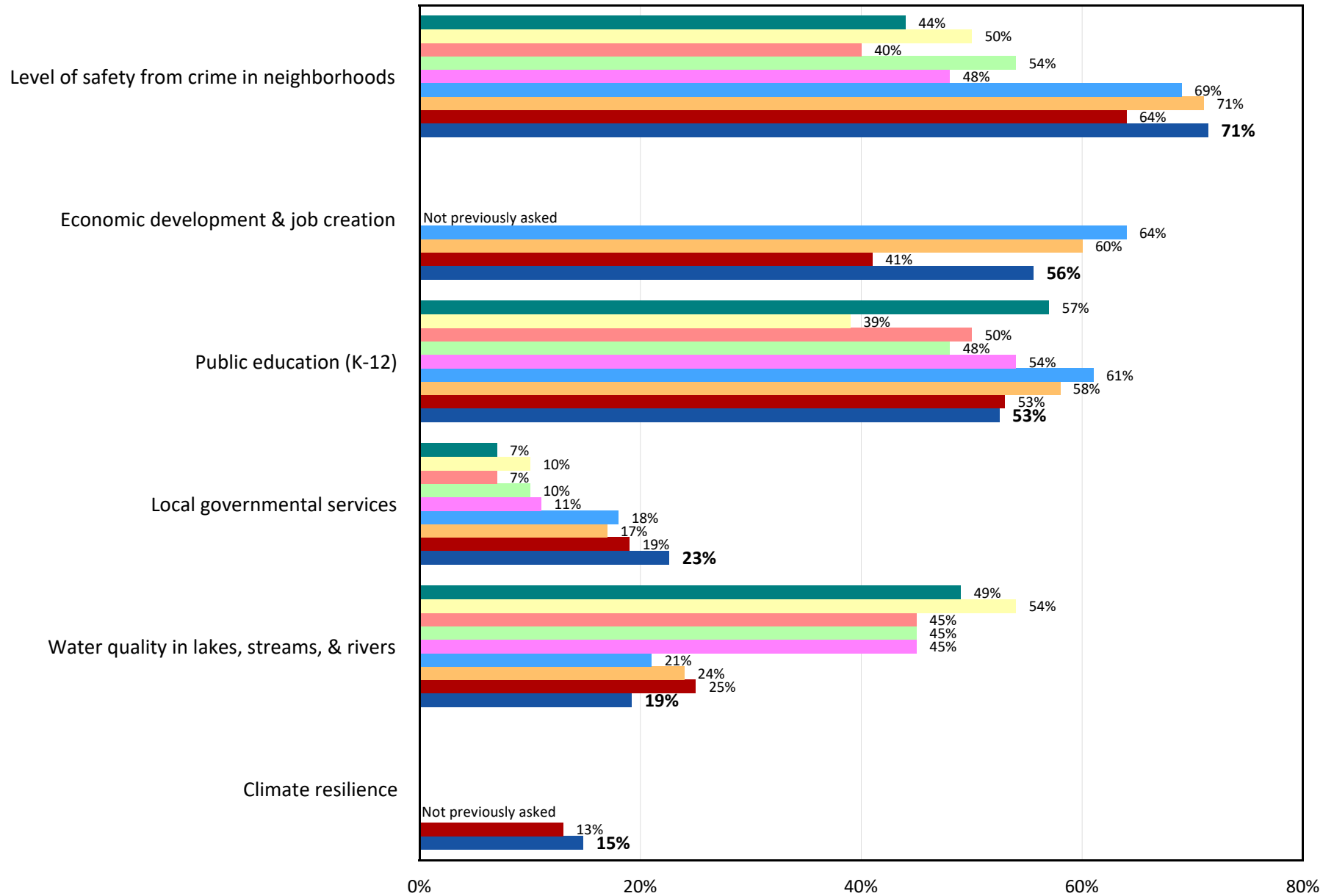


Source: ETC Institute (2020)

■ Top Priority ■ 2nd Choice ■ 3rd Choice

# Trends: Q2. The Priorities Residents Place on Regional Issues in the Kansas City Area

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

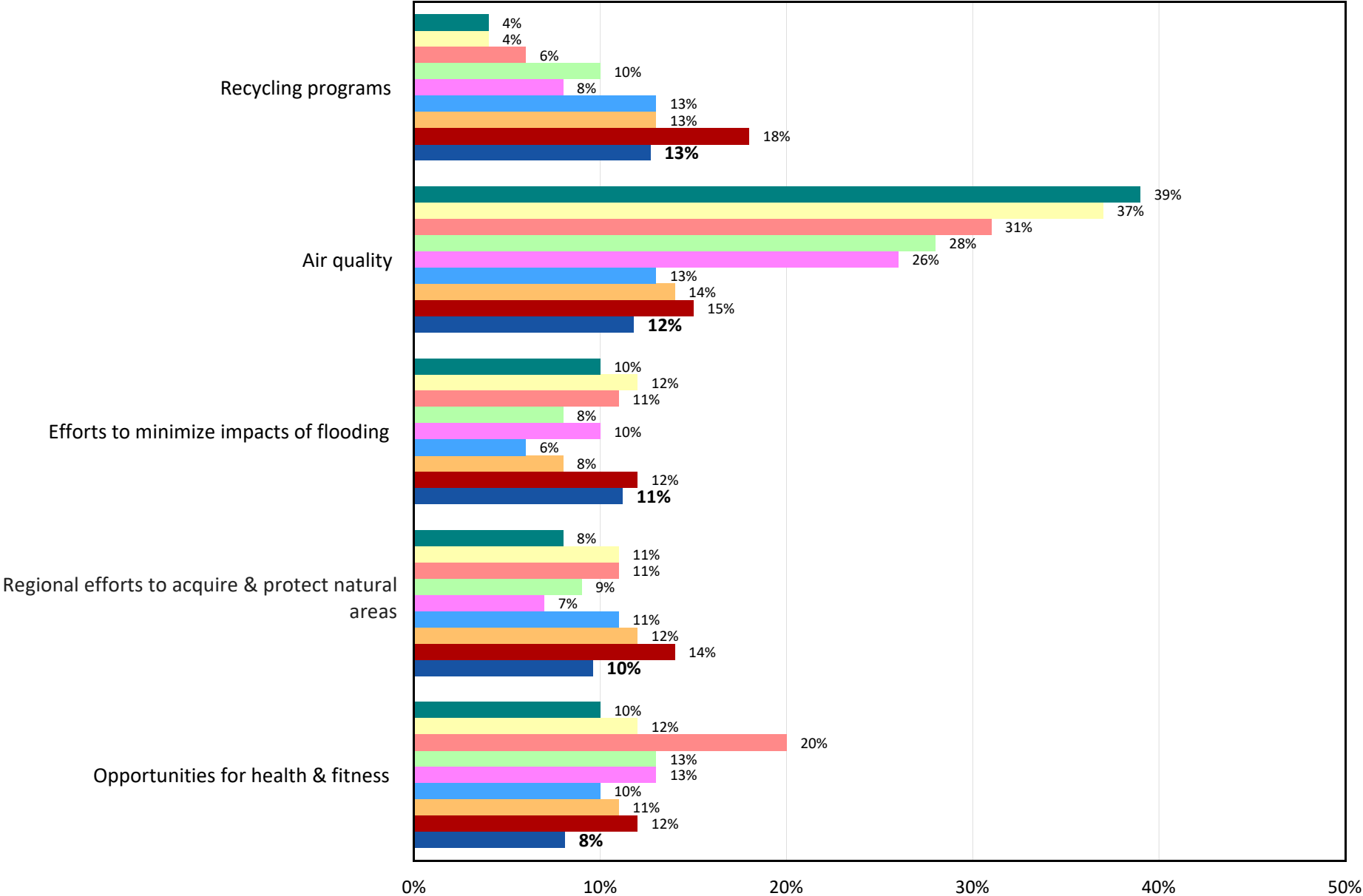


Source: ETC Institute (2020)

2003 2005 2007 2009 2012 2014 2016 2018 2020

# Trends: Q2. The Priorities Residents Place on Regional Issues in the Kansas City Area

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

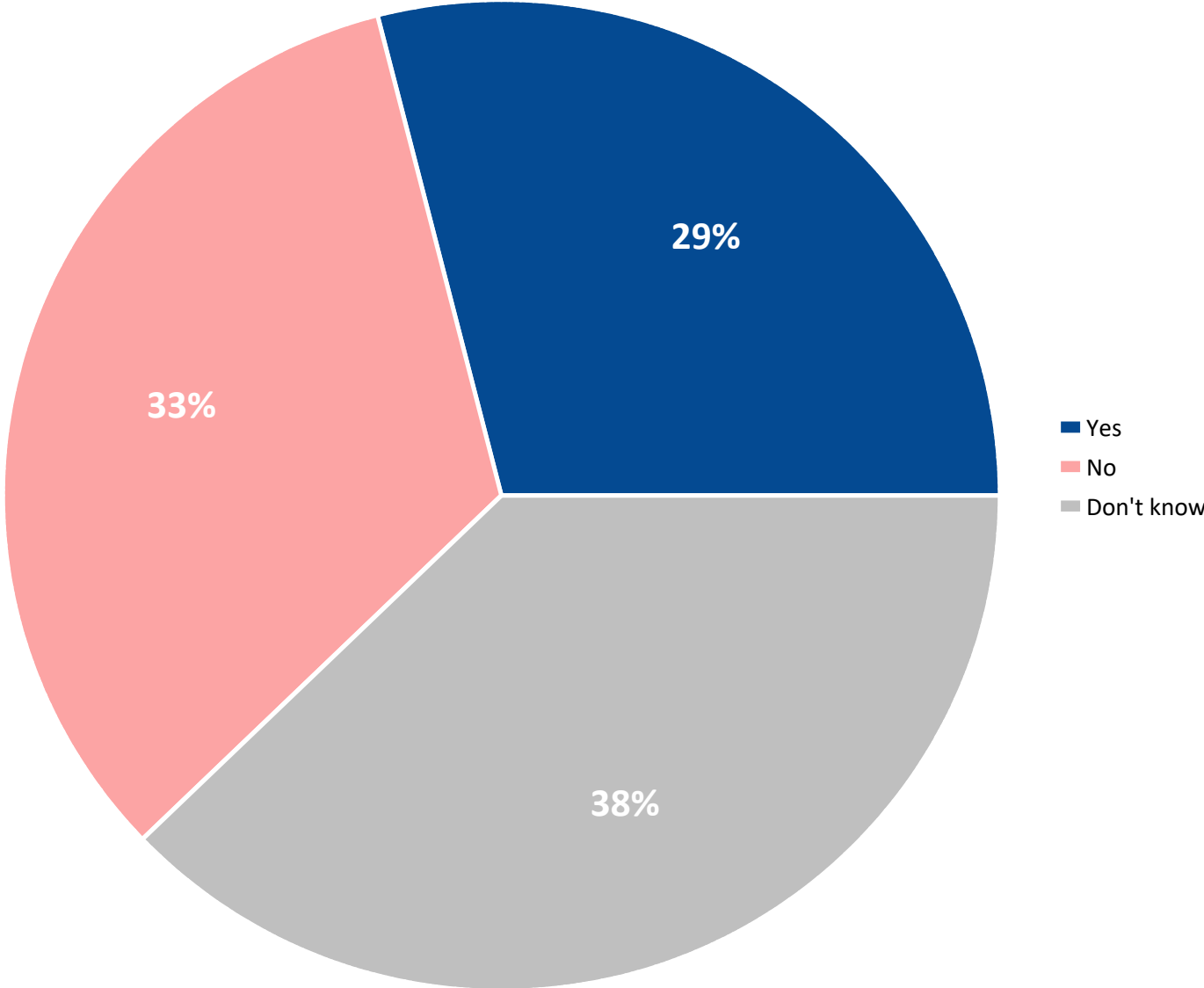


Source: ETC Institute (2020)

2003 2005 2007 2009 2012 2014 2016 2018 2020

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

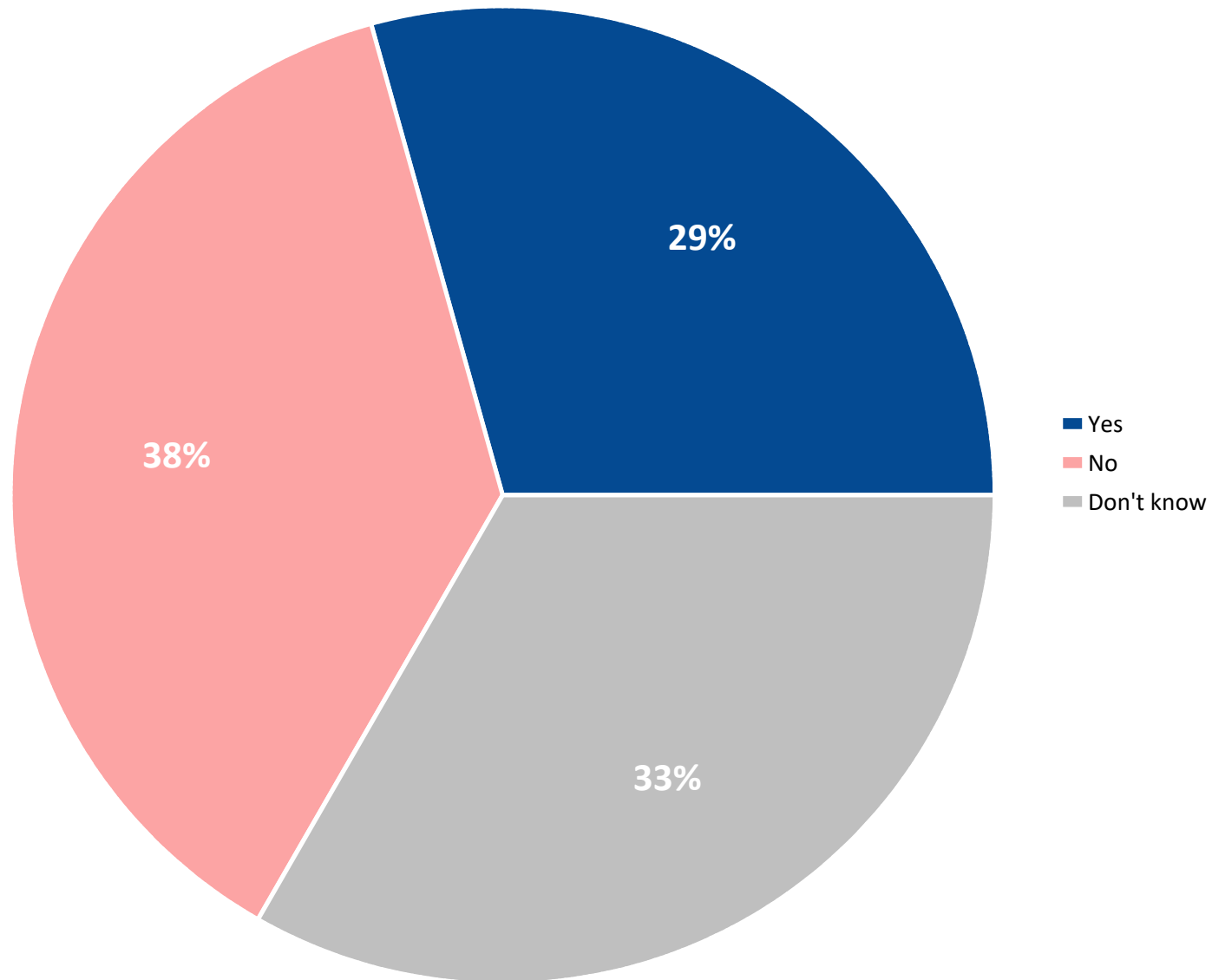
by percentage of respondents



Source: ETC Institute (2020)

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

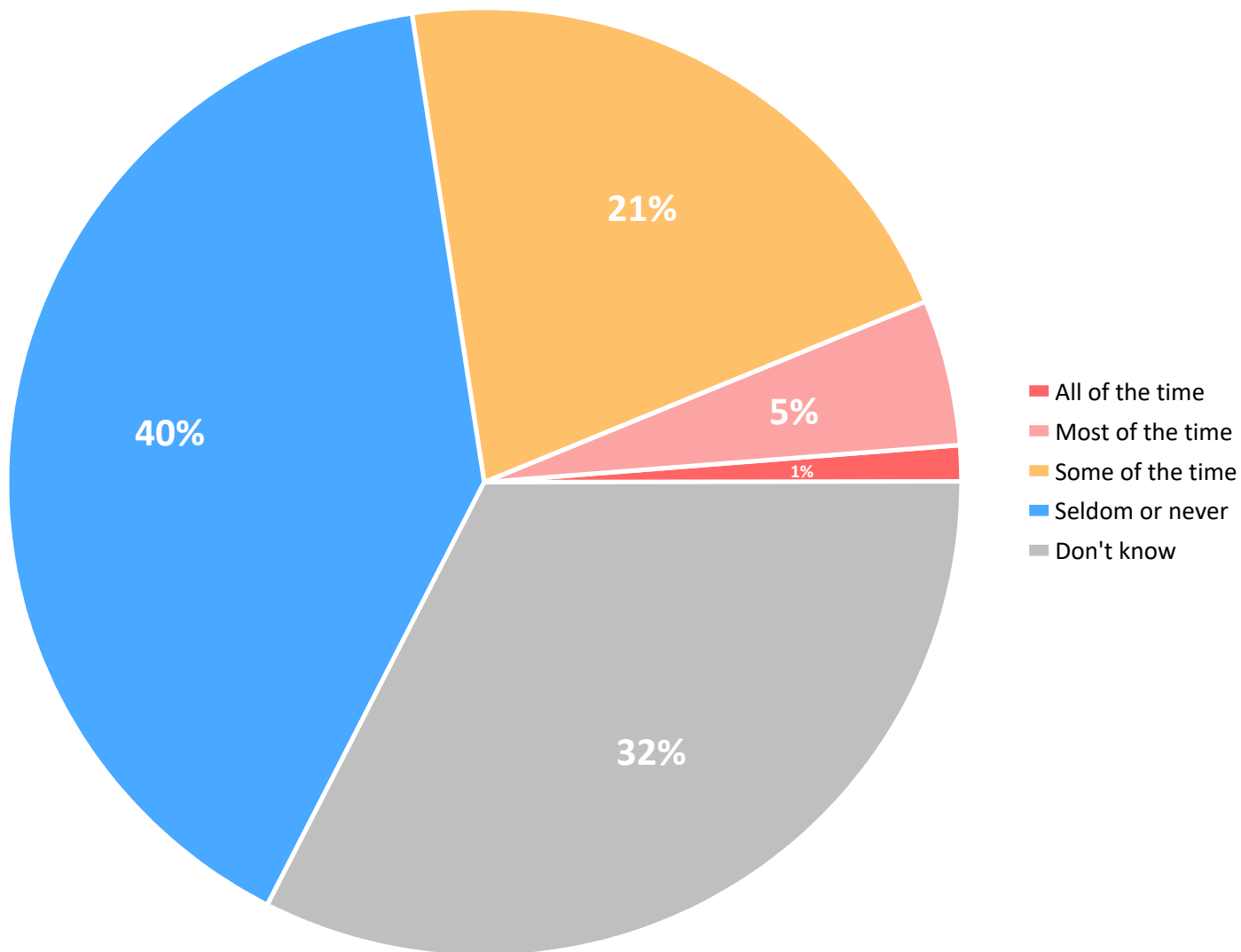
by percentage of respondents



Source: ETC Institute (2020)

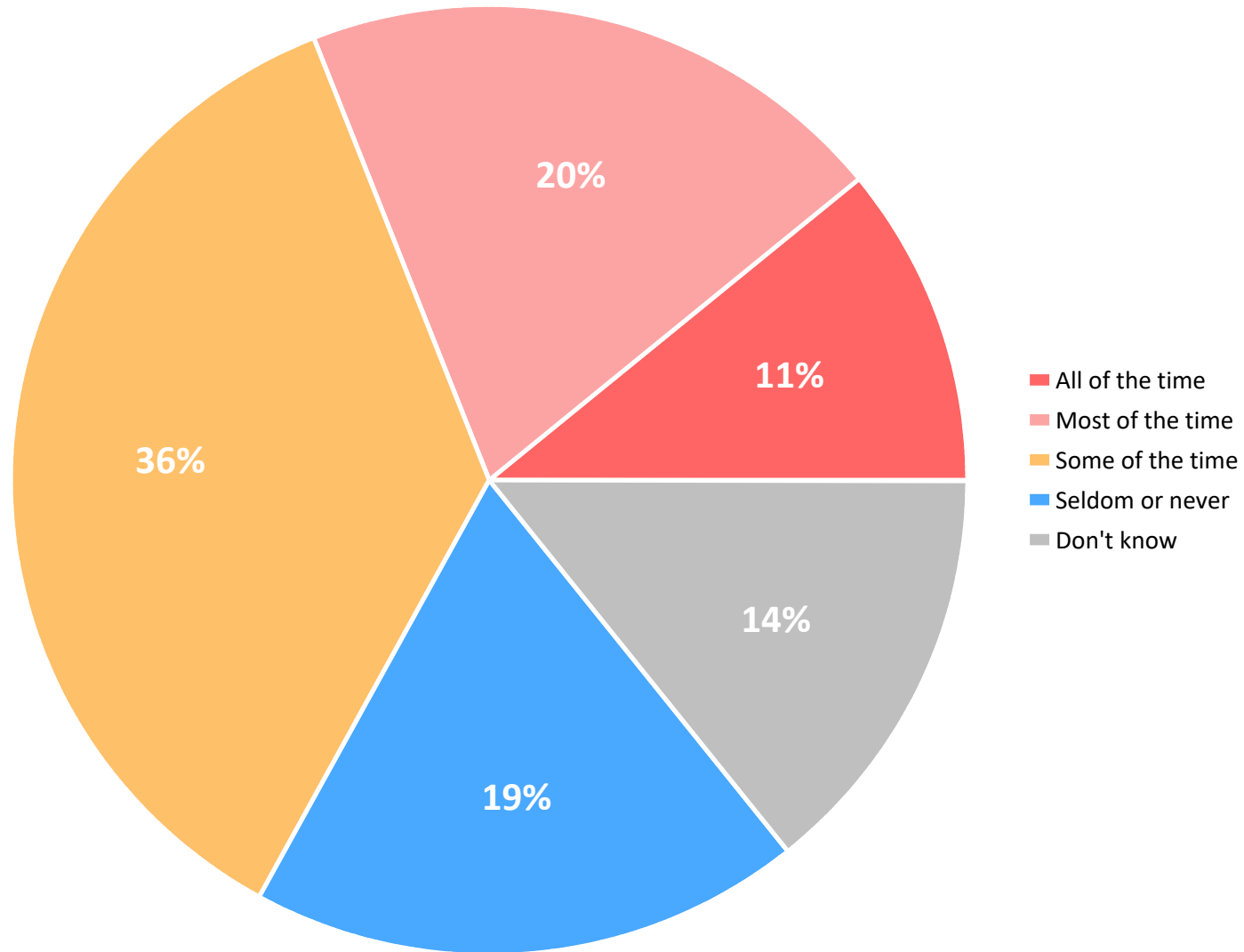
## Q5. How often does the water in lakes and streams near your home smell bad?

by percentage of respondents



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

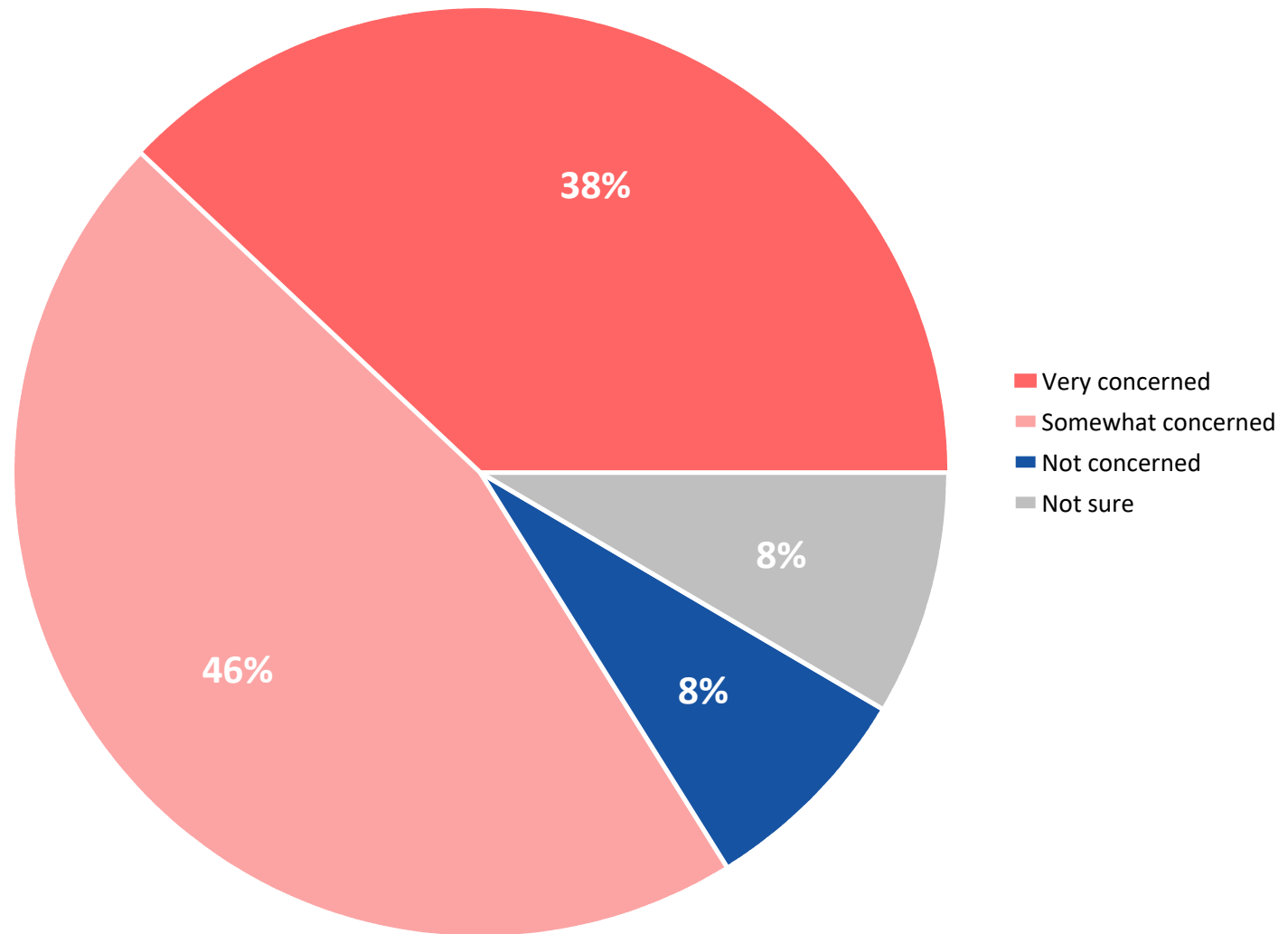
by percentage of respondents





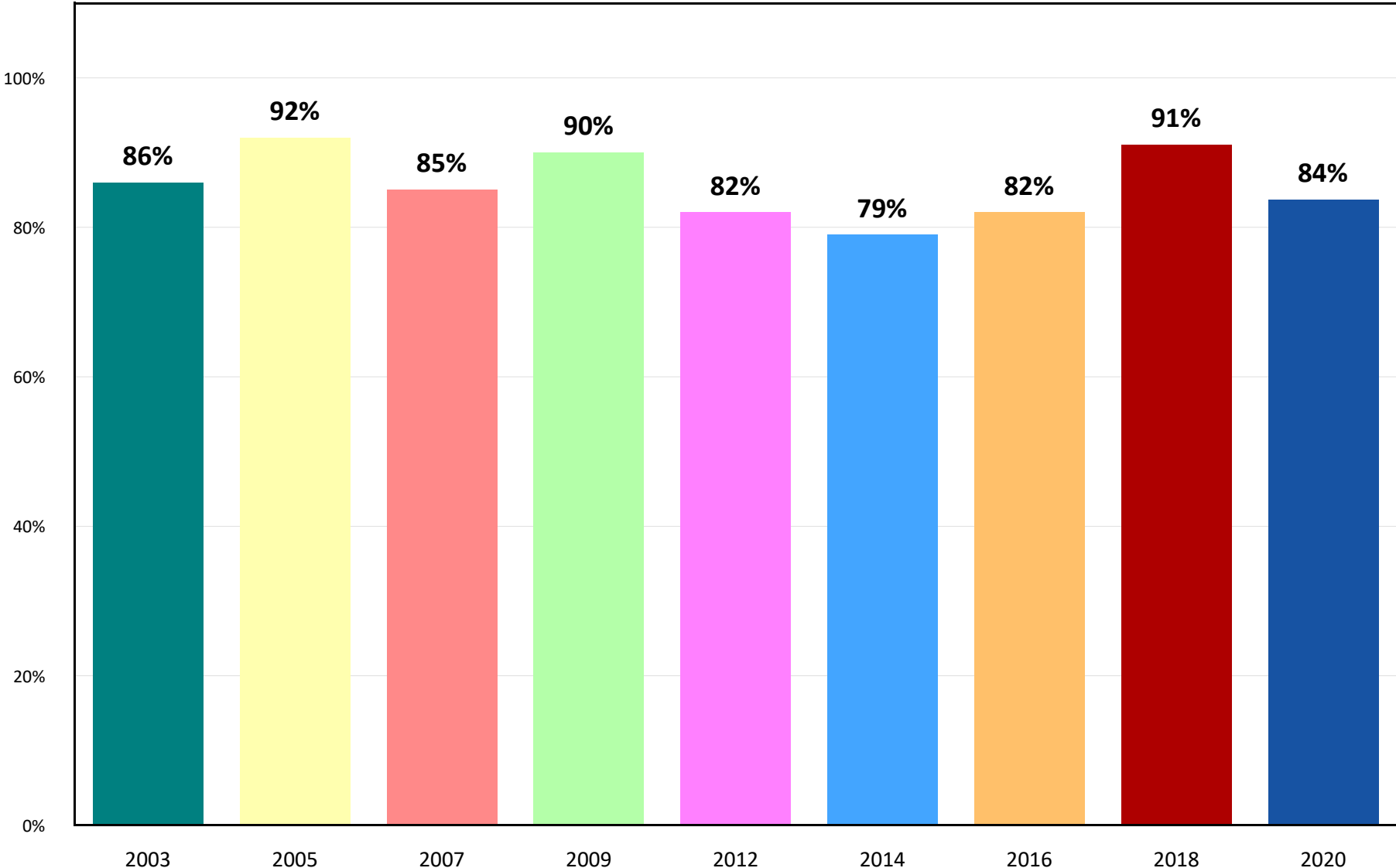
## Q7. How concerned are you about pollution in lakes, streams, and other waterways in the Kansas City area?

by percentage of respondents



# Trends: Q7. Percentage of Residents Who Were Concerned About Pollution of Lakes, Streams, and Other Waterways in the Kansas City Area 2003 to 2020

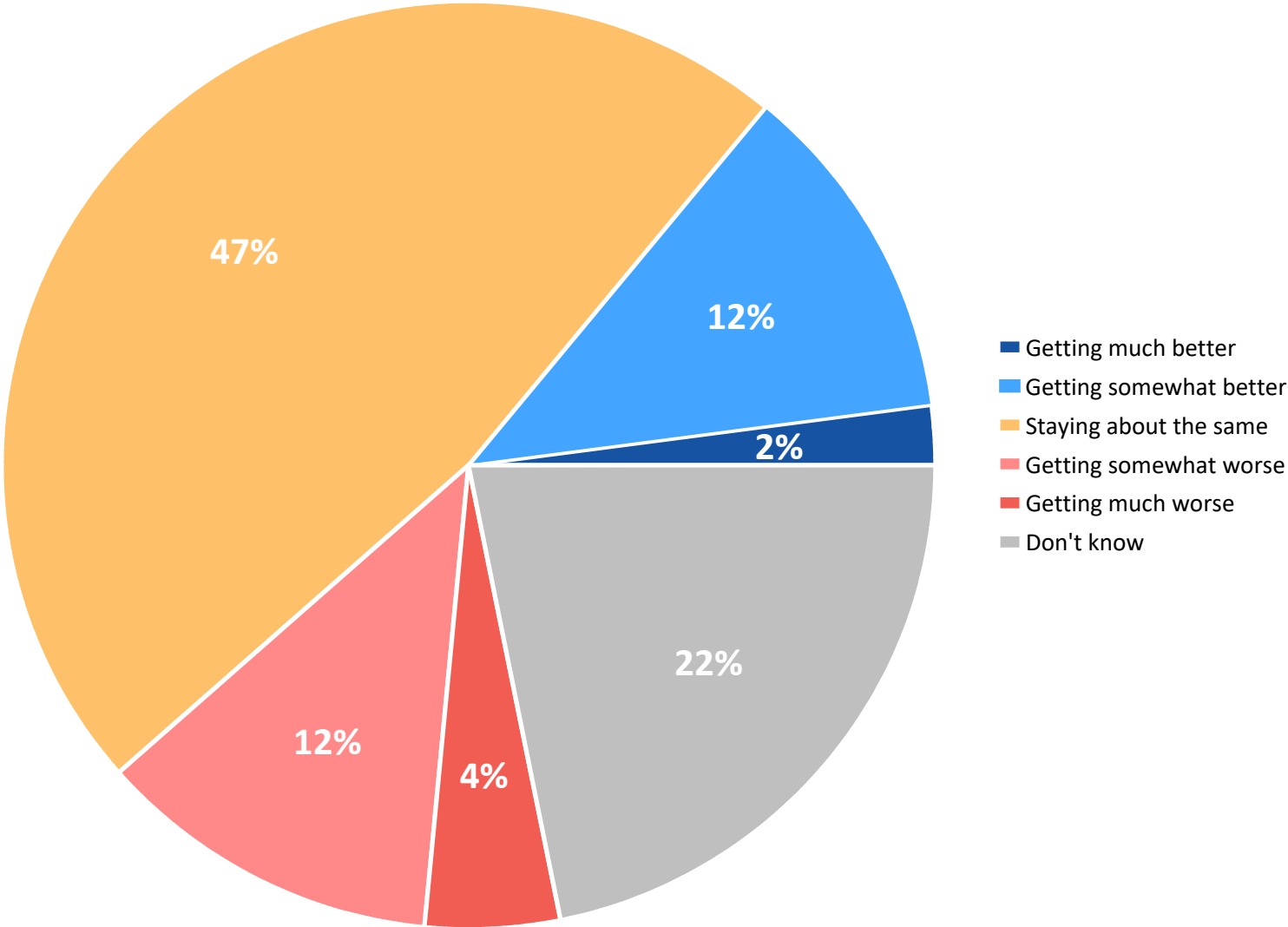
by percentage of respondents who were "very concerned" or "somewhat concerned"



Source: ETC Institute (2020)

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

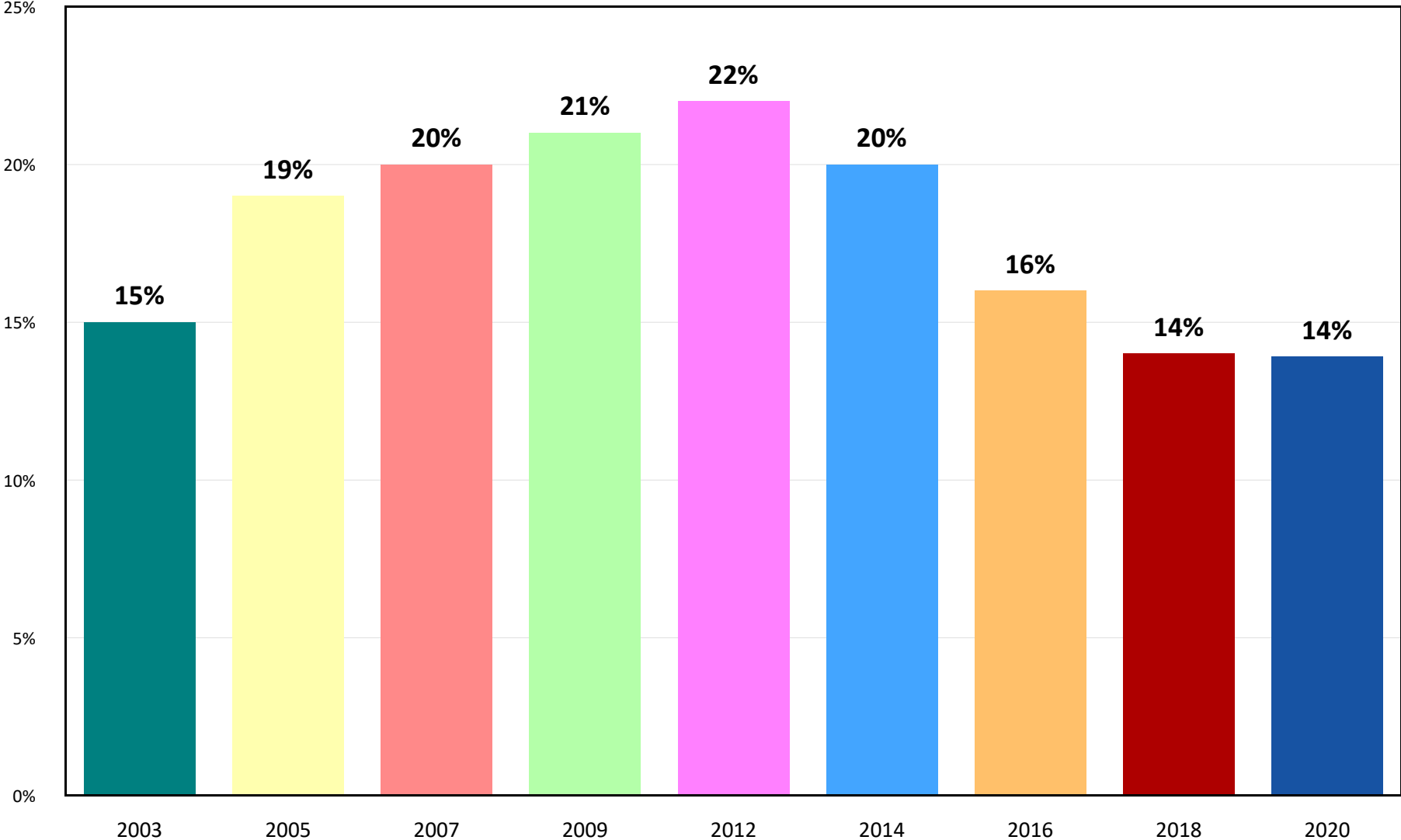
by percentage of respondents



Source: ETC Institute (2020)

# Trends: Q8. Percentage of Residents Who Thought the Quality of Water in Lakes and Streams in the Kansas City Area is Getting Better 2003 to 2020

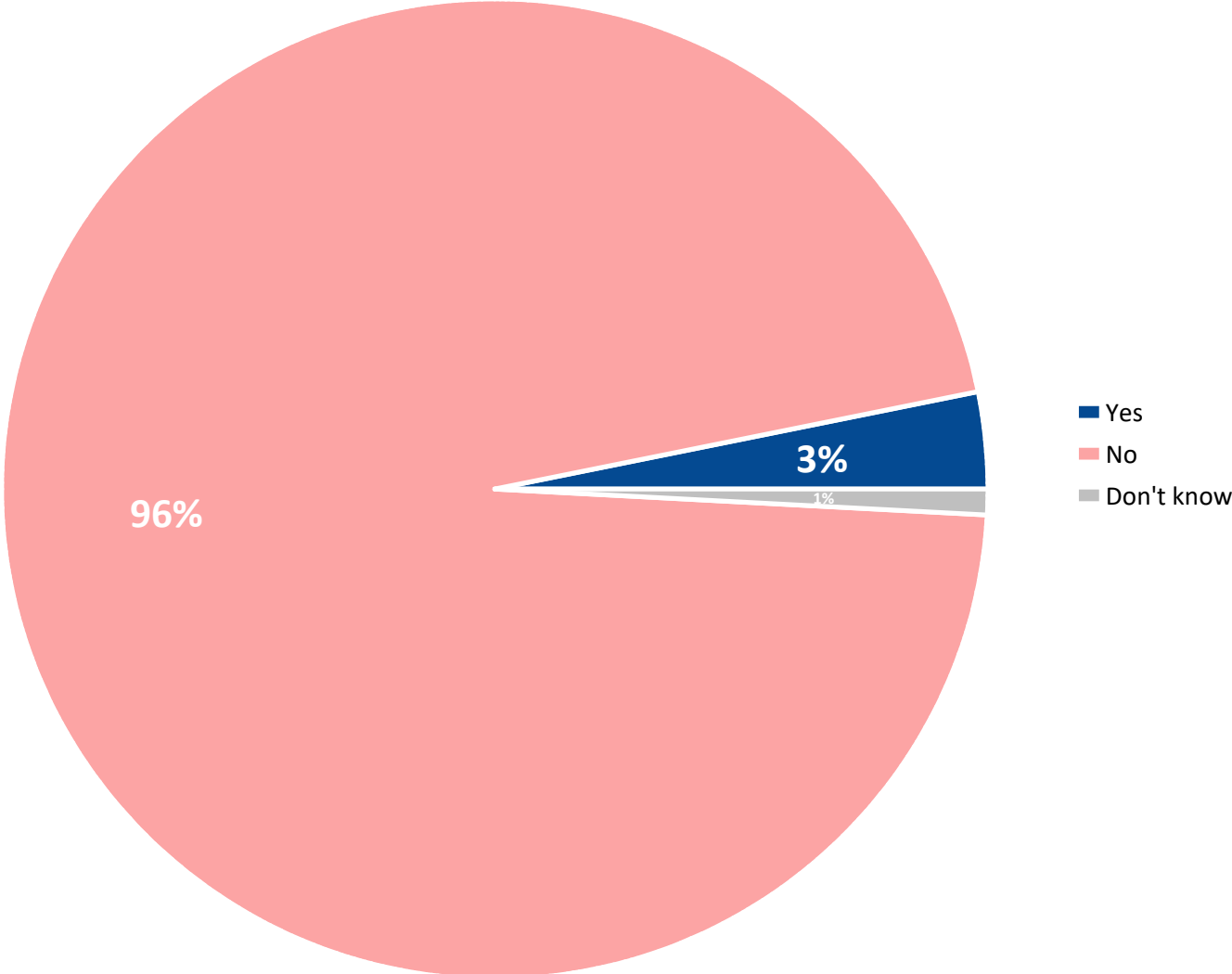
by percentage of respondents who thought water quality was getting "much better" or "somewhat better"



Source: ETC Institute (2020)

# 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?

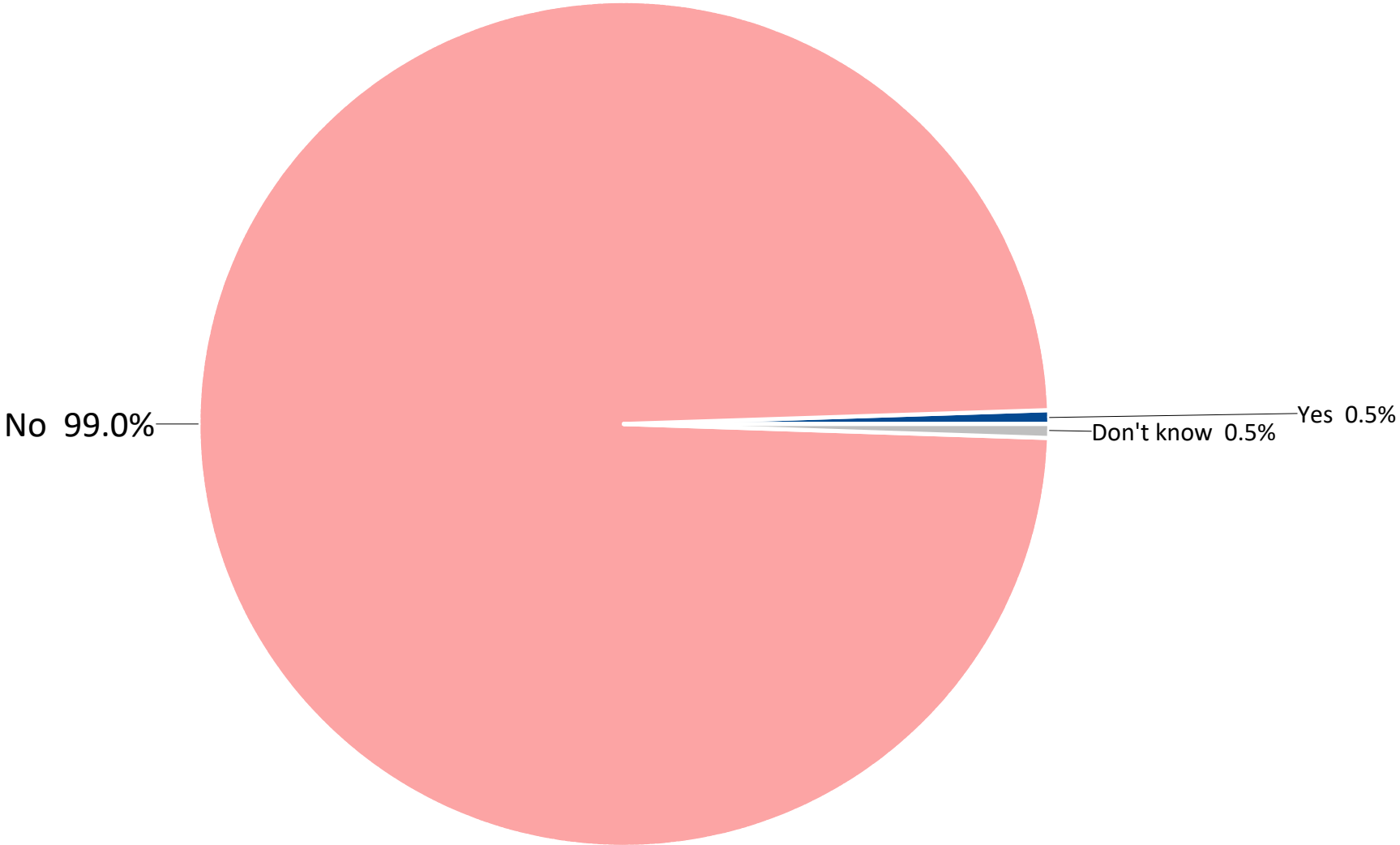
by percentage of respondents



Source: ETC Institute (2020)

# 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?

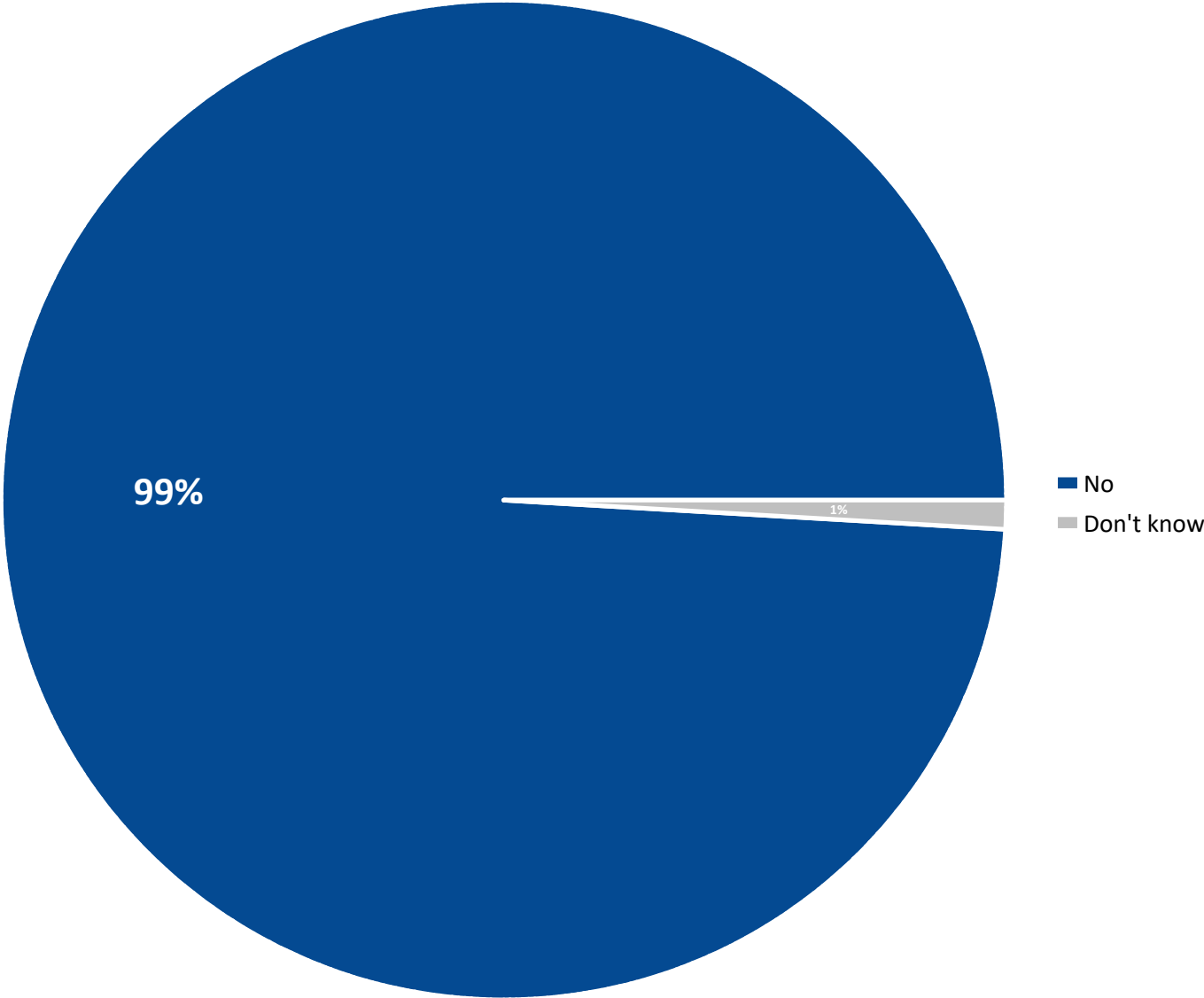
by percentage of respondents



Source: ETC Institute (2020)

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

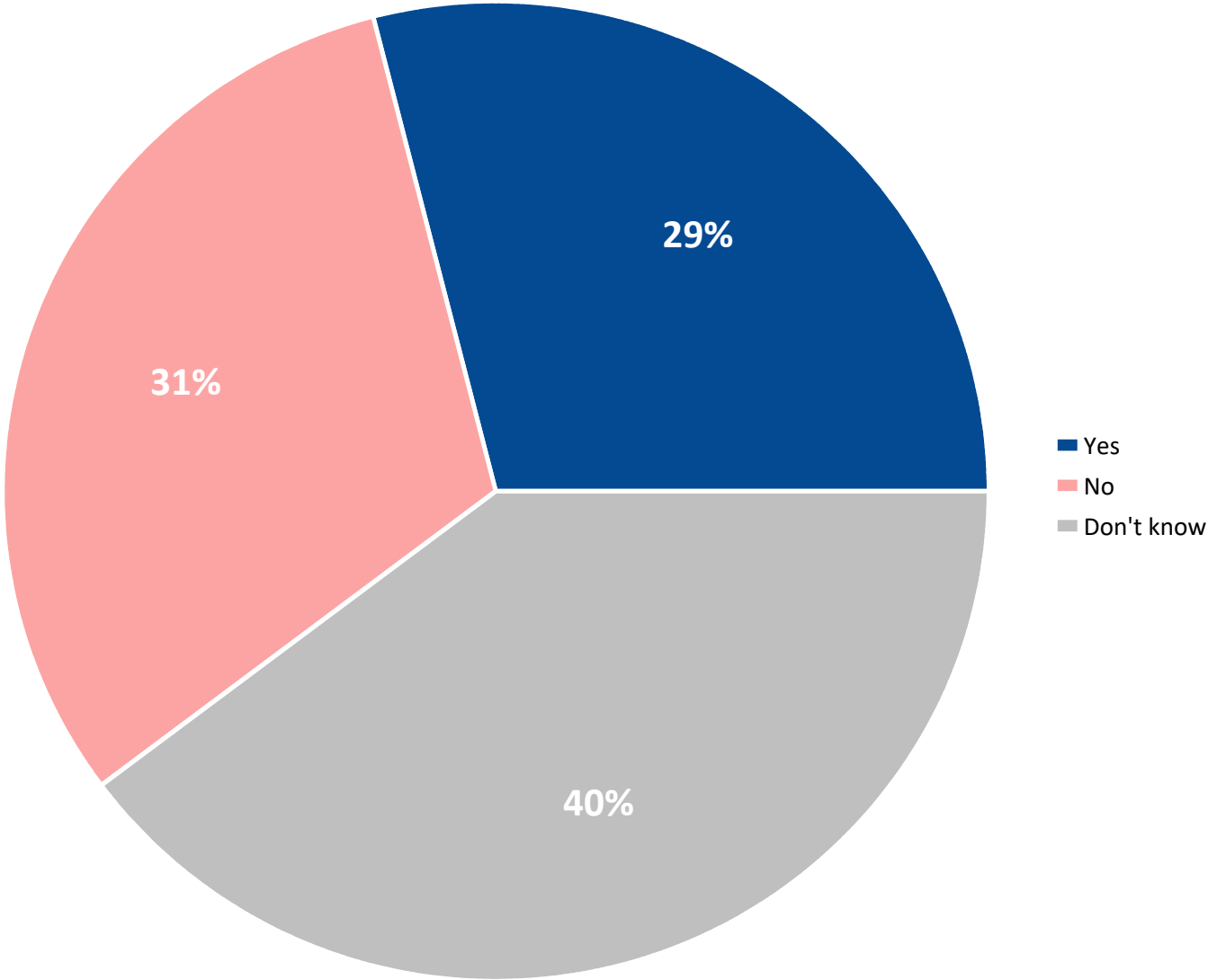
by percentage of respondents



Source: ETC Institute (2020)

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

by percentage of respondents

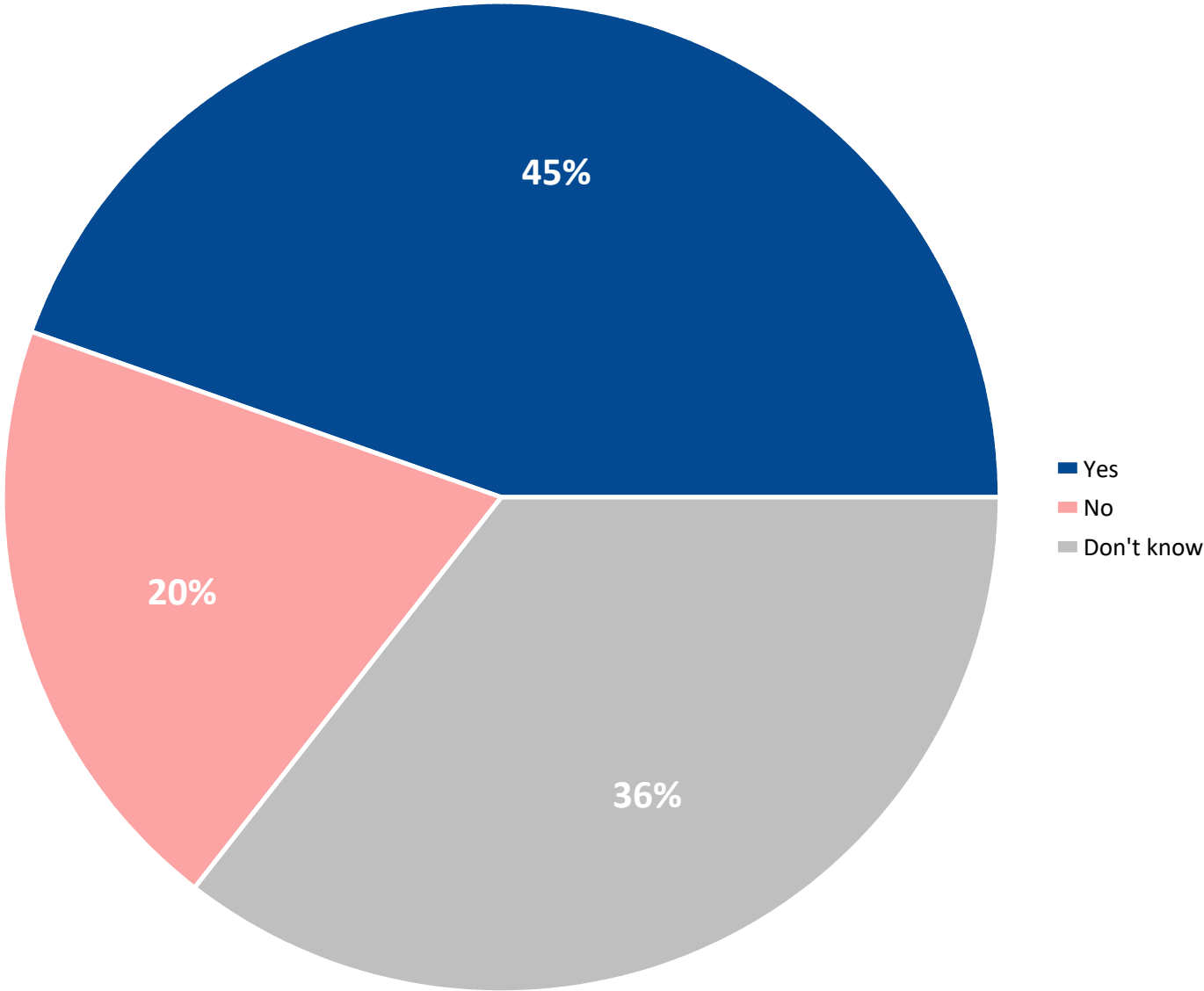


Source: ETC Institute (2020)



# 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?

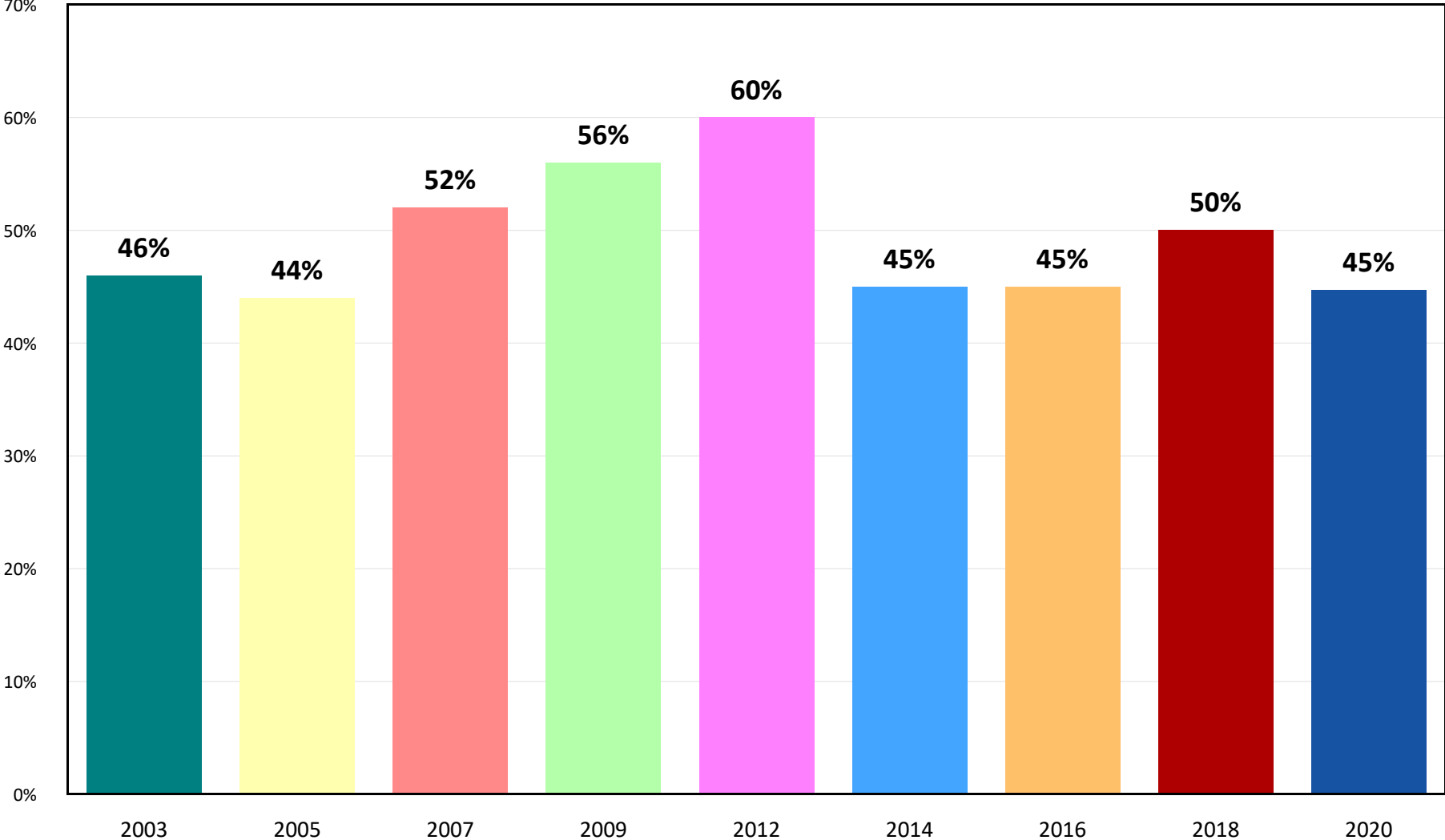
by percentage of respondents



Source: ETC Institute (2020)

# Trends: Q13. 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 2020

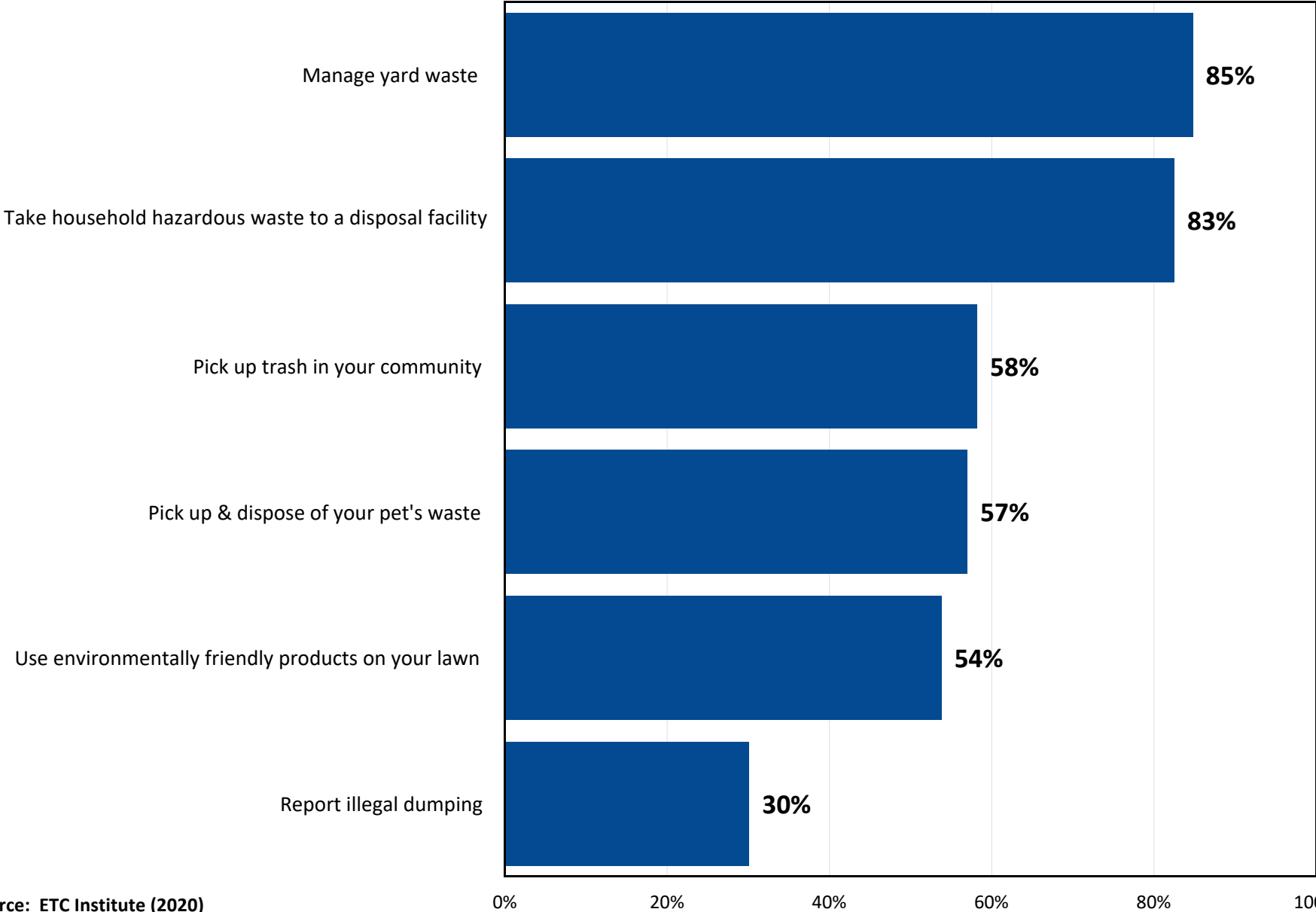
by percentage of respondents



Source: ETC Institute (2020)

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

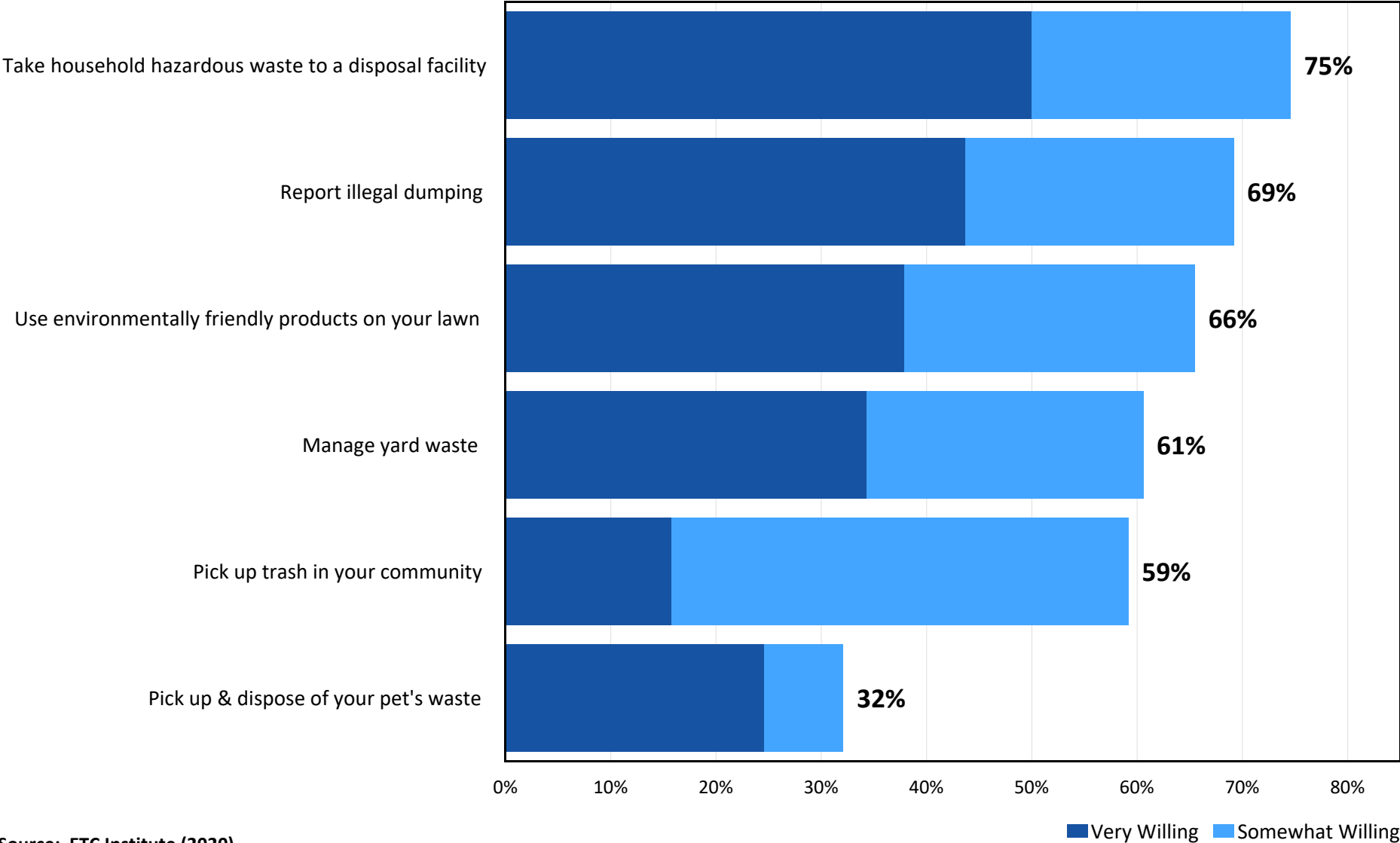
by percentage of respondents



Source: ETC Institute (2020)

# 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

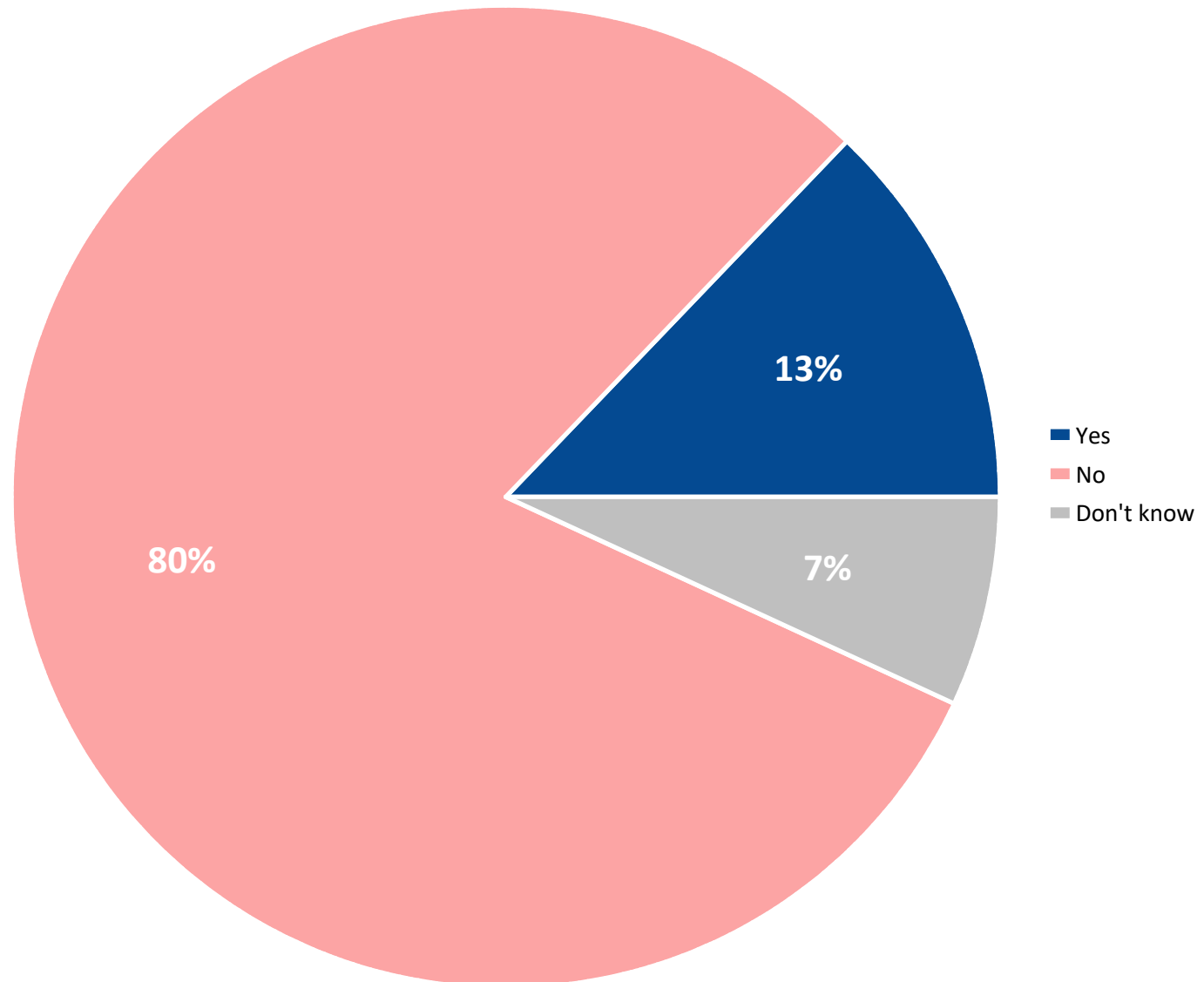
by percentage of respondents who were not currently participating in the activity



Source: ETC Institute (2020)

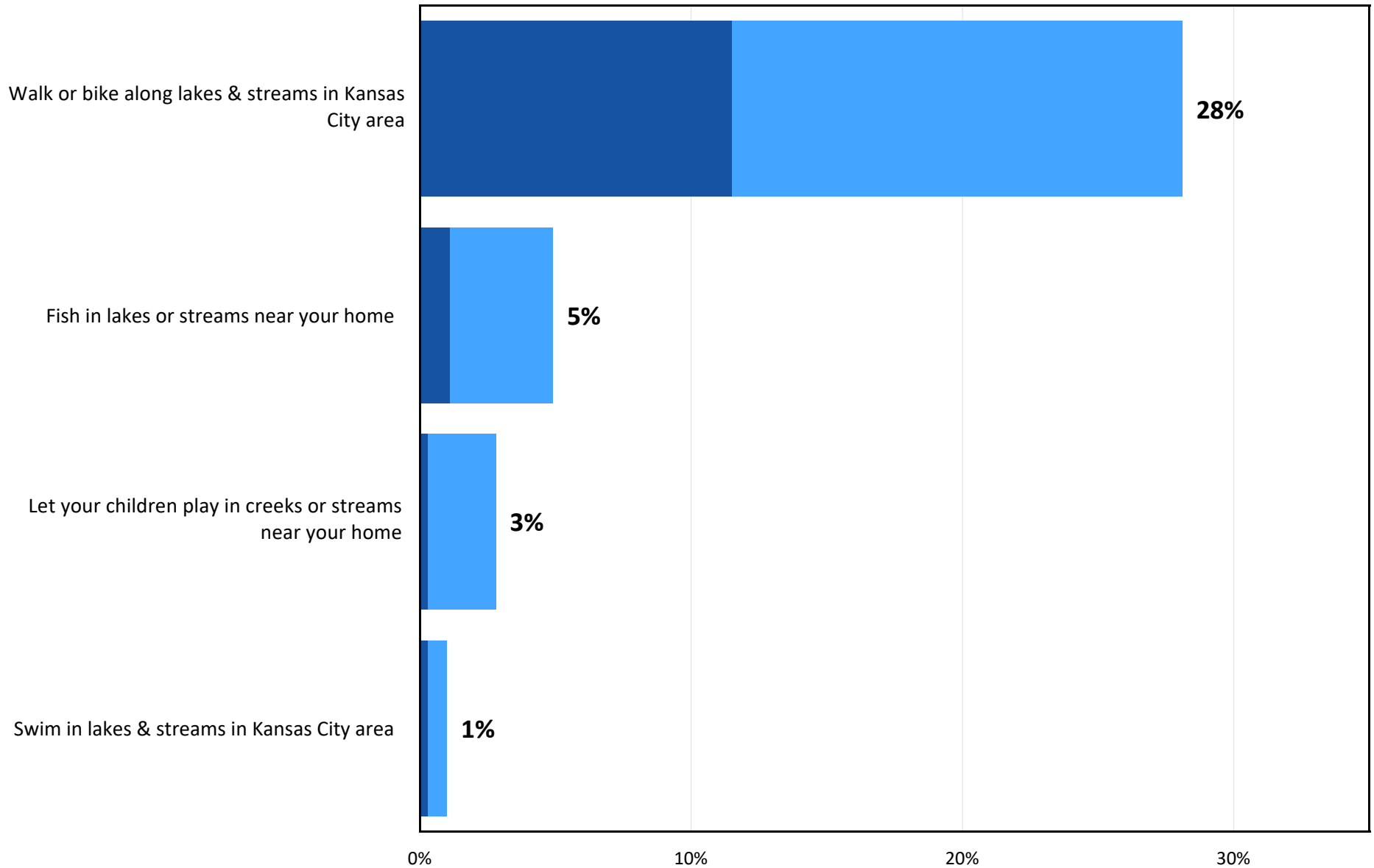
# Q15. Have you or other members of your household done anything to help clean-up lakes or streams in the Kansas City area during the past year?

by percentage of respondents



## Q16. How often do you do the following?

by percentage of respondents (without “not applicable”)

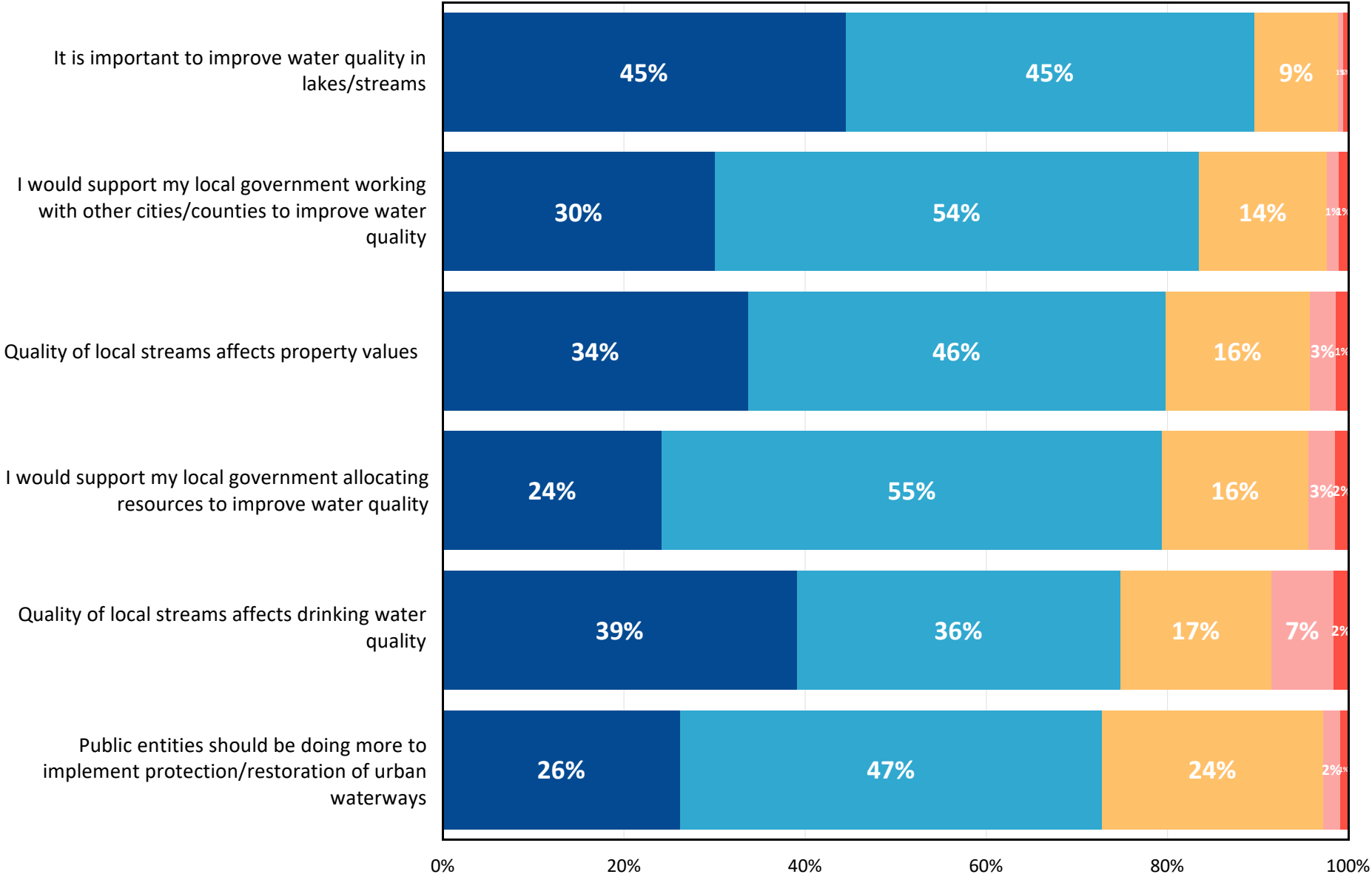


Source: ETC Institute (2020)

■ At Least Once Per Week ■ At Least Once Per Month

### Q17. Level of Agreement with the Following:

by percentage of respondents, using a 5-point scale, where 5 means “strongly agree” and 1 means “strongly disagree” (without “don’t know”)

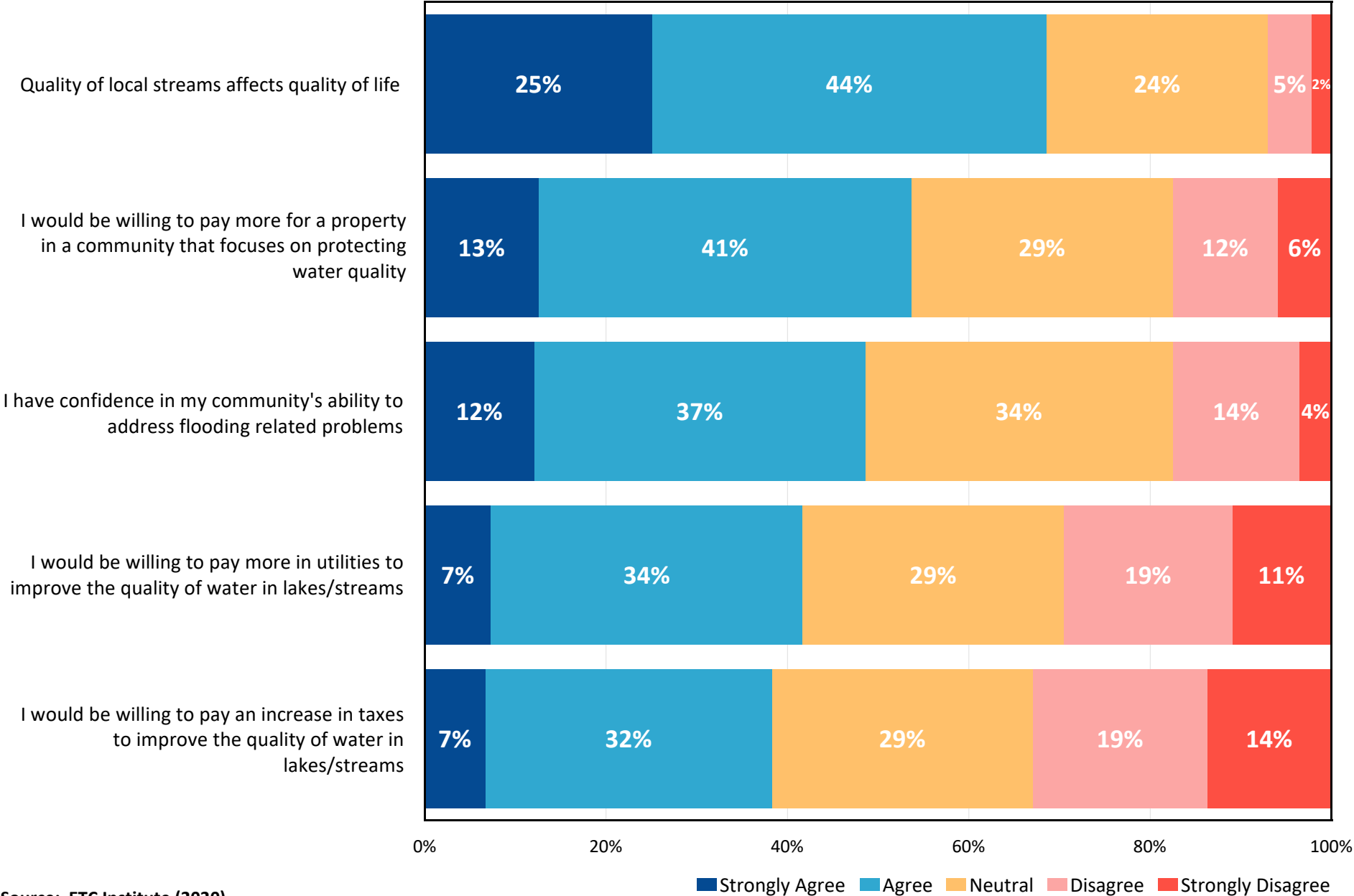


Source: ETC Institute (2020)

Strongly Agree Agree Neutral Disagree Strongly Disagree

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

by percentage of respondents, using a 5-point scale, where 5 means "strongly agree" and 1 means "strongly disagree" (without "don't know")

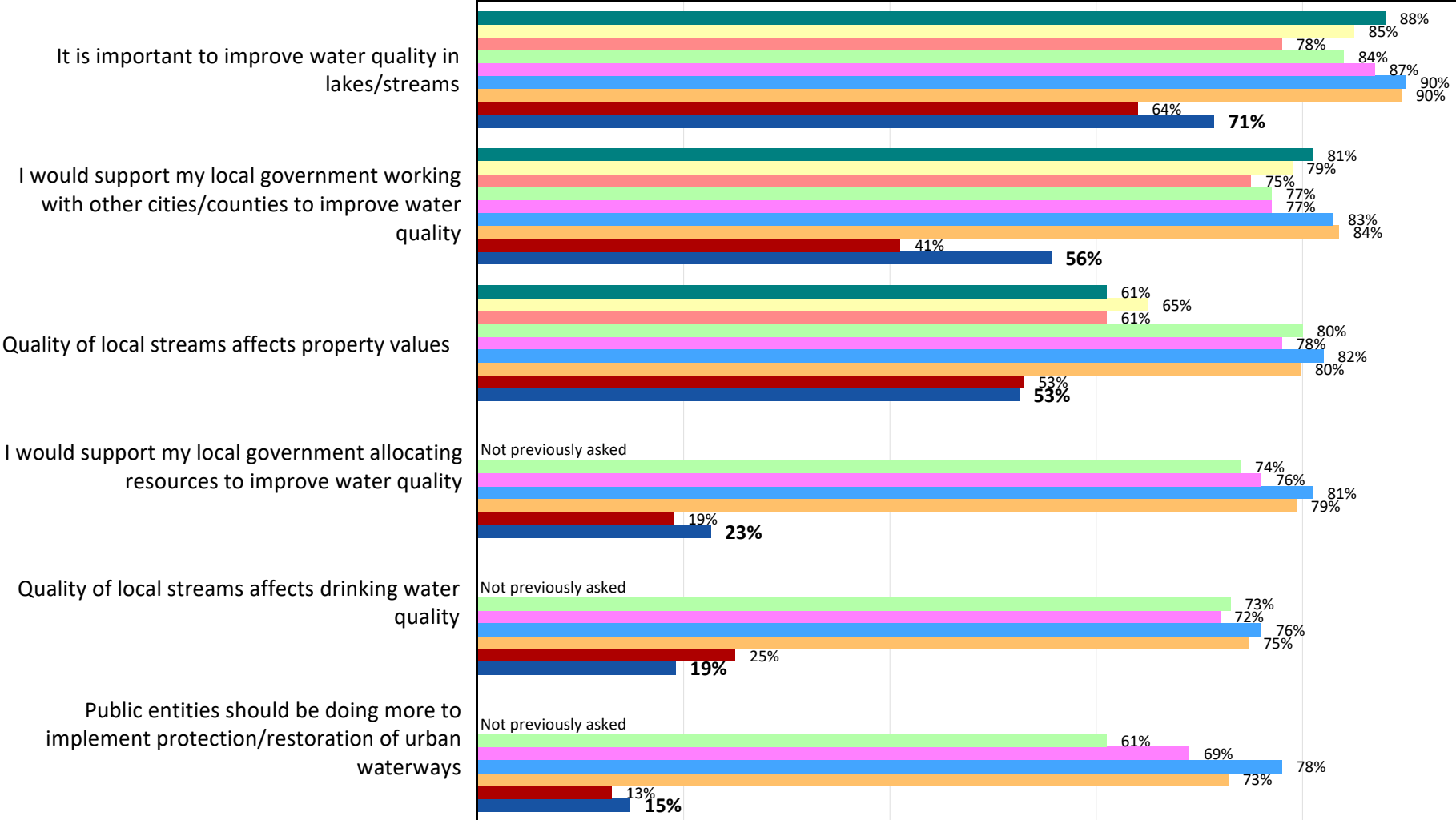


Source: ETC Institute (2020)



# Trends: Q17. Level of Agreement with Statements About Water Quality Issues in the Kansas City Area 2007 to 2020

by percentage of respondents who indicated they "strongly agree" or "agree"

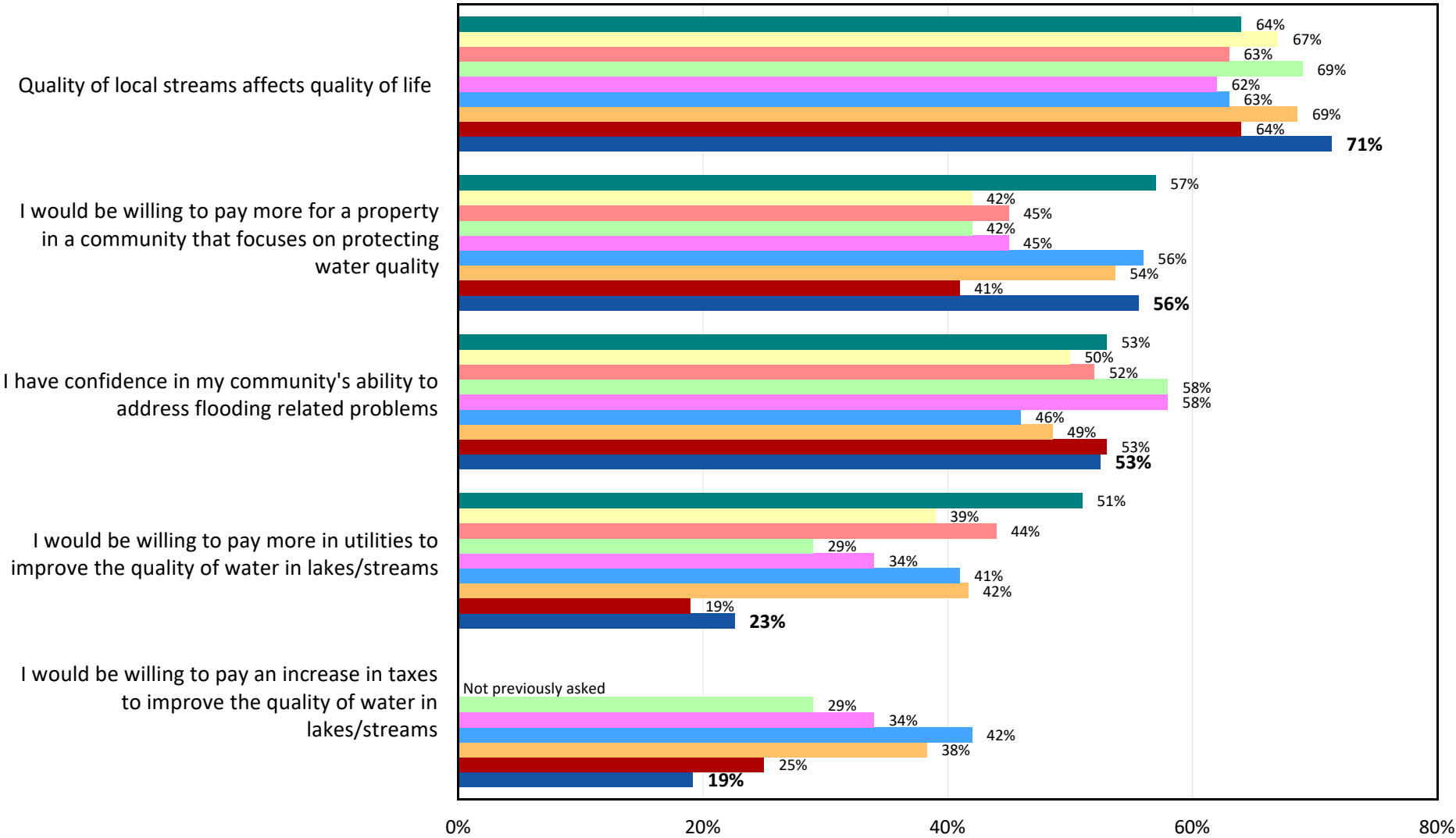


Source: ETC Institute (2020)

2007 2009 2012 2014 2016 2018 2020 2018 2020

# Trends: Q17. (Cont.) Level of Agreement with Statements About Water Quality Issues in the Kansas City Area 2007 to 2020

by percentage of respondents who indicated they "strongly agree" or "agree"

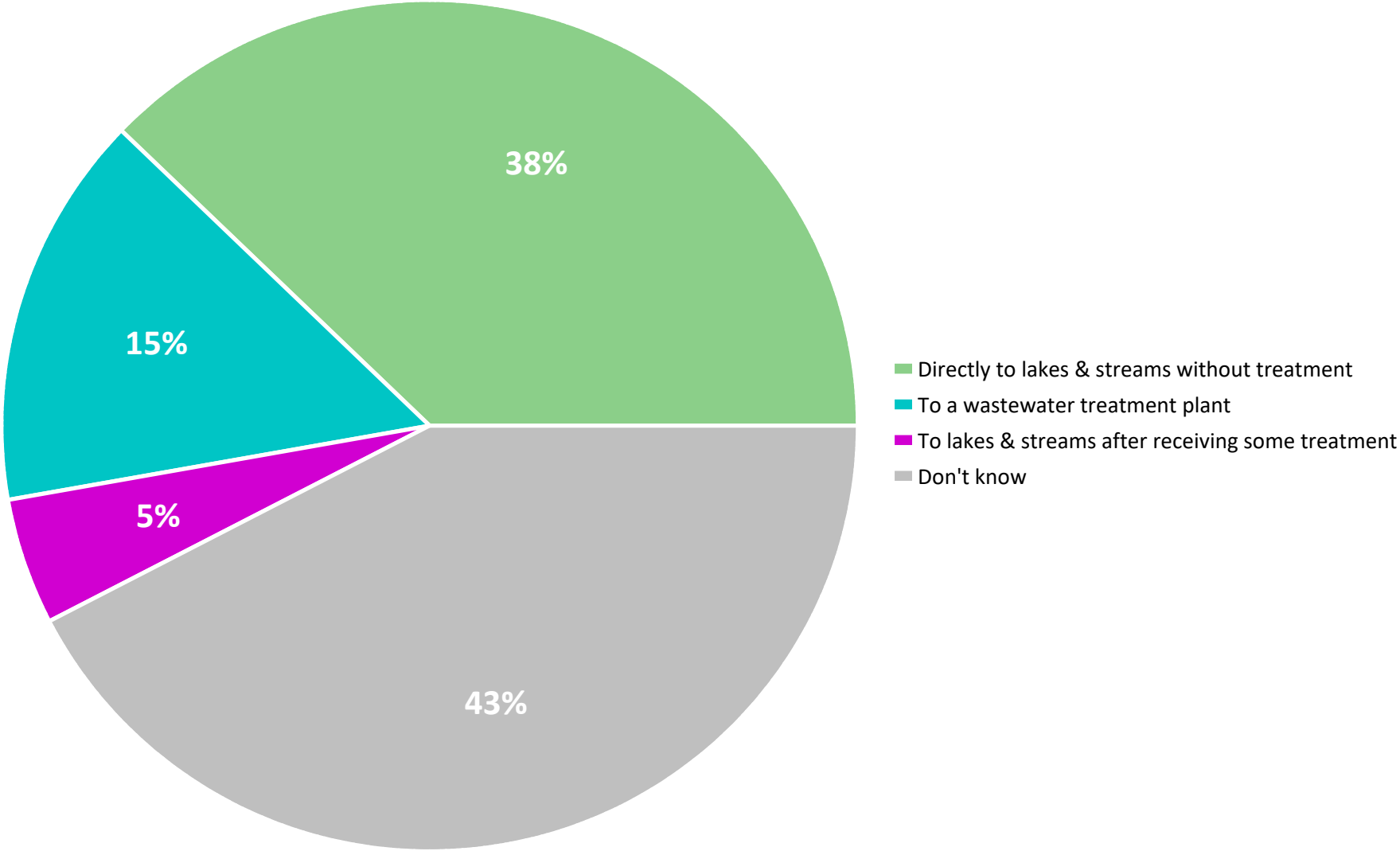


Source: ETC Institute (2020)

2007 2009 2012 2014 2016 2018 2020 2018 2020

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

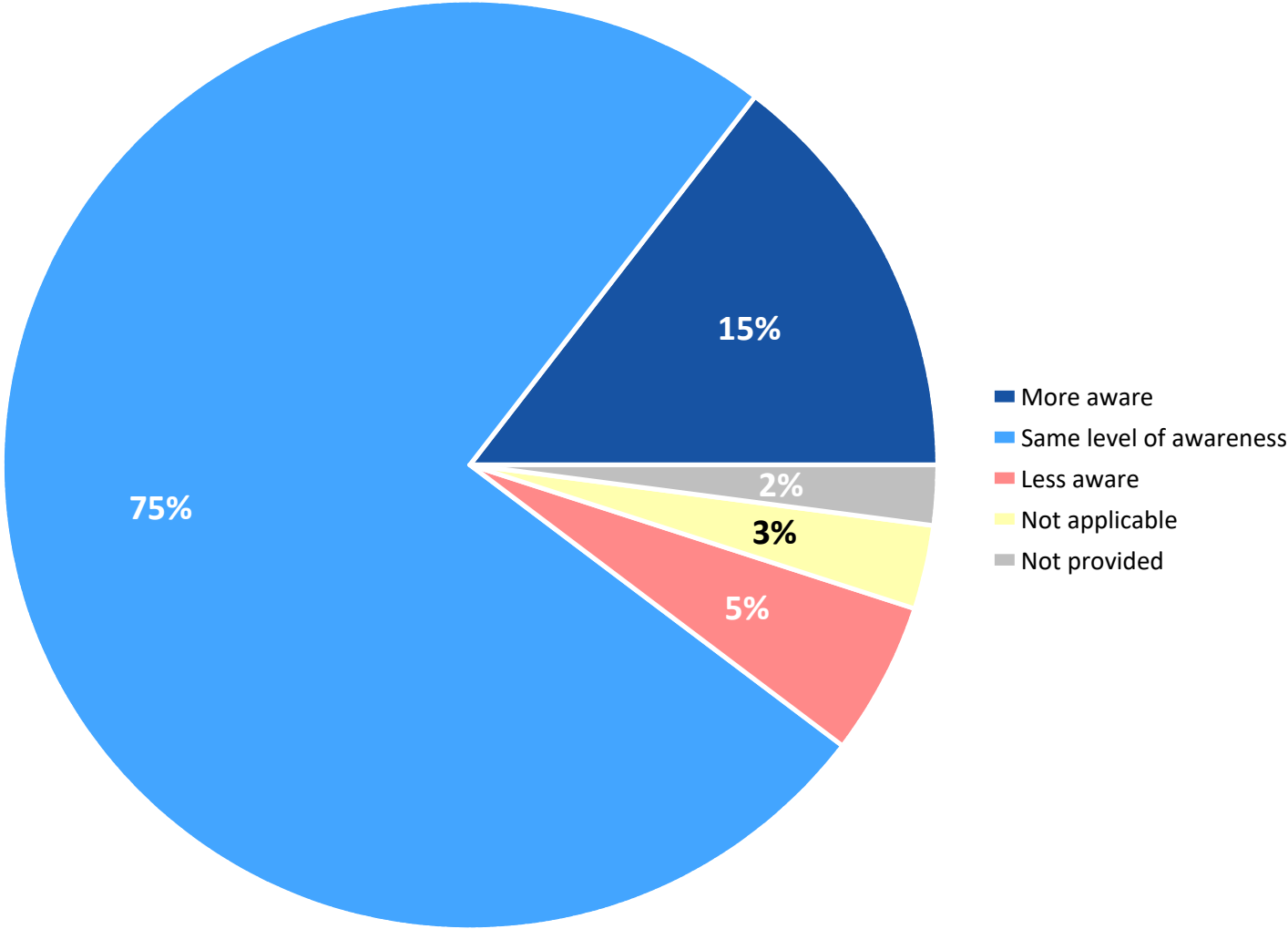
by percentage of respondents



Source: ETC Institute (2020)

# 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?

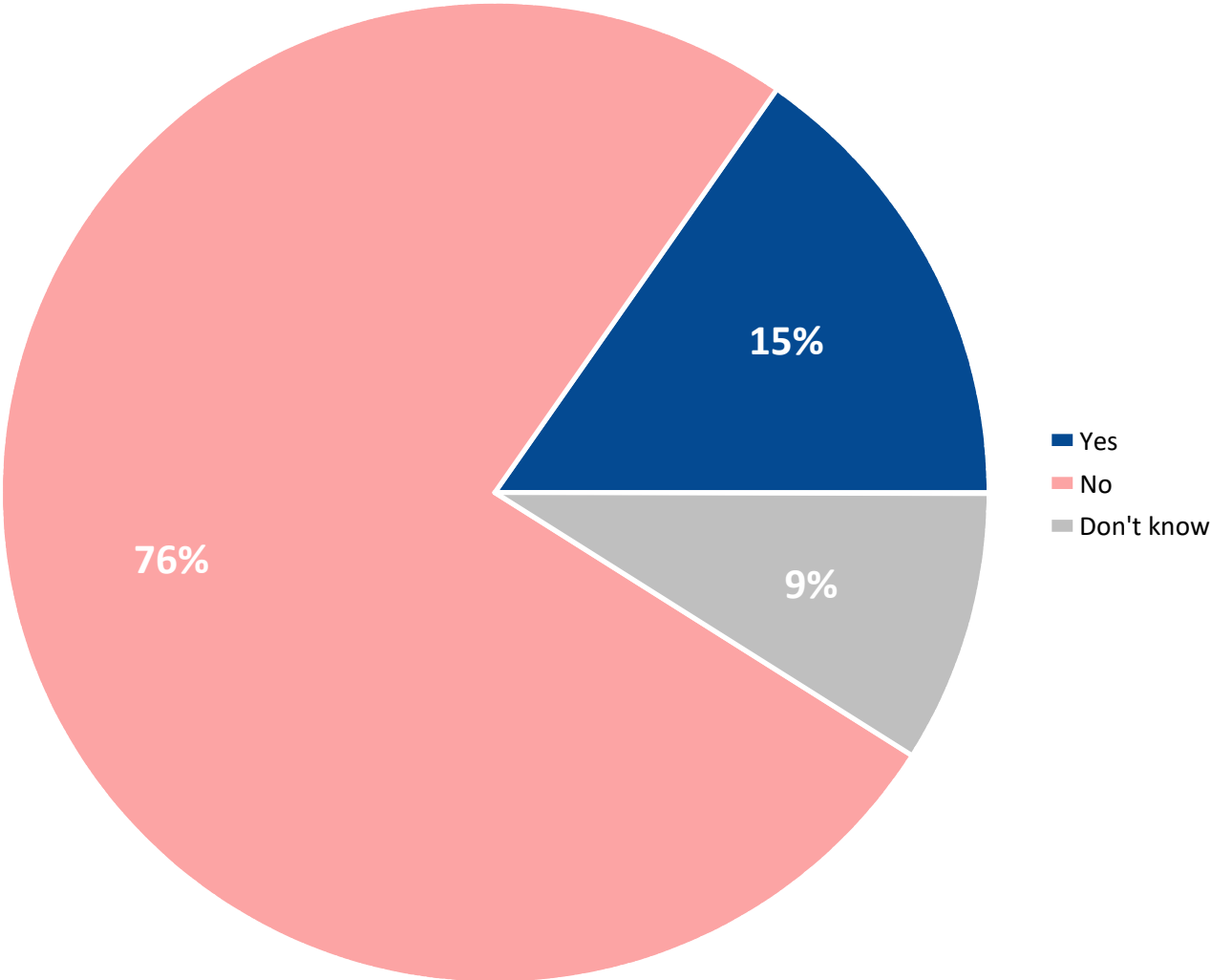
by percentage of respondents



Source: ETC Institute (2020)

**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

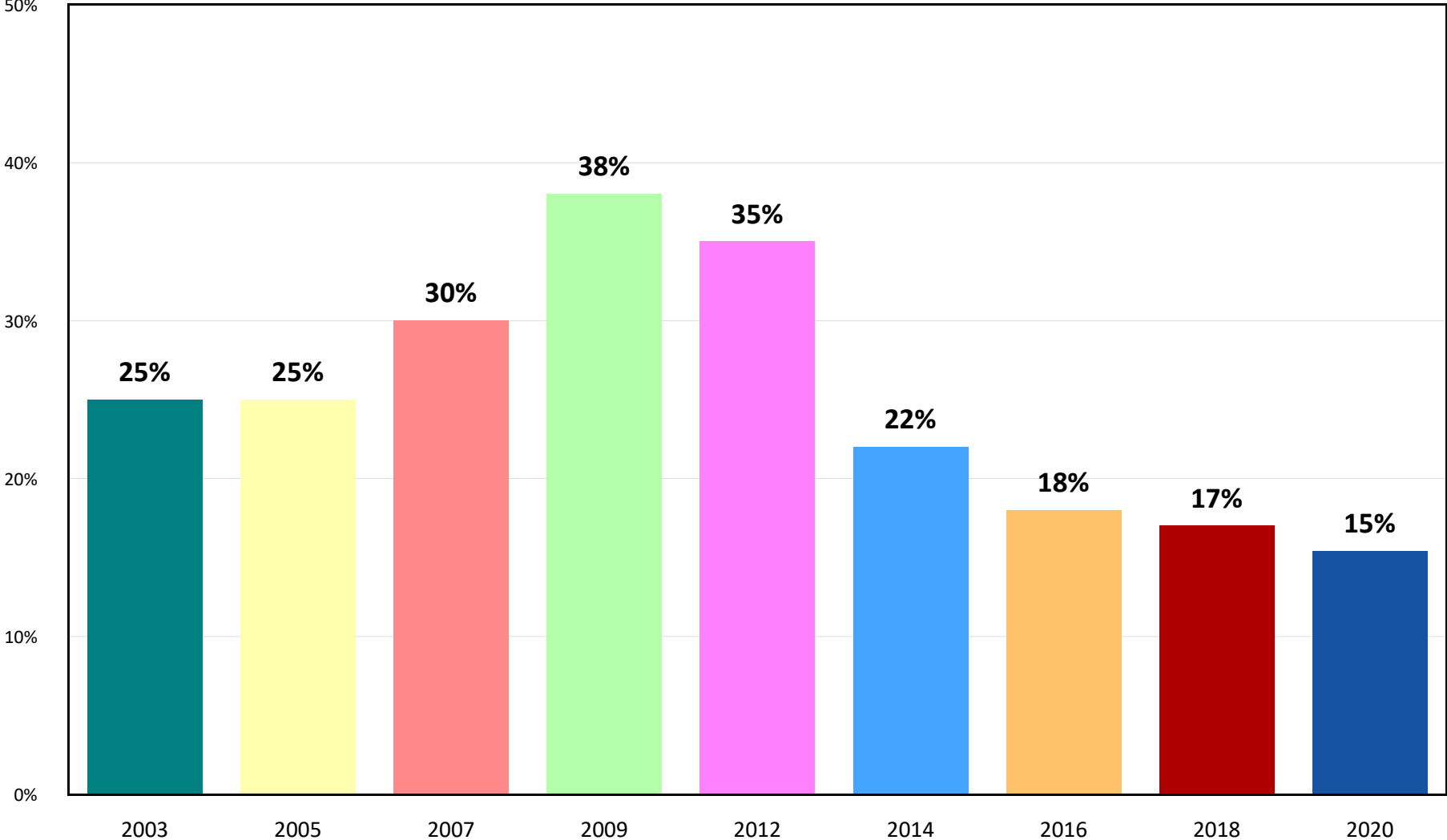


Source: ETC Institute (2020)

# Trends: 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?

## 2003 to 2020

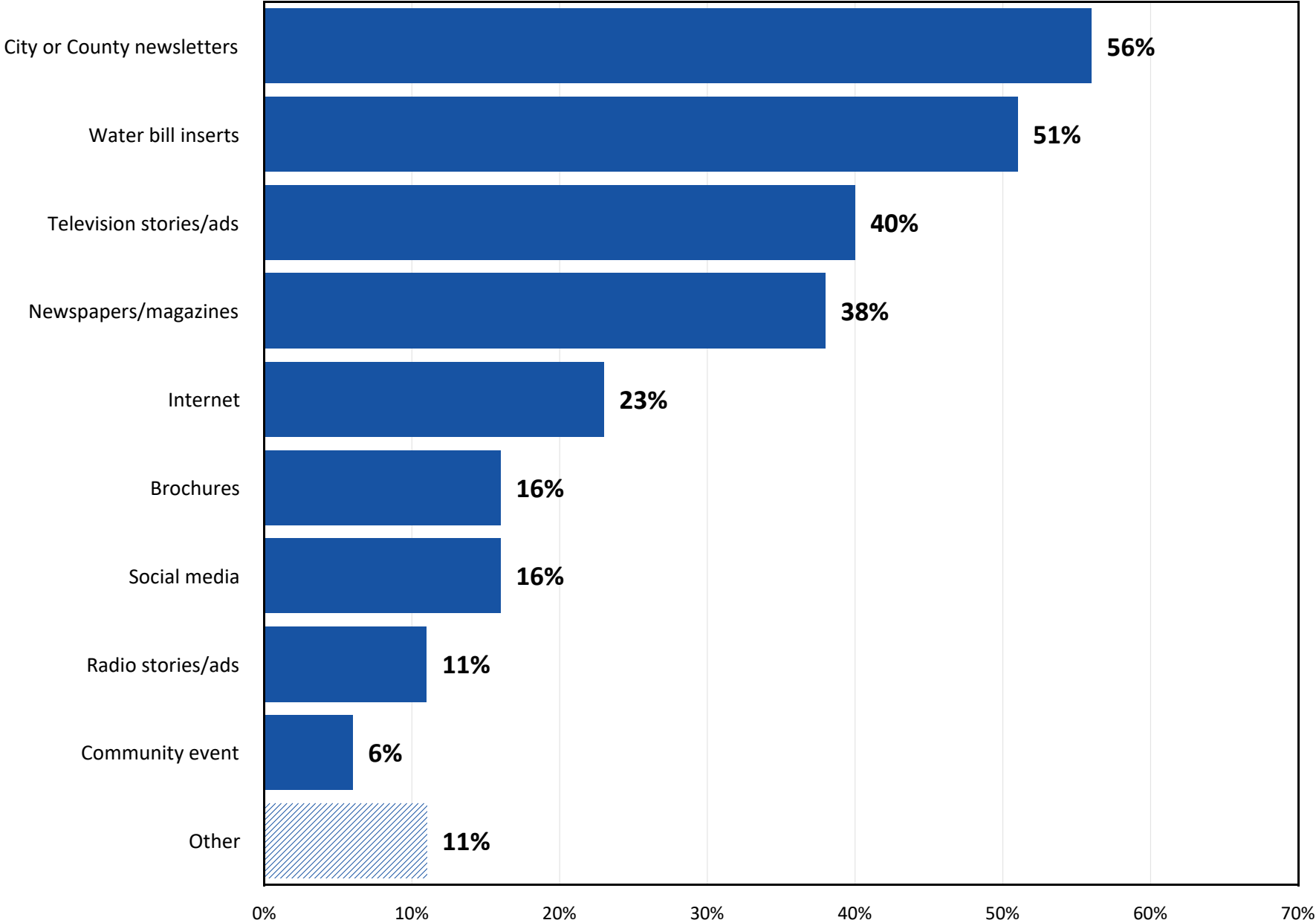
by percentage of respondents



Source: ETC Institute (2020)

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

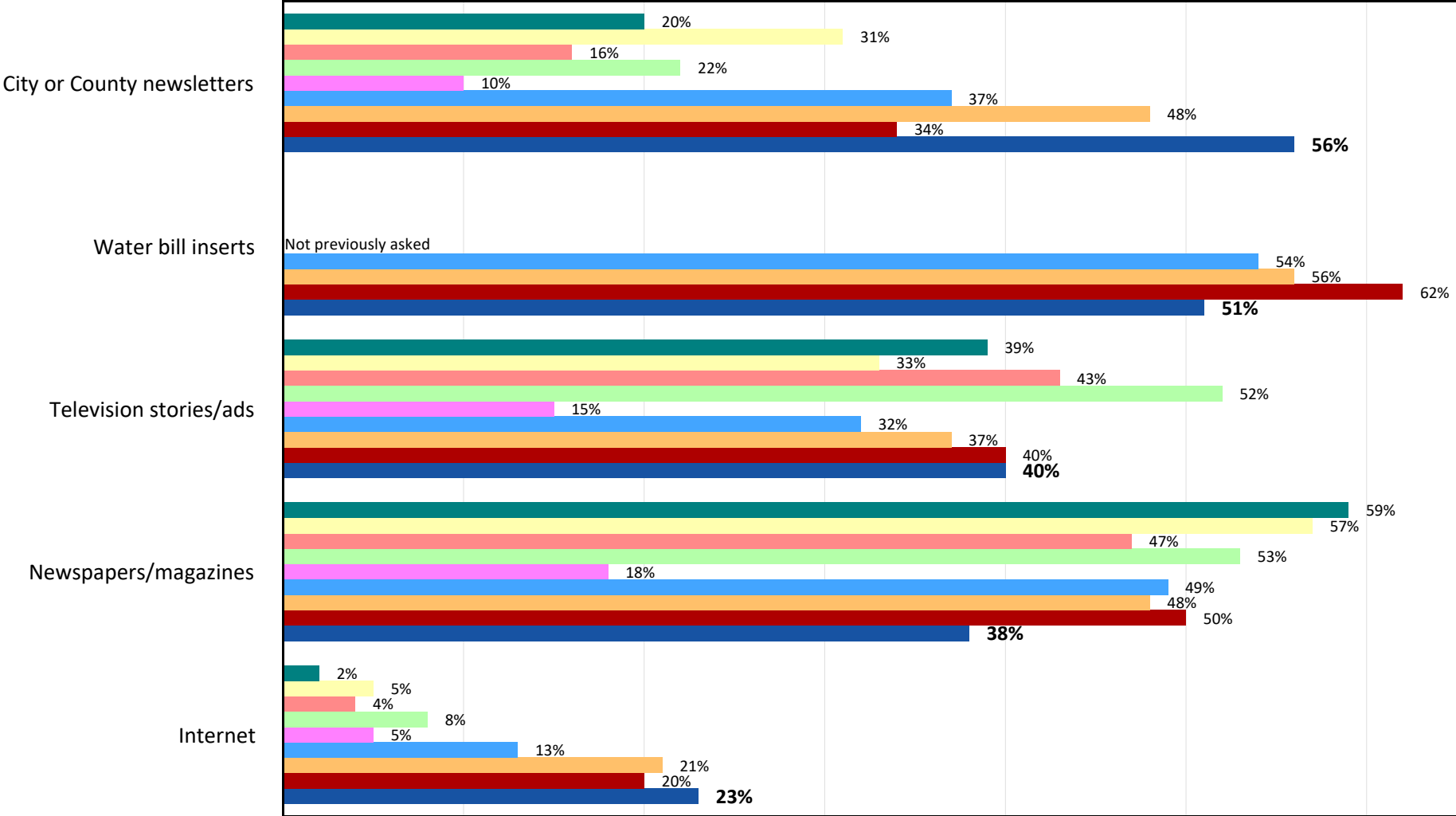
by percentage of respondents who indicated they had seen or heard information about water quality (multiple choices could be selected)



Source: ETC Institute (2020)

# Trends: Q20a. Where Residents Had Seen or Heard Information About Water Quality in Lakes and Streams in the Kansas City Area: 2003 to 2020

by percentage of respondents who indicated they had seen or heard information about water quality (multiple choices could be selected)



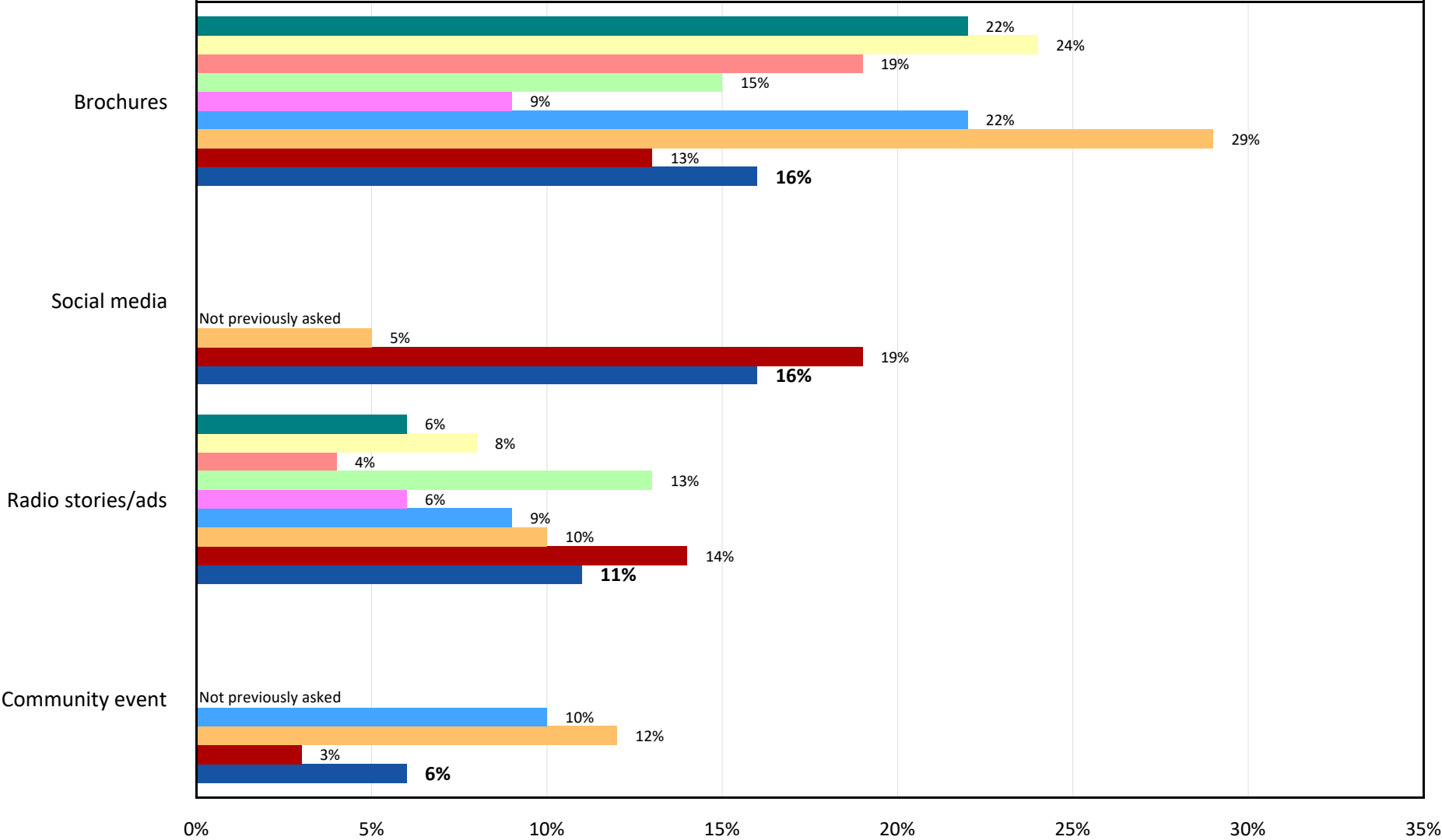
Source: ETC Institute (2020)

Legend: 2003 (dark teal), 2005 (yellow), 2007 (pink), 2009 (light green), 2012 (magenta), 2014 (blue), 2016 (orange), 2018 (dark red), 2020 (dark blue)



# Trends: Q20a. (Cont.) Where Residents Had Seen or Heard Information About Water Quality in Lakes and Streams in the Kansas City Area: 2003 to 2020

by percentage of respondents who indicated they had seen or heard information about water quality (multiple choices could be selected)

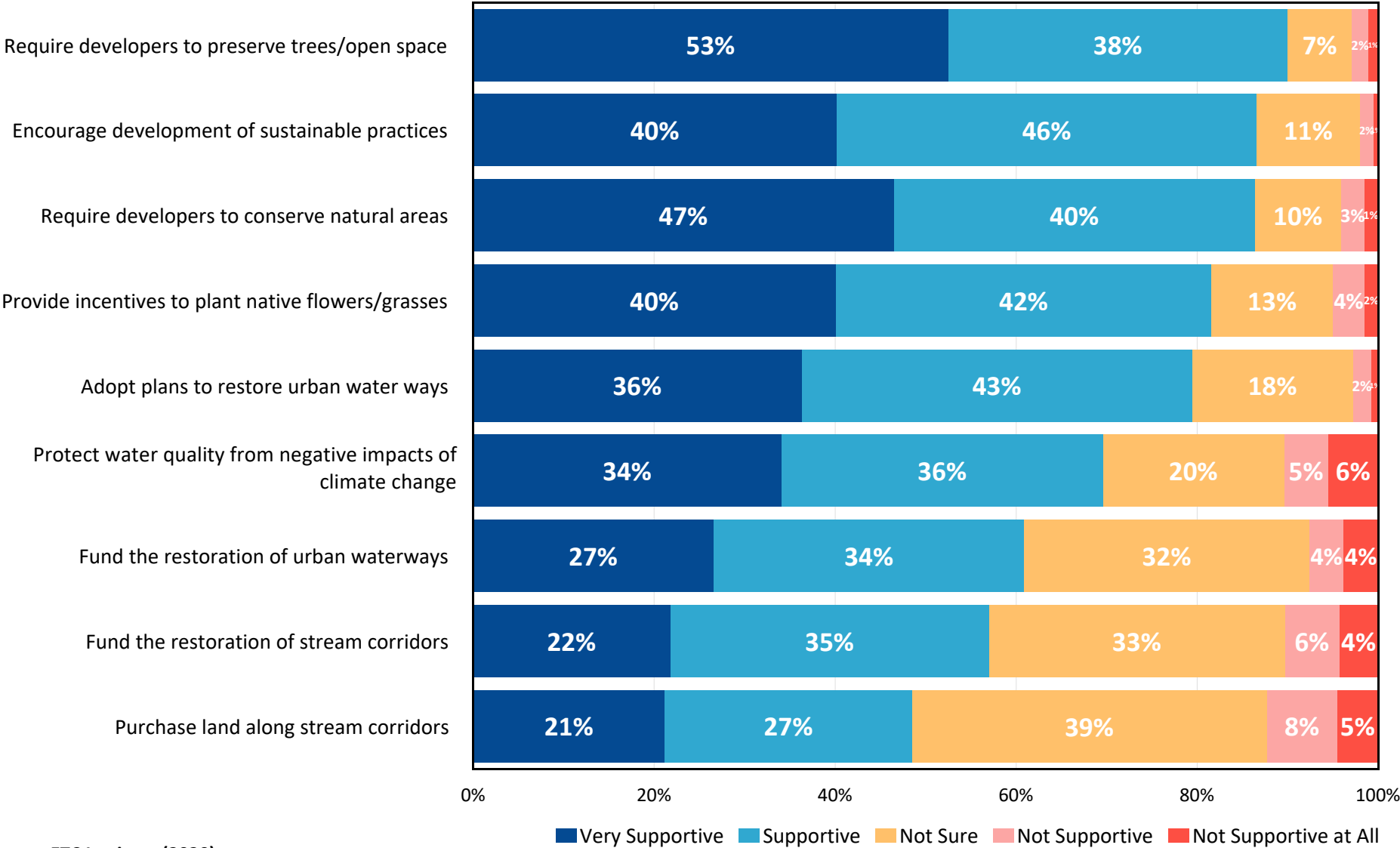


Source: ETC Institute (2020)

2003 2005 2007 2009 2012 2014 2016 2018 2020

# 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?

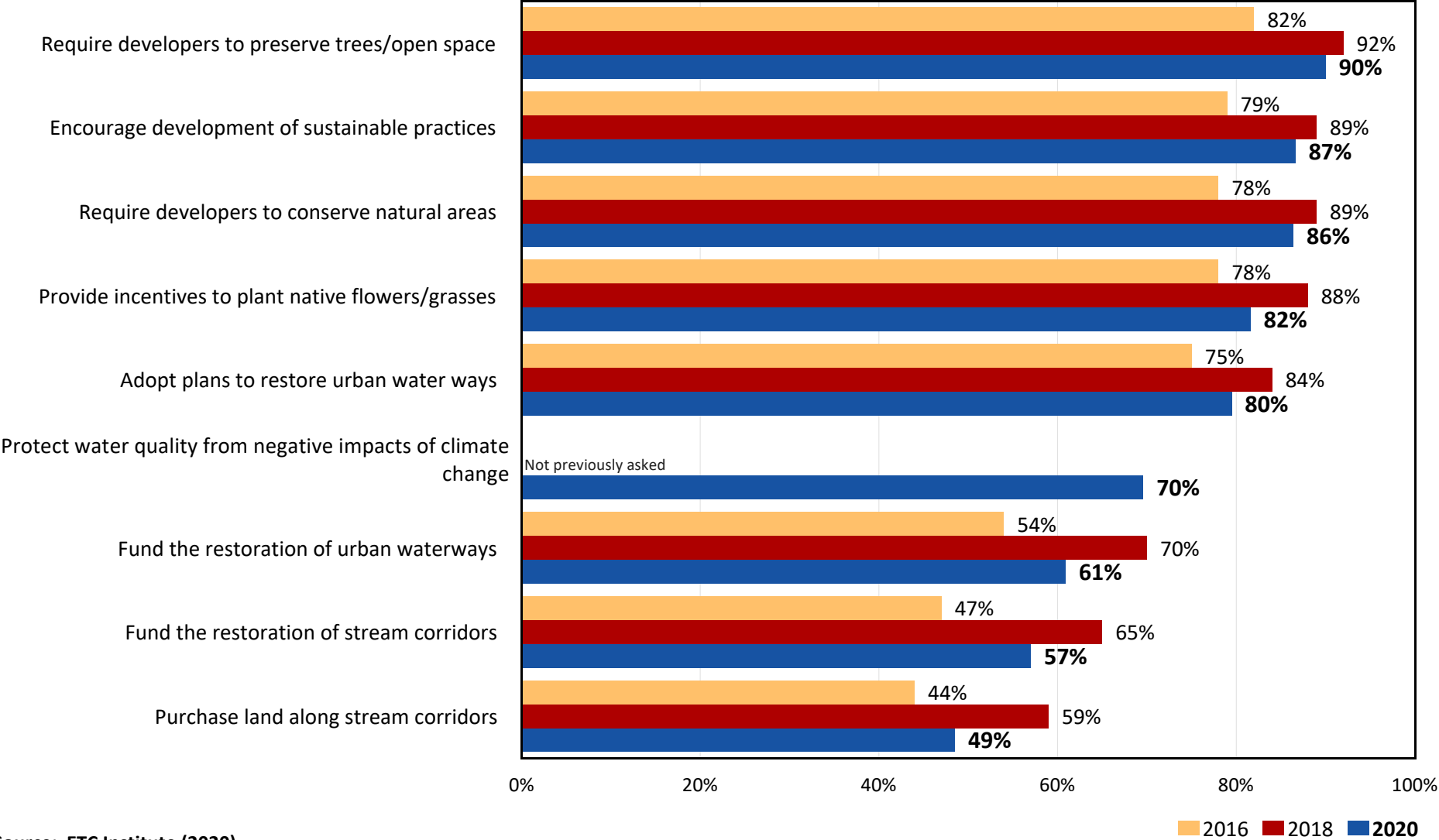
by percentage of respondents, using a 5-point scale, where 5 means "very satisfied" and 1 means "very dissatisfied" (without "don't know")



Source: ETC Institute (2020)

# Trends: 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? 2016 to 2020

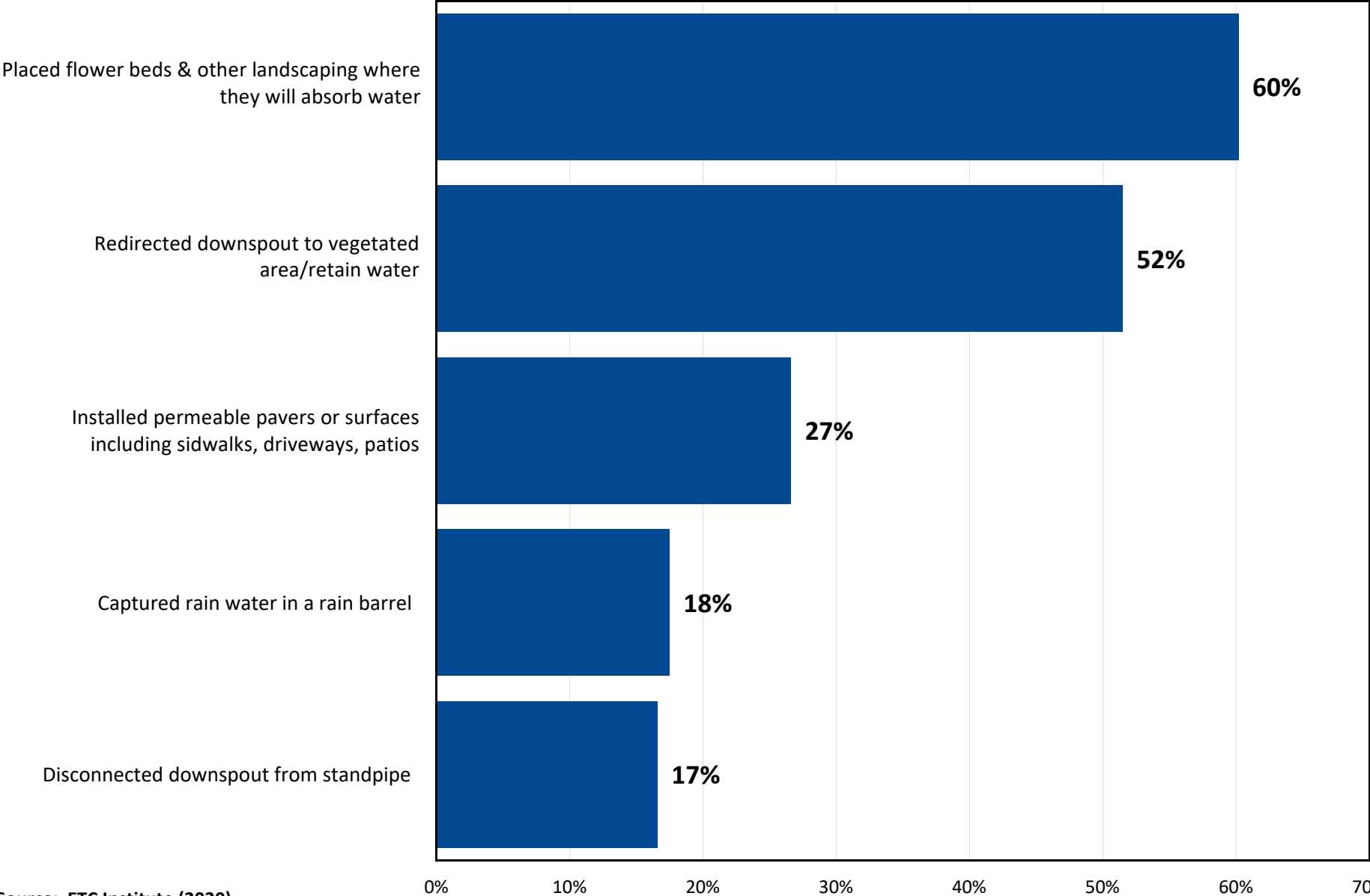
by percentage of respondents who indicated they are "very supportive" or "supportive"



Source: ETC Institute (2020)

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

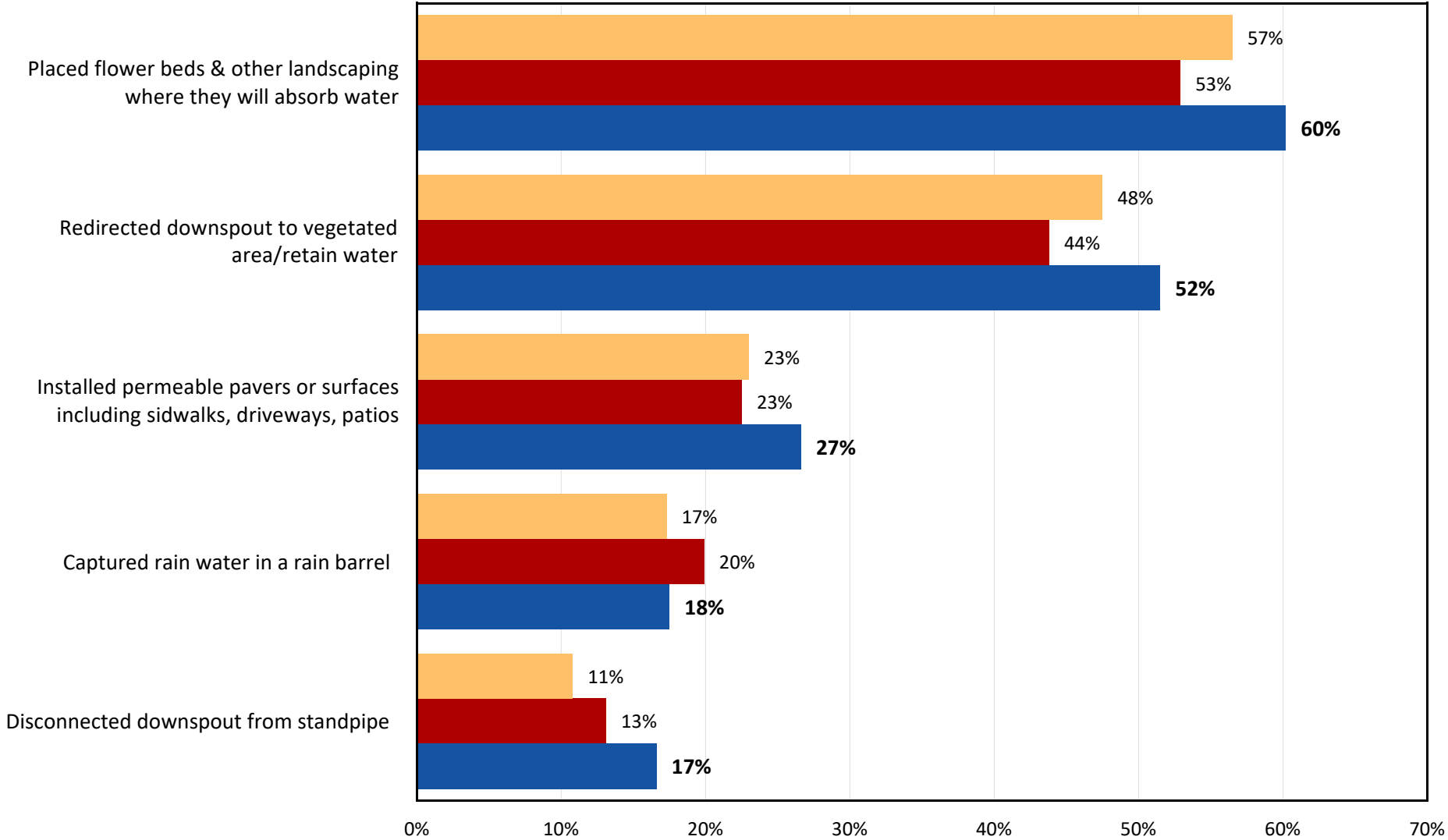
by percentage of respondents who answered "yes"



Source: ETC Institute (2020)

# Trends: Q22. Have you done any of the following to manage how and when rain leaves your property? 2016 to 2020

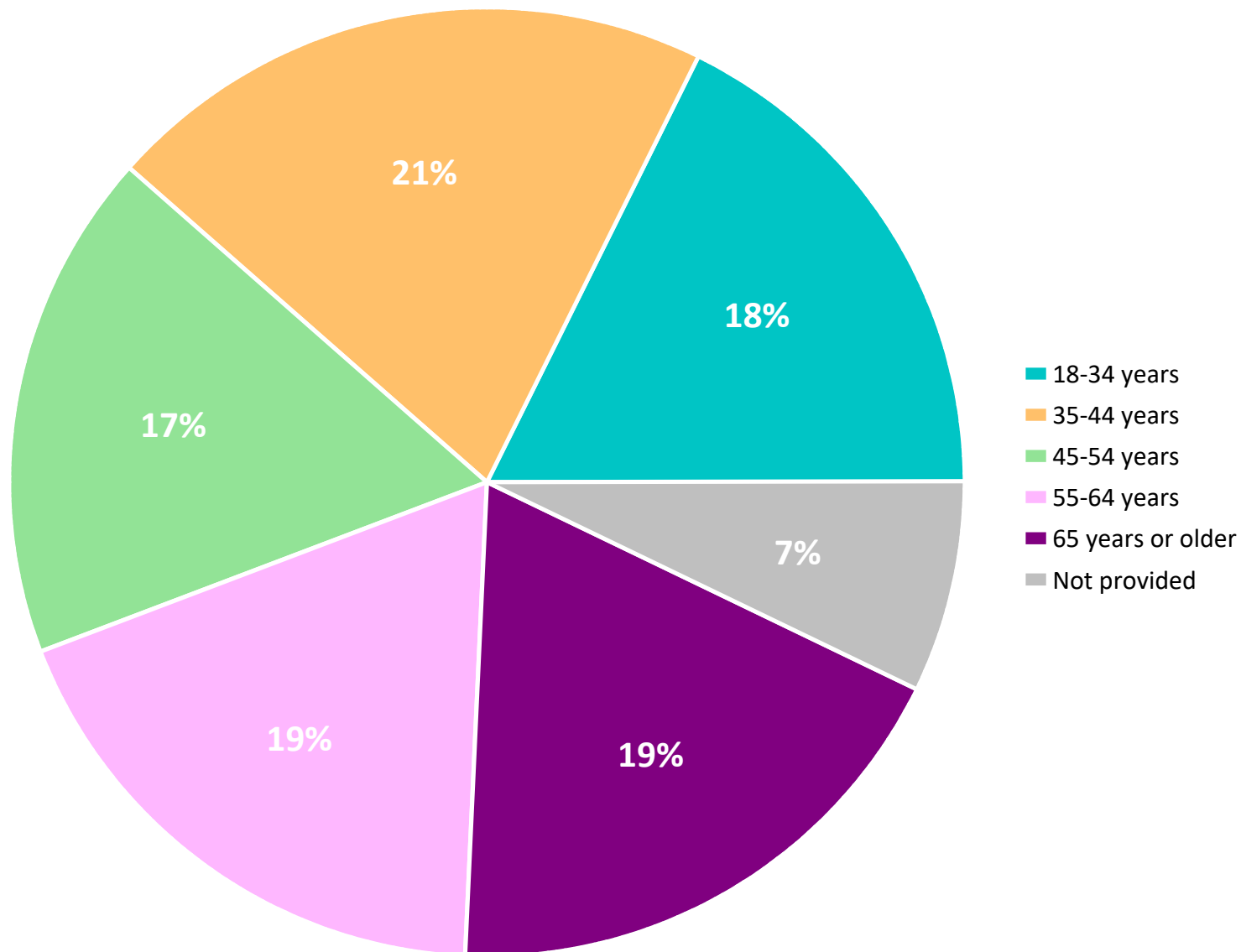
by percentage of respondents who answered "yes"



Source: ETC Institute (2020)

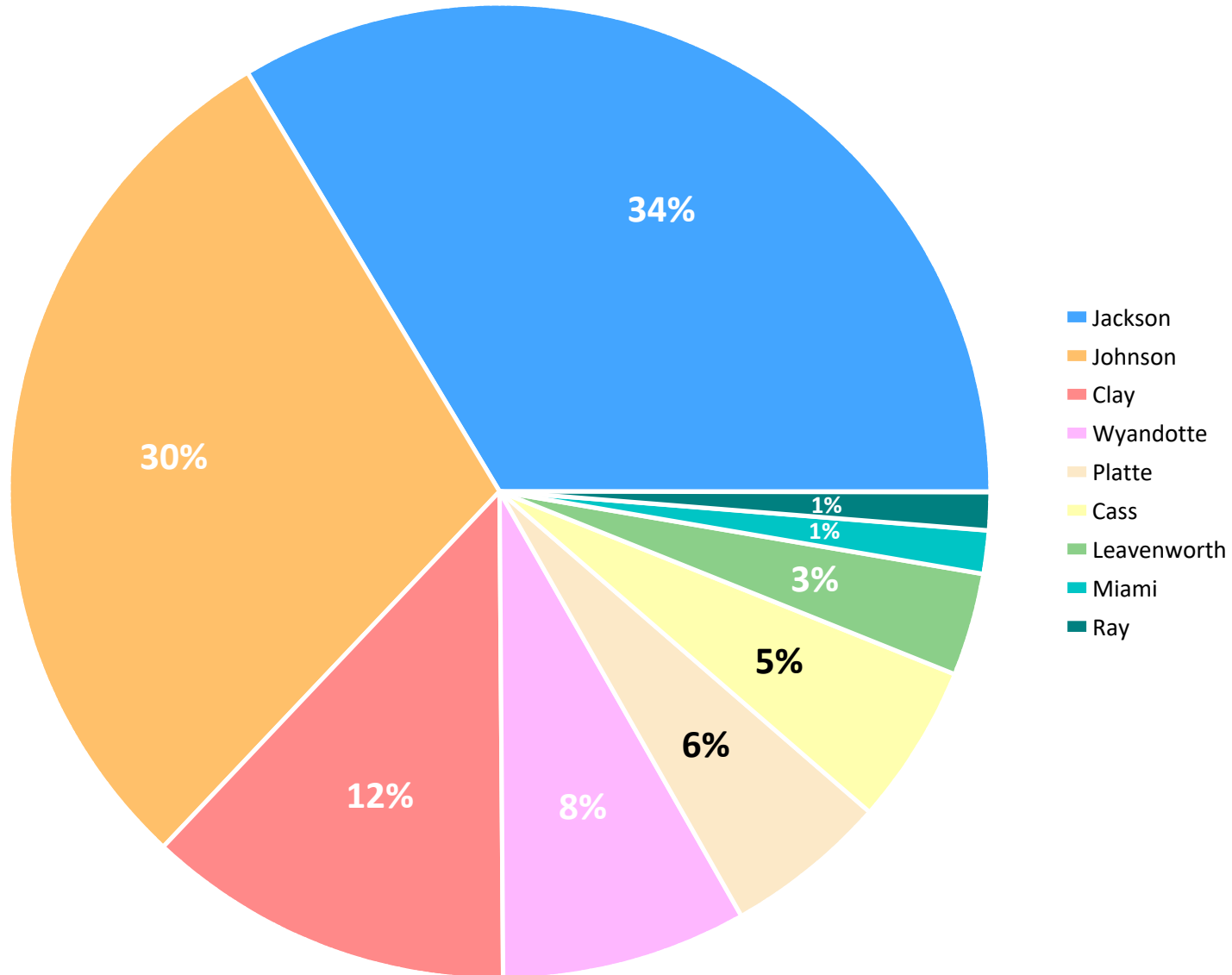
## Demographics: Q23. Age of Respondents

by percentage of respondents



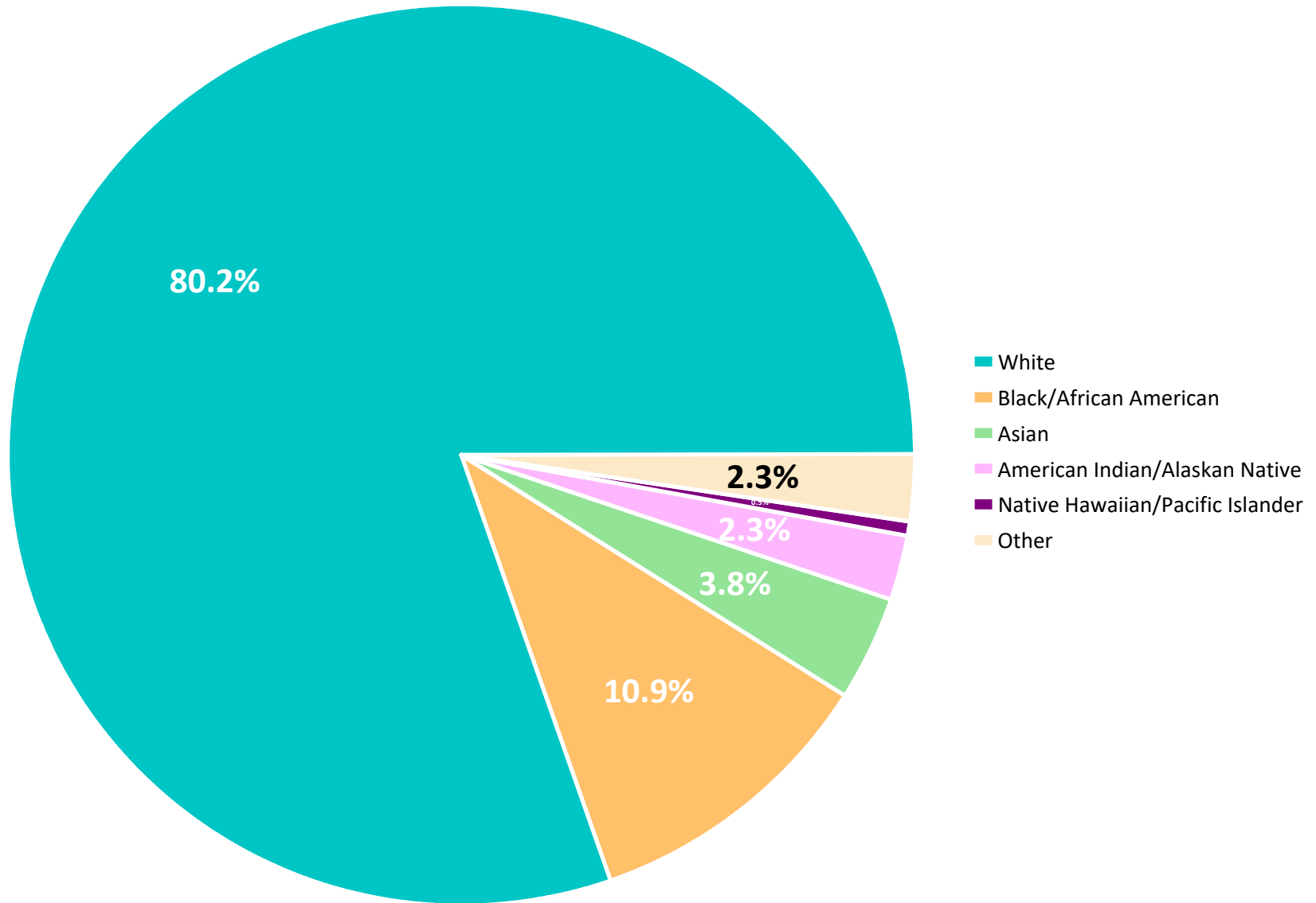
## Demographics: Q24. County of Residence

by percentage of respondents



## Demographics: Q25. Race/Ethnicity of Respondents

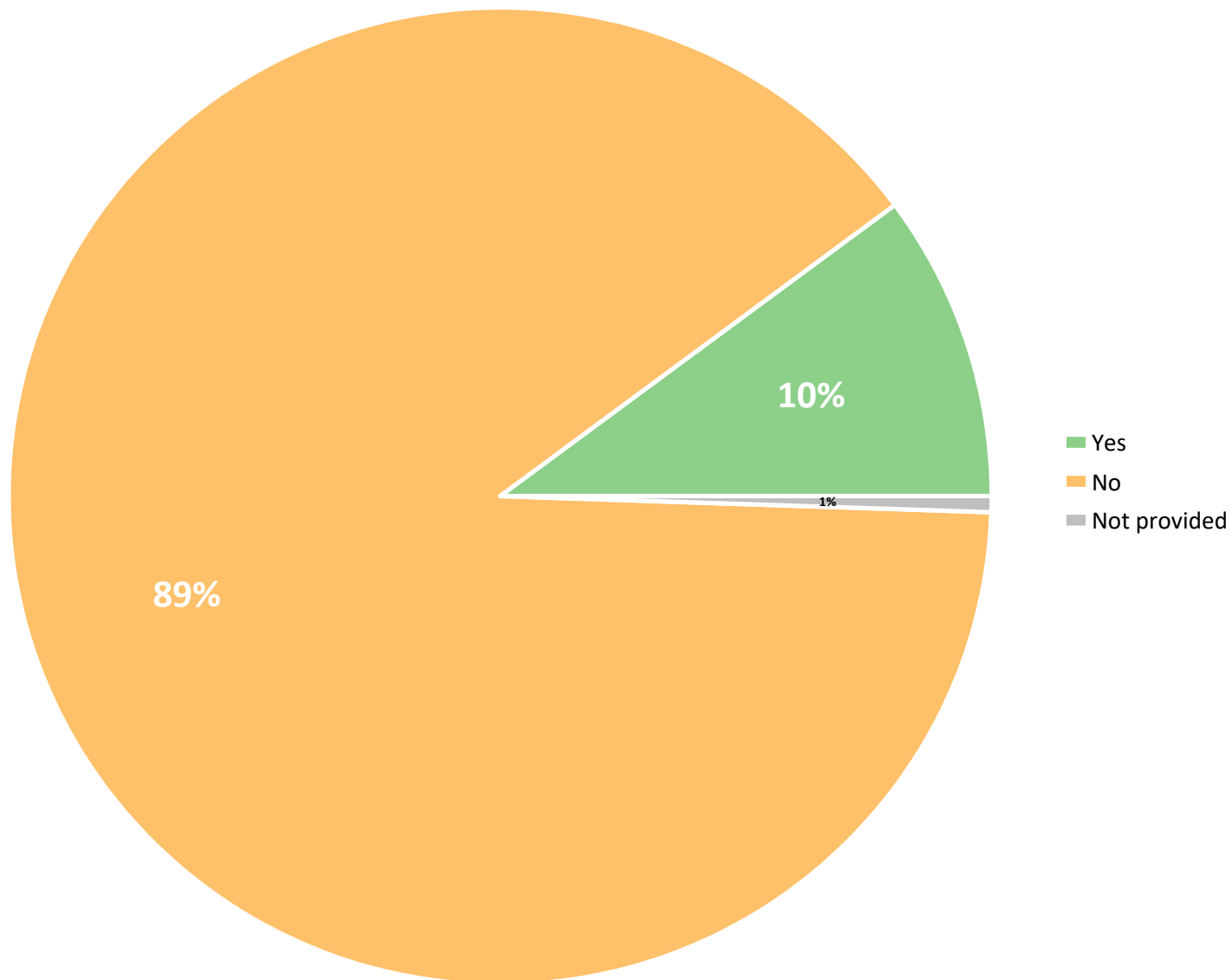
by percentage of respondents





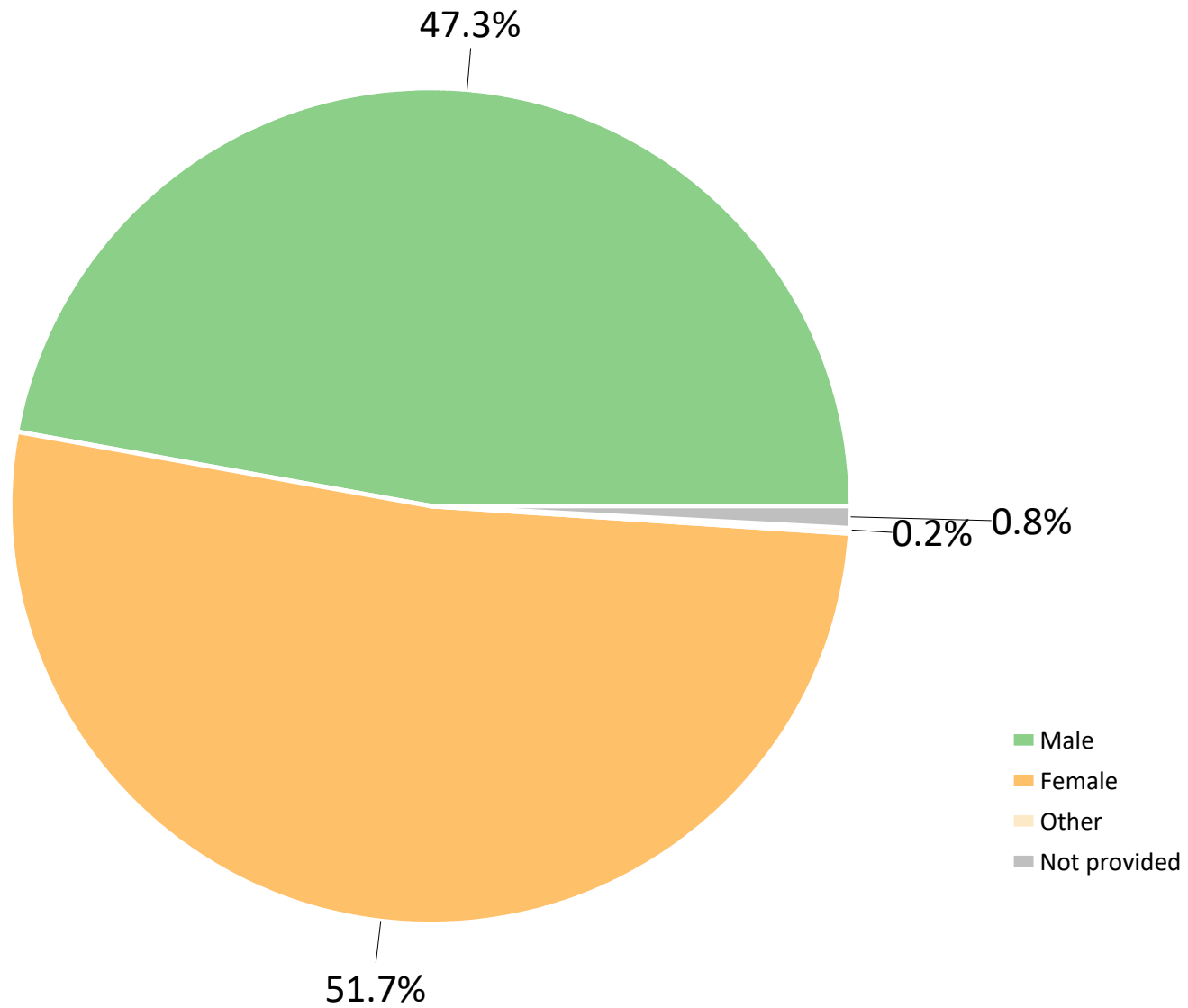
## Demographics: Q26. Are you Hispanic or Latino?

by percentage of respondents



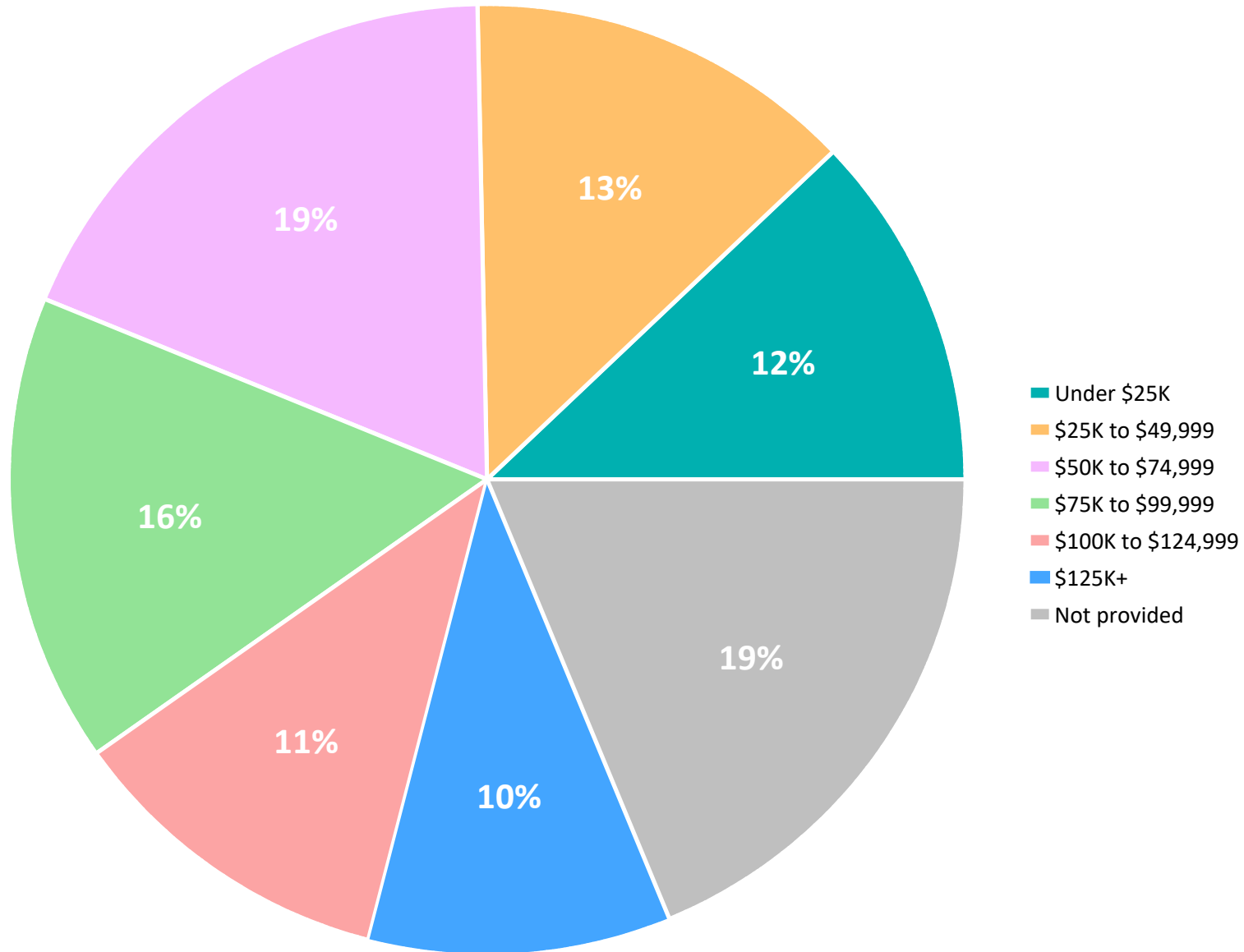
## Demographics: Q27. Gender of Respondents

by percentage of respondents



## Demographics: Q29. Total Annual Household Income

by percentage of respondents



## **Section 2**

# **GIS Mapping**

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# GIS Mapping

## Mid-America Regional Council (MARC)

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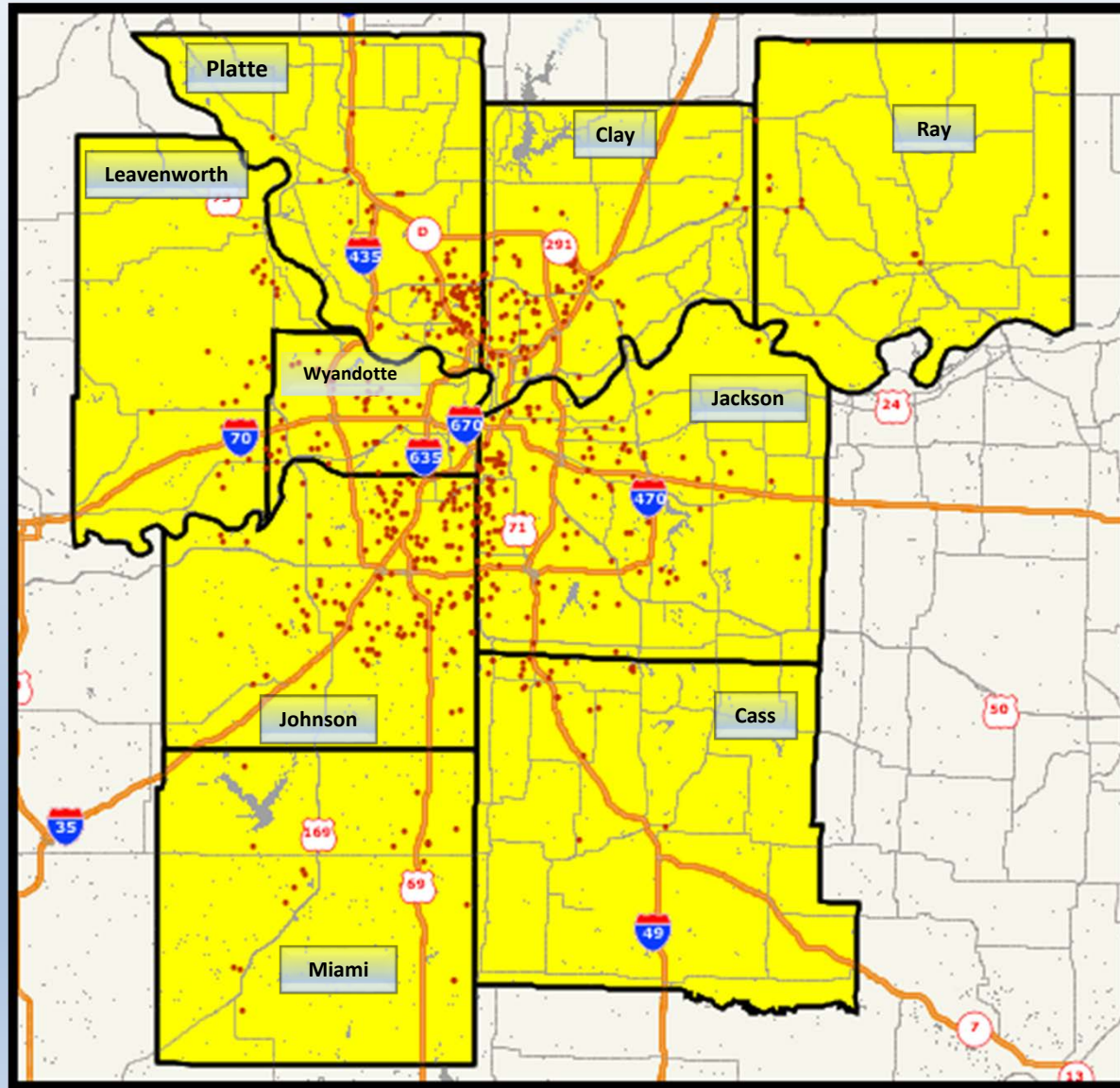
### Interpreting the GIS Maps

The maps on the following pages show the mean ratings for satisfaction and rating questions on the survey by County.

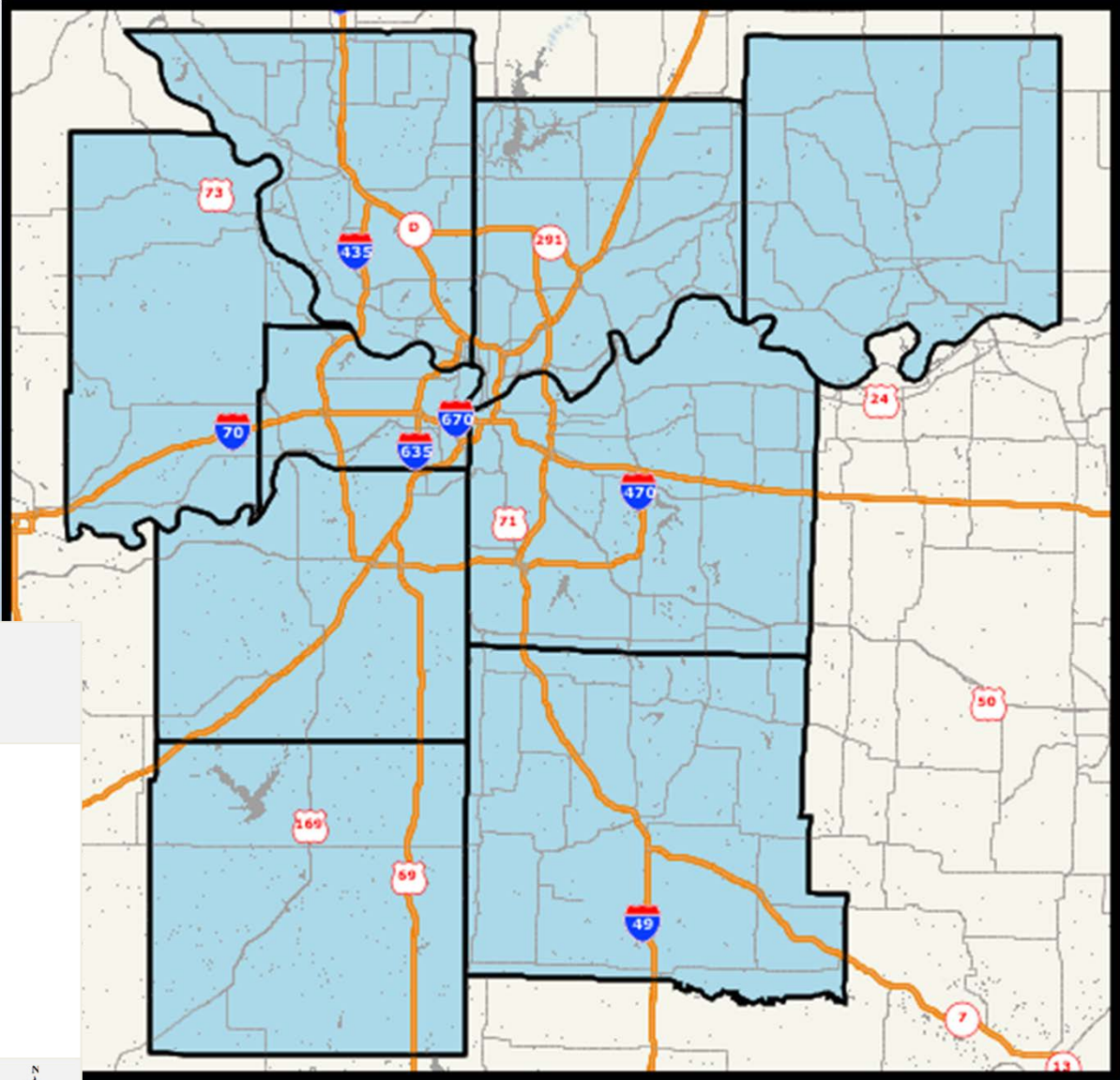
When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service, ratings of “very good,” “good,” “yes,” “strongly agree,” “agree,” “very supportive,” or “supportive.”
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality-of-service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service, ratings of “very poor,” “poor,” “no,” “strongly disagree,” “disagree,” “not supportive,” or “not supportive at all.”

# Location of Respondents (by county)



# Q1-1. Rating of air quality



## Perception

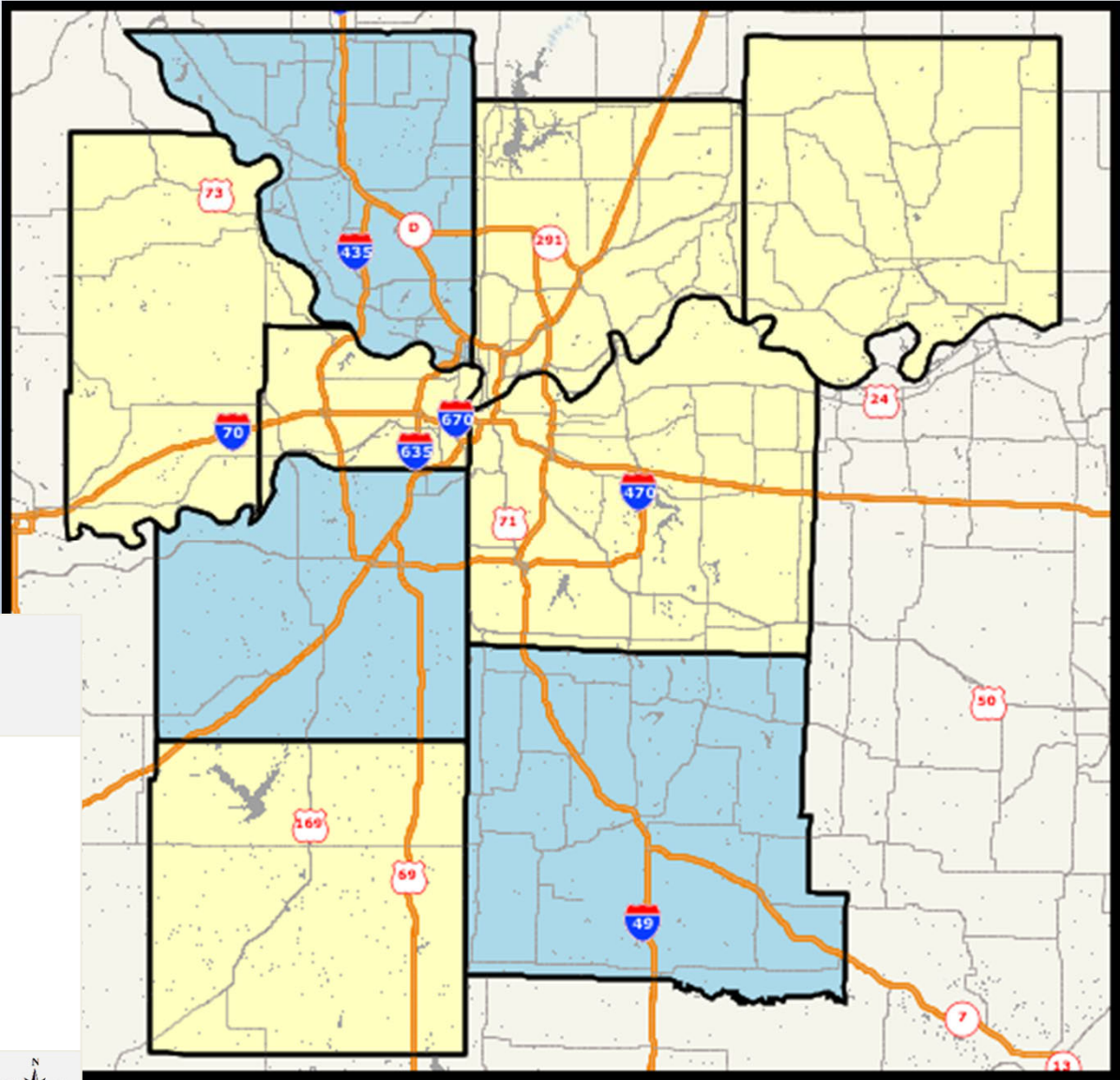
Mean rating on a 5-point scale

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know





# Q1-2. Rating of economic development and job creation



### Perception

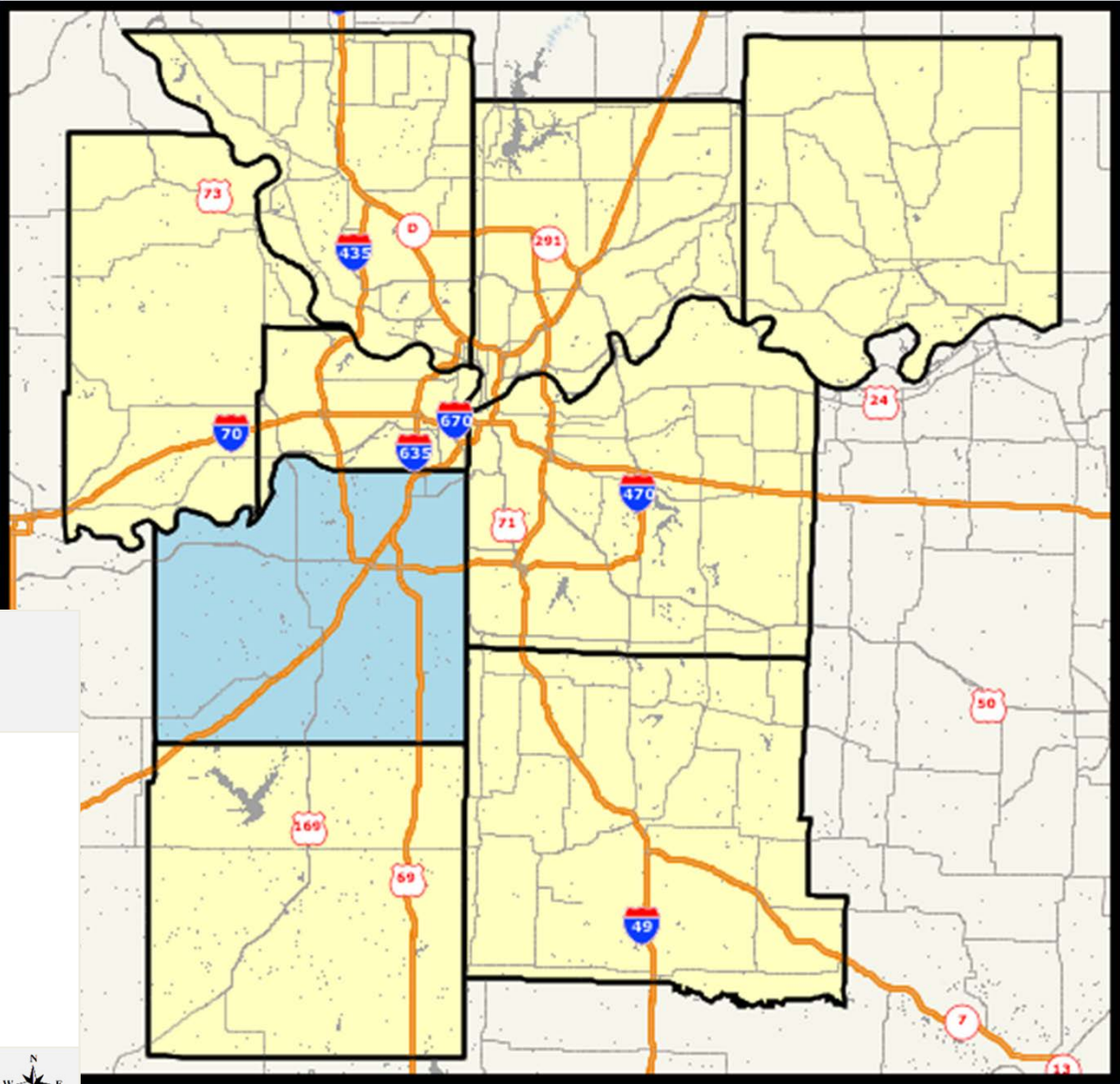
Mean rating on a 5-point scale

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know





# Q1-3. Rating of efforts to minimize the impacts of flooding



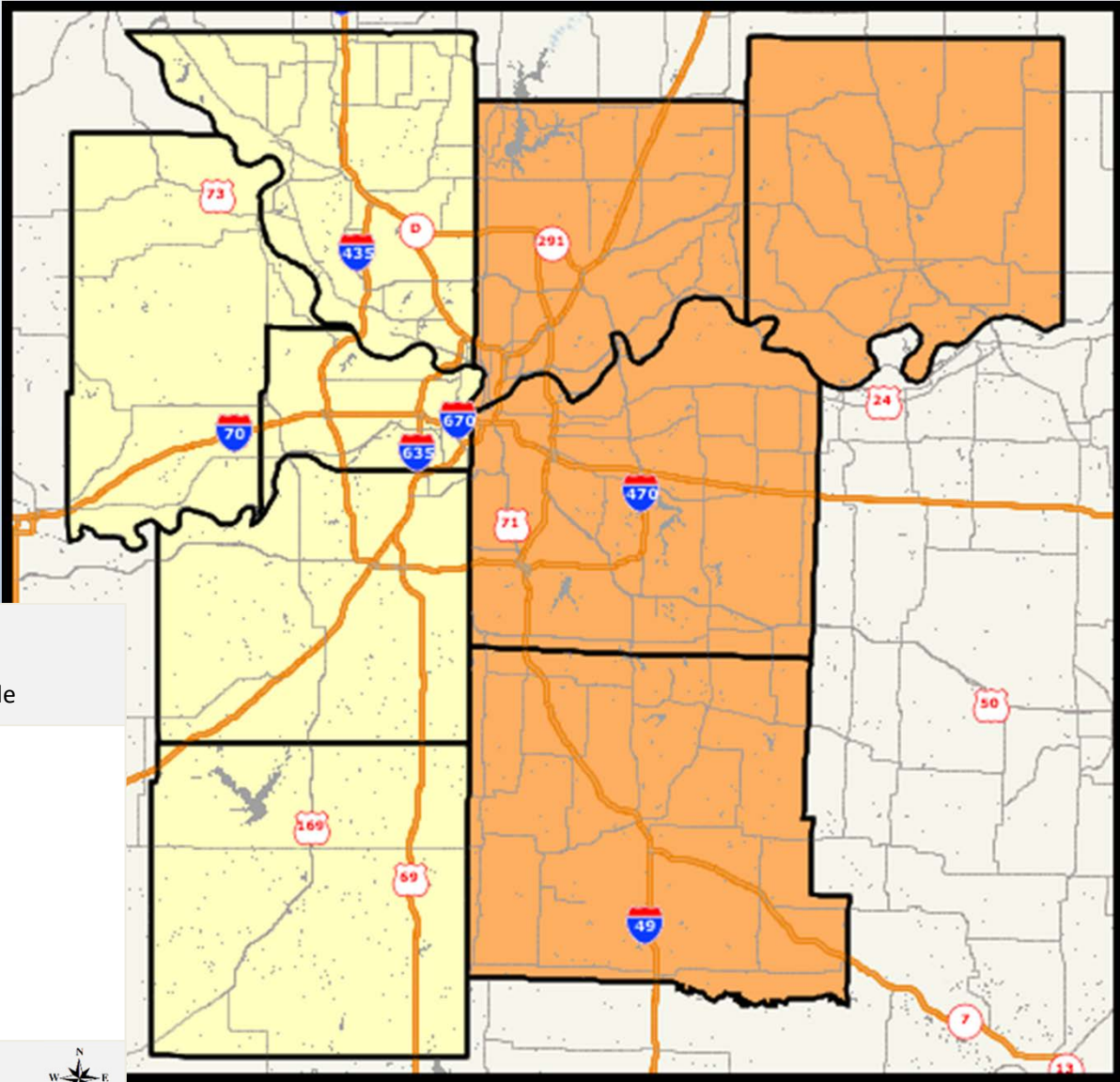
## Perception

Mean rating on a 5-point scale

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know



# Q1-4. Rating of level of safety from crime in neighborhoods



### Perception

Mean rating on a 5-point scale

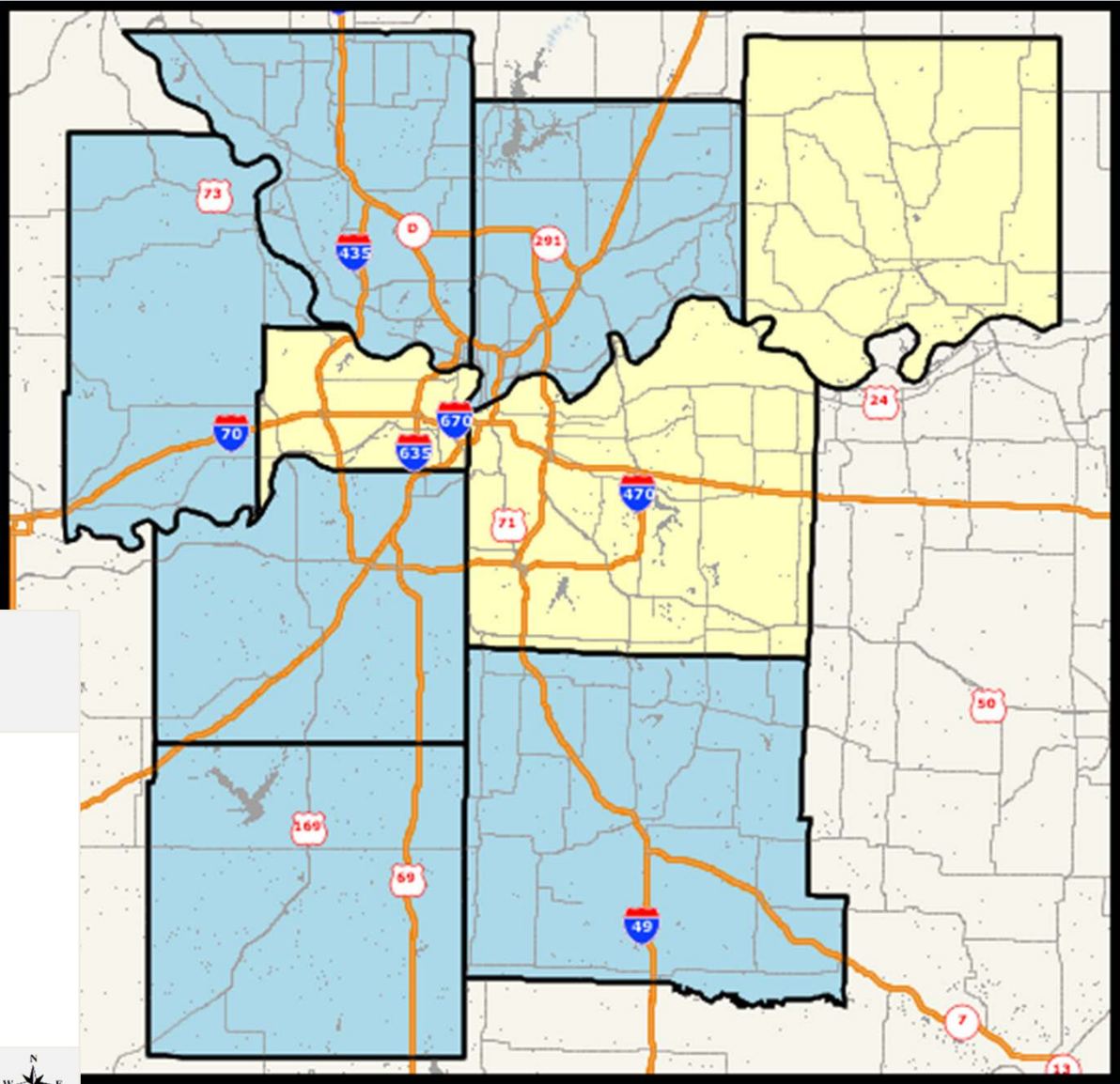
- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know







# Q1-6. Rating of opportunities for health and fitness



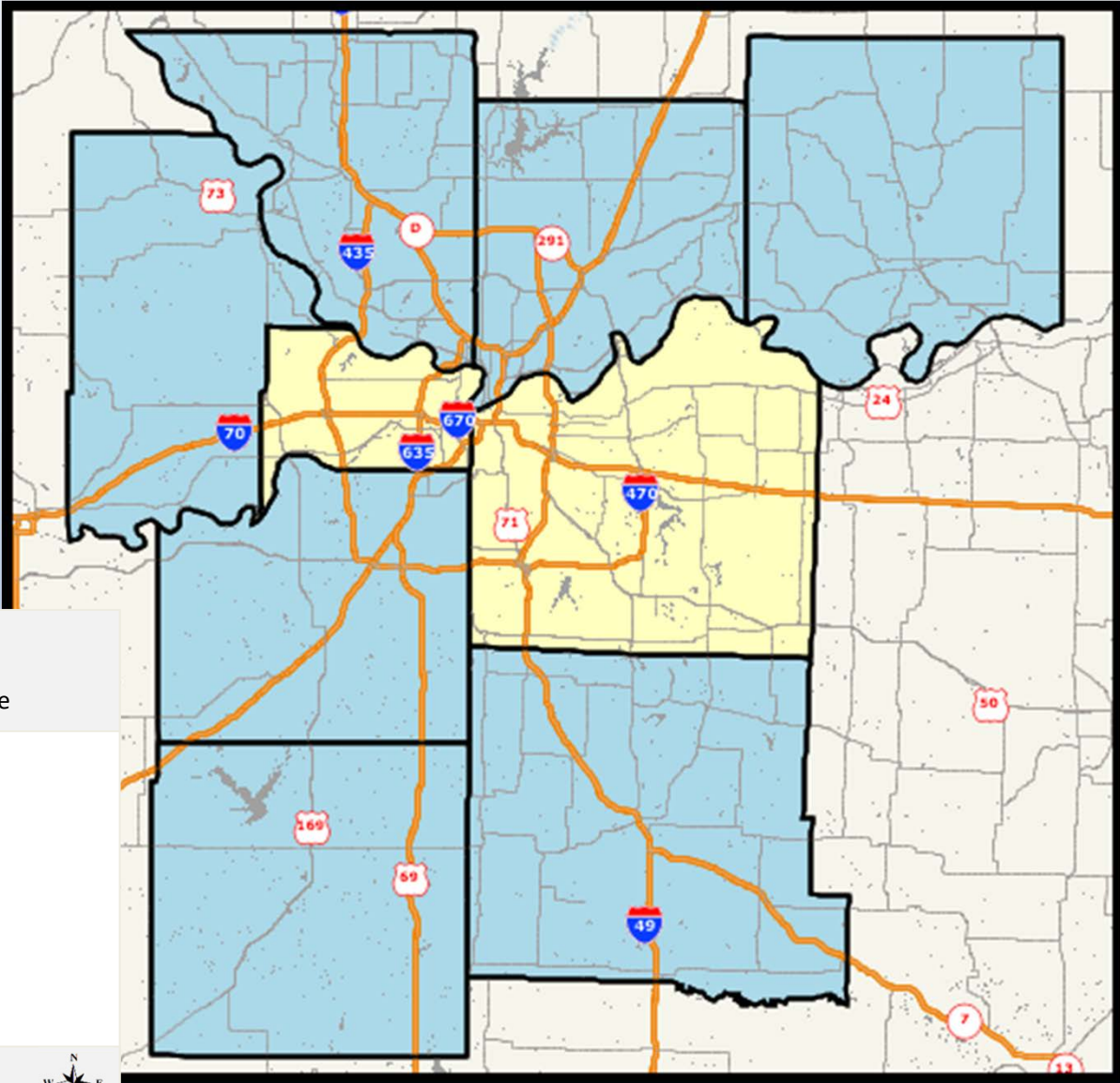
### Perception

Mean rating on a 5-point scale

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know



# Q1-7. Rating of public education (K-12)



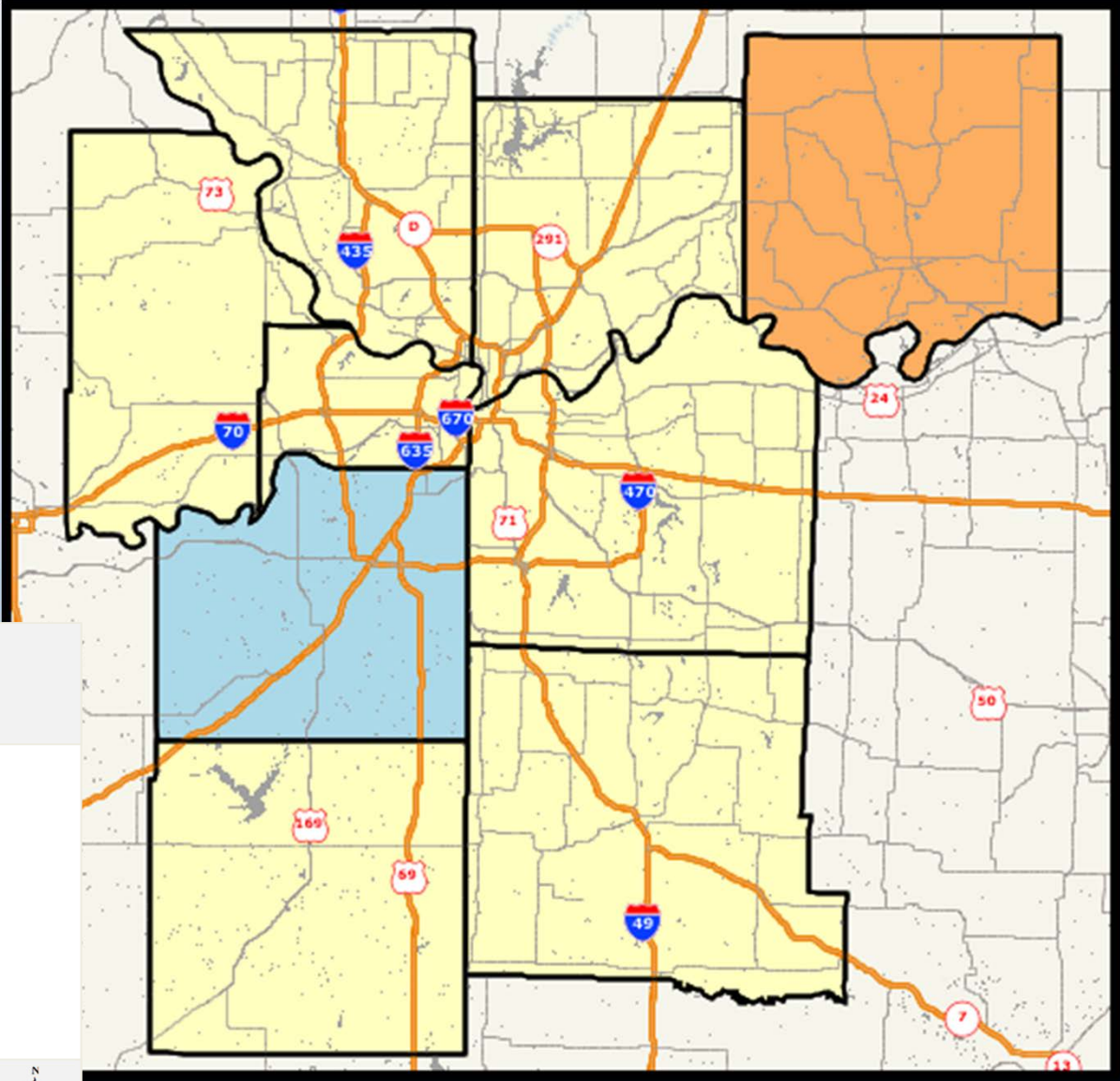
### Perception

Mean rating on a 5-point scale

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know



# Q1-8. Rating of recycling programs



### Perception

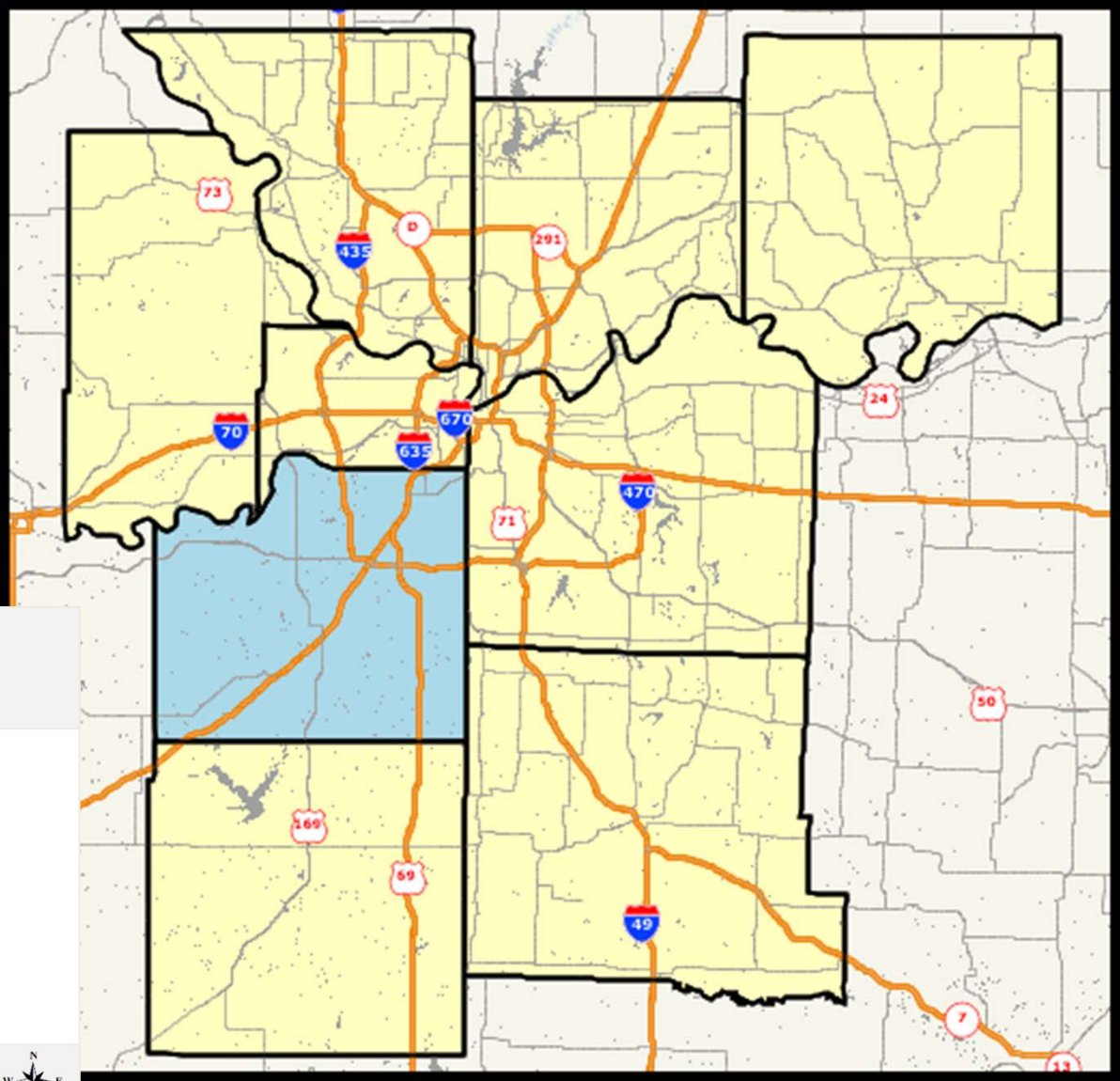
Mean rating on a 5-point scale

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know





# Q1-9. Rating of regional efforts to acquire and protect natural areas



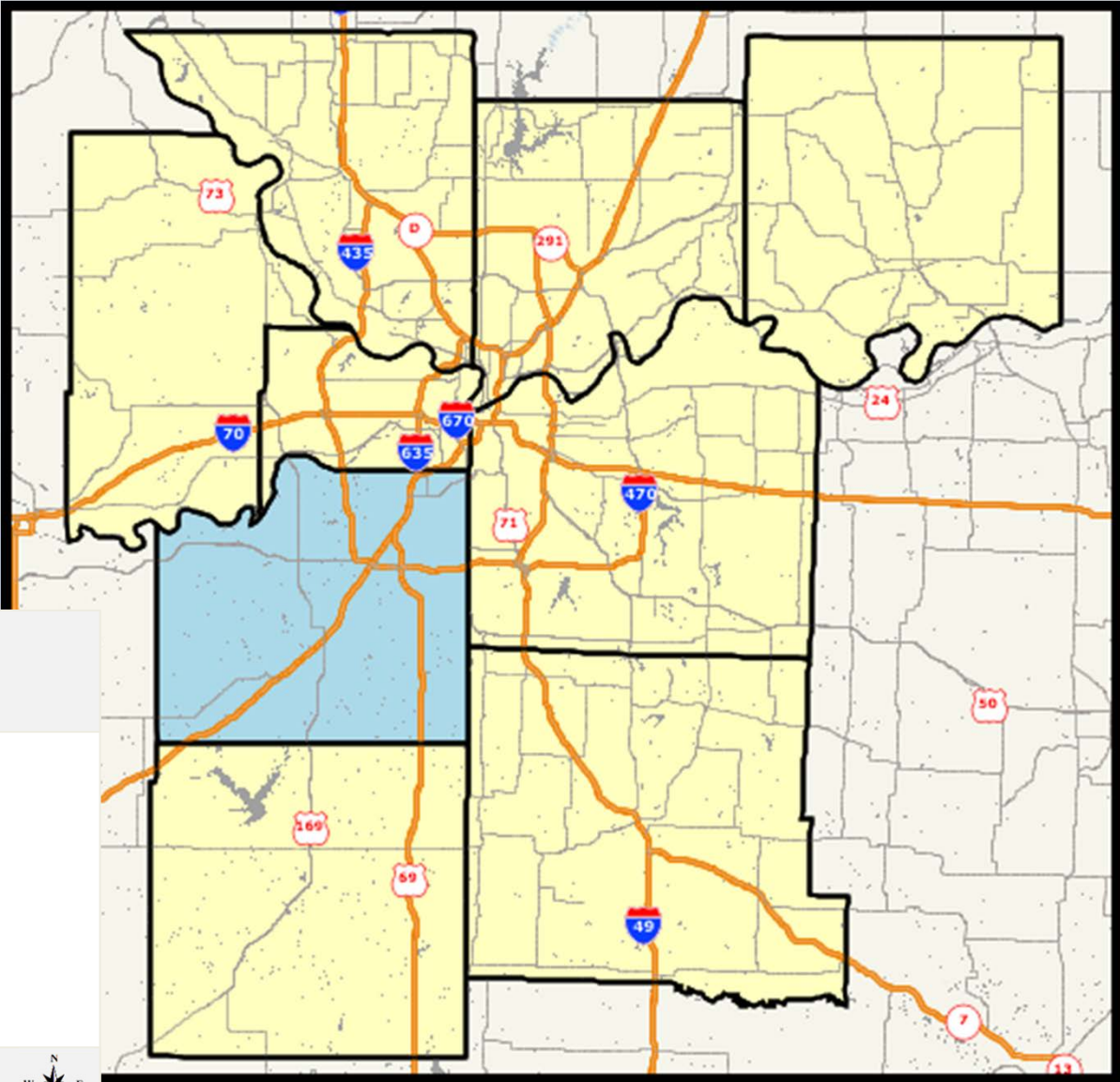
### Perception

Mean rating on a 5-point scale

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know



# Q1-10. Rating of water quality in lakes, streams, and rivers



## Perception

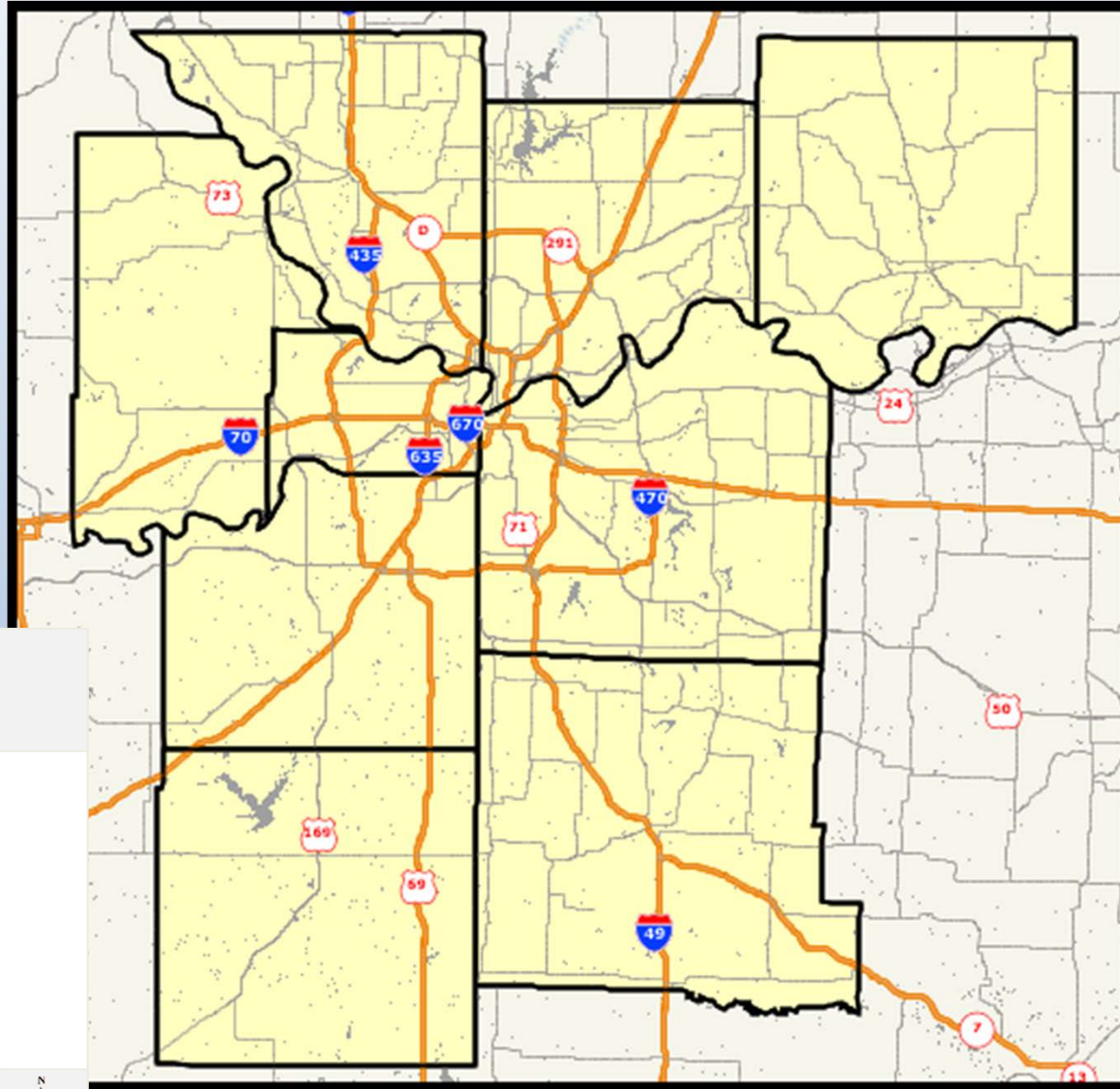
Mean rating on a 5-point scale

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- Don't Know





## Q1-11. Rating of climate resilience



### Perception

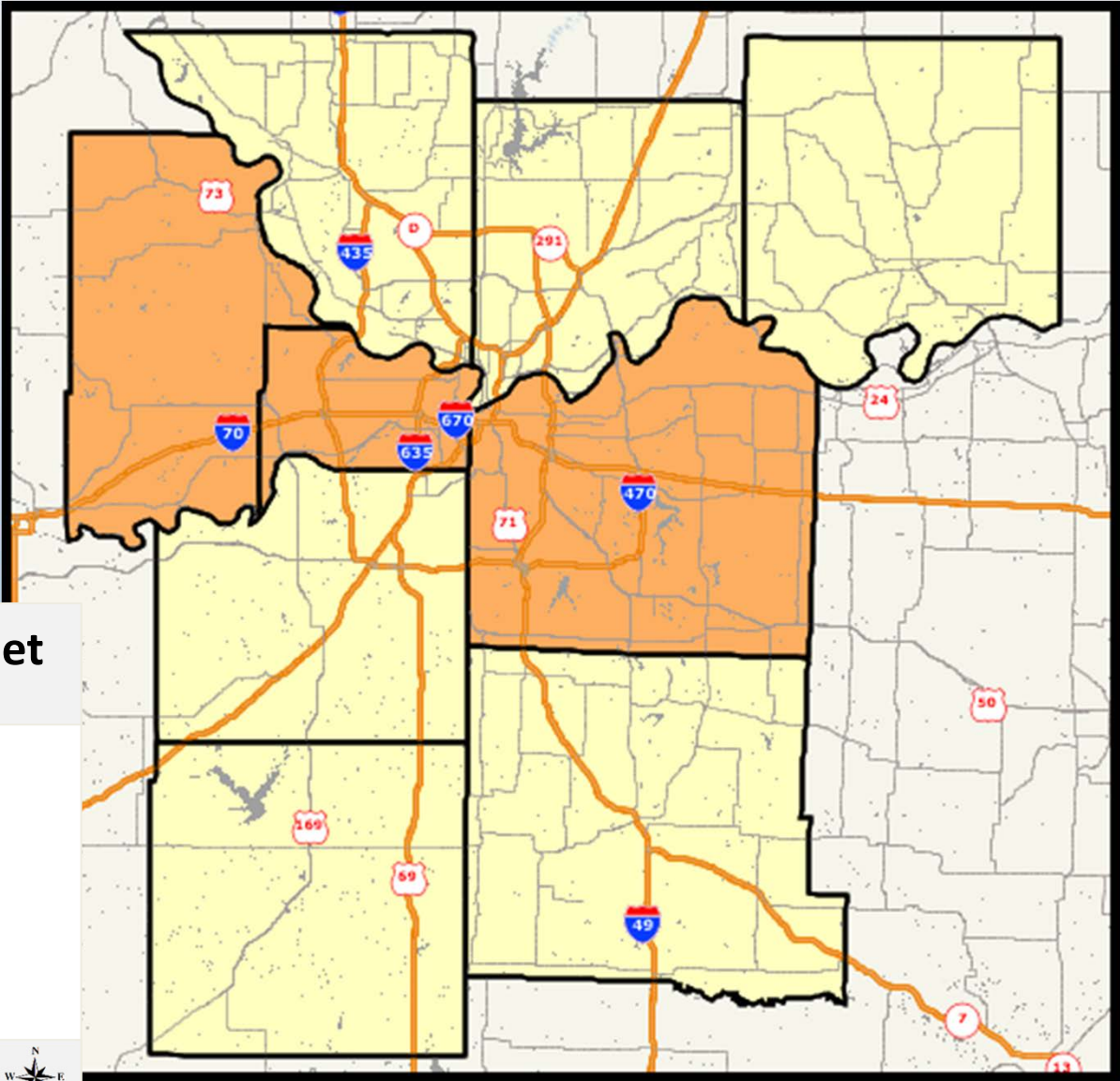
Mean rating on a 5-point scale

-  Very Good
-  Good
-  Adequate
-  Poor
-  Very Poor
-  Don't Know





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



### Percent Needs Met

Mean rating on a 5-point scale

- 100% Yes
- 75% Yes
- 50% Yes
- 25% Yes
- No
- No Response

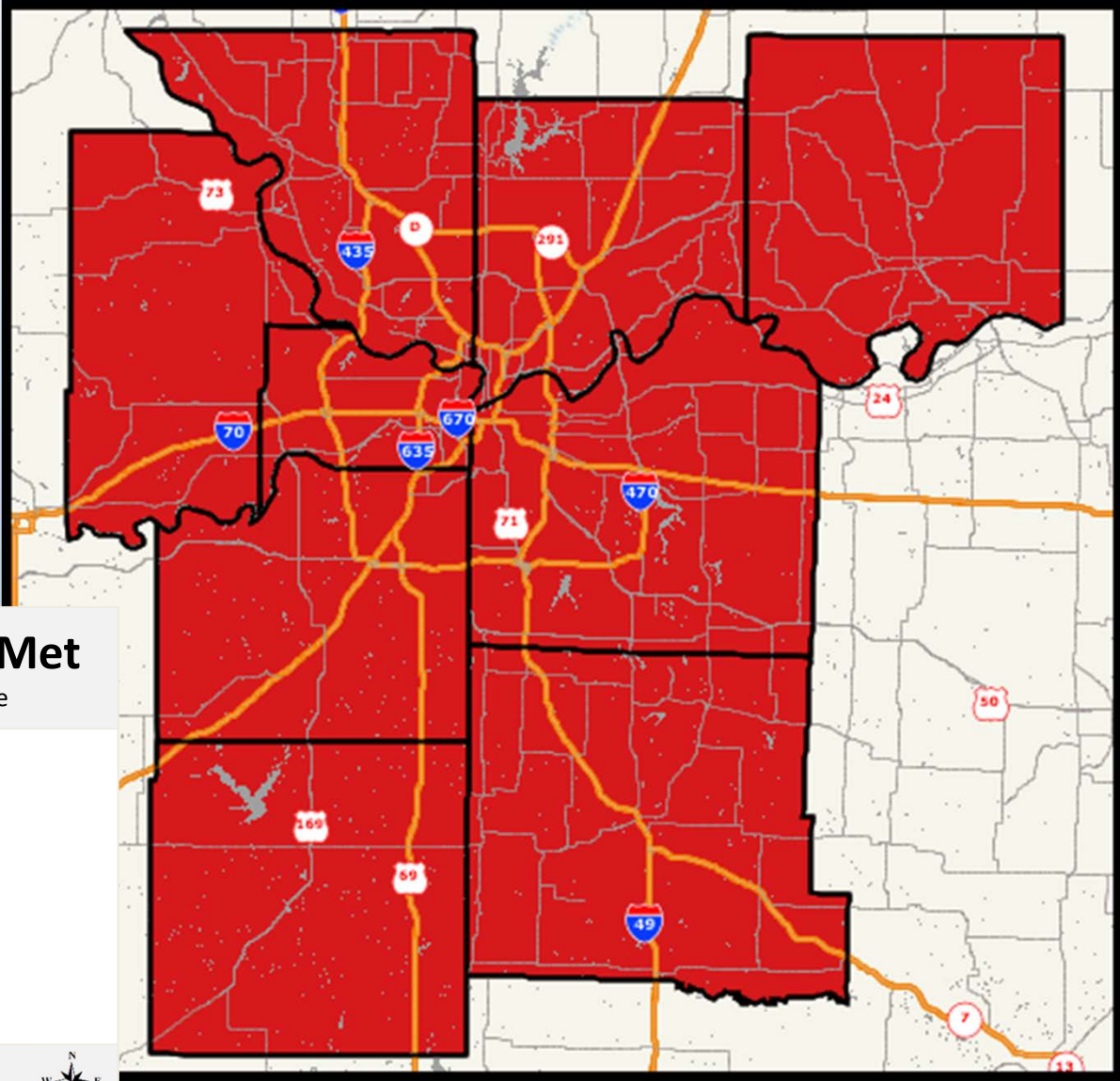








# Q11. Have you or other members of your household littered or dumped debris along or in a lake or stream during the past year?



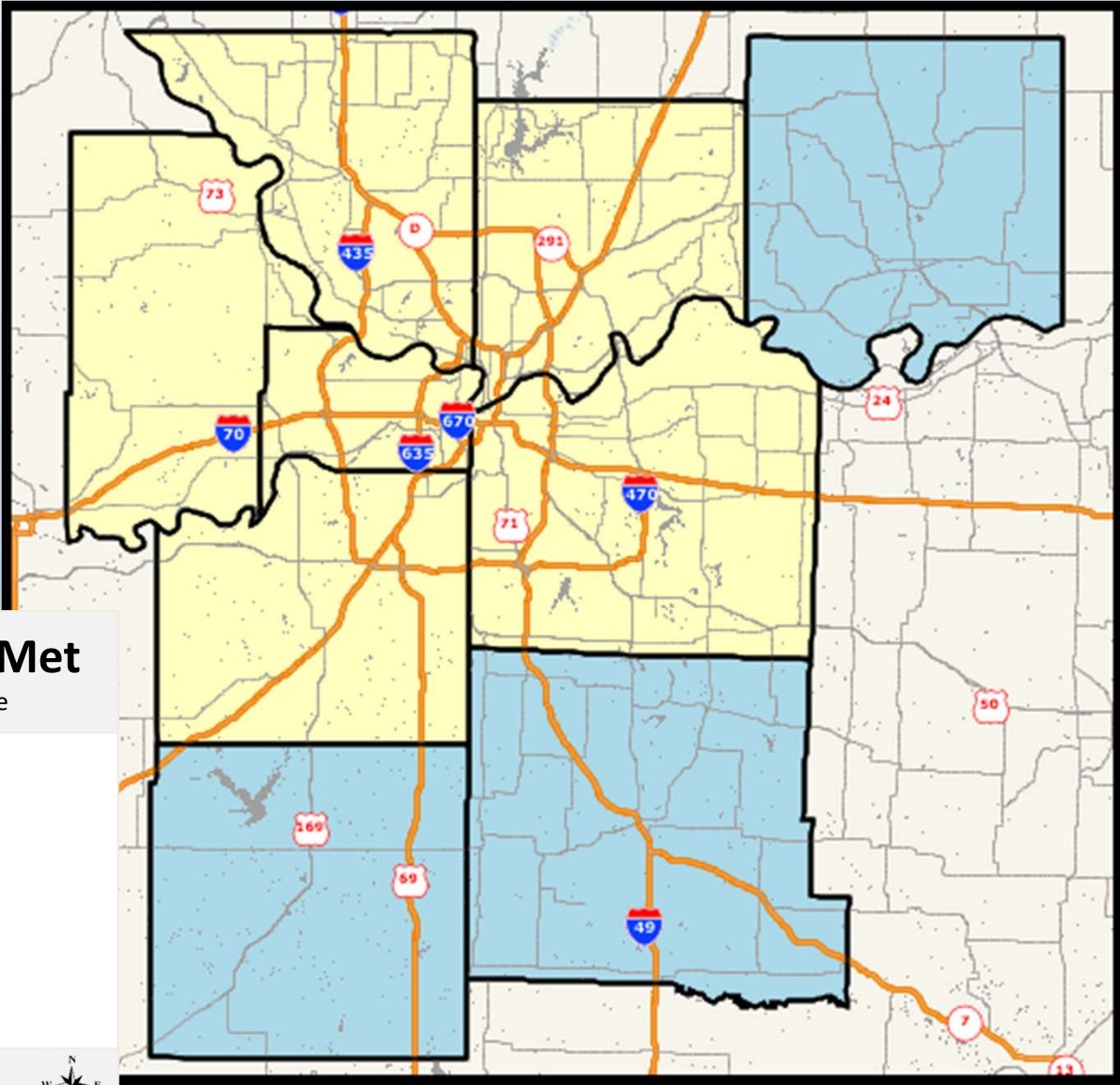
**Percent Needs Met**  
Mean rating on a 5-point scale

- 100% Yes
- 75% Yes
- 50% Yes
- 25% Yes
- No
- No Response

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



### Percent Needs Met

Mean rating on a 5-point scale

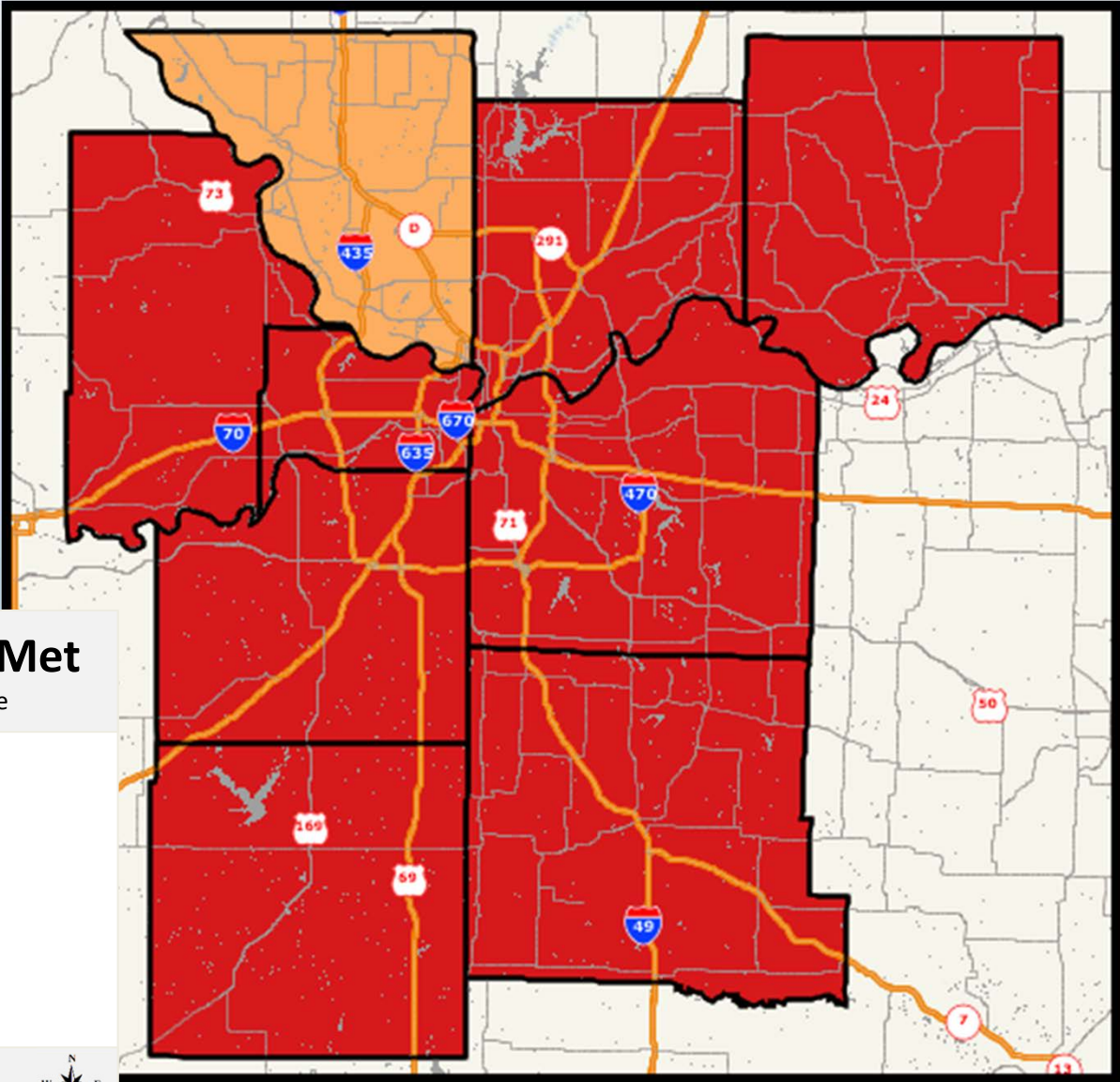
- 100% Yes
- 75% Yes
- 50% Yes
- 25% Yes
- No
- No Response



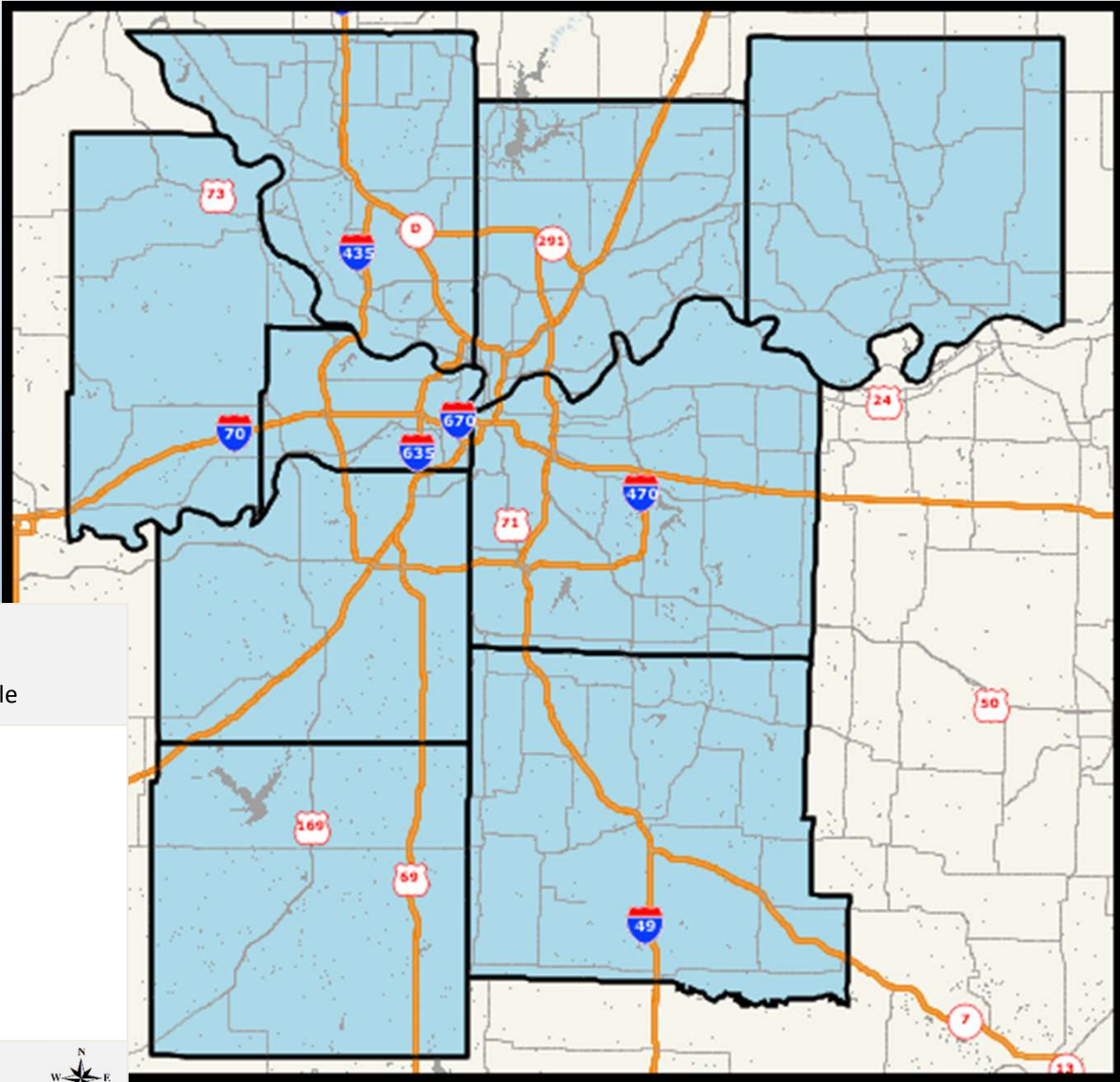




Q15. Have you or other members of your household done anything to help clean-up lakes or streams in the Kansas City area during the past year?



# Q17-1. Level of agreement with the quality of local streams where I live affects my quality of life



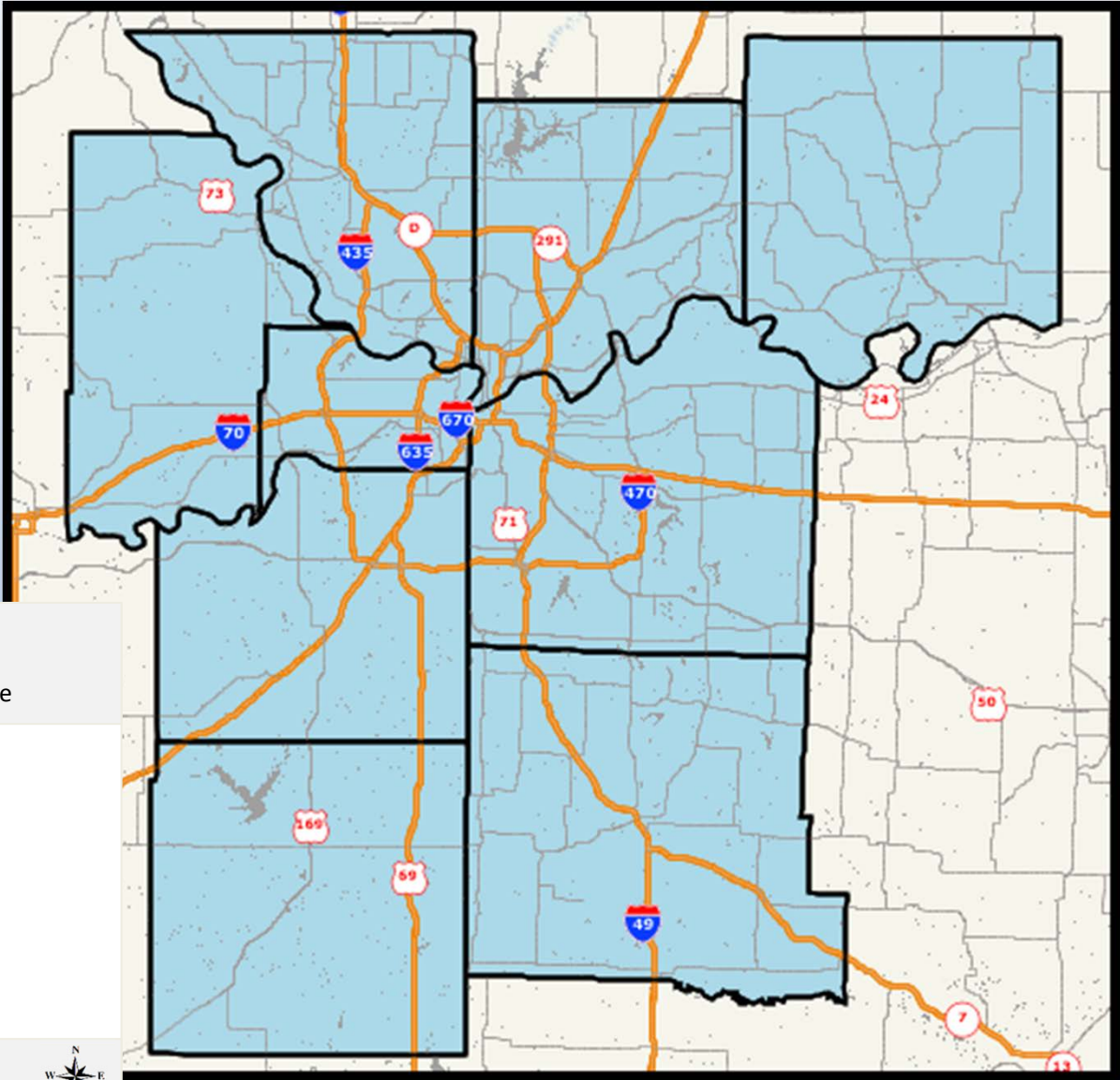
### Agreement

Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response



# Q17-2. Level of agreement with the quality of local streams where I live affects property values



### Agreement

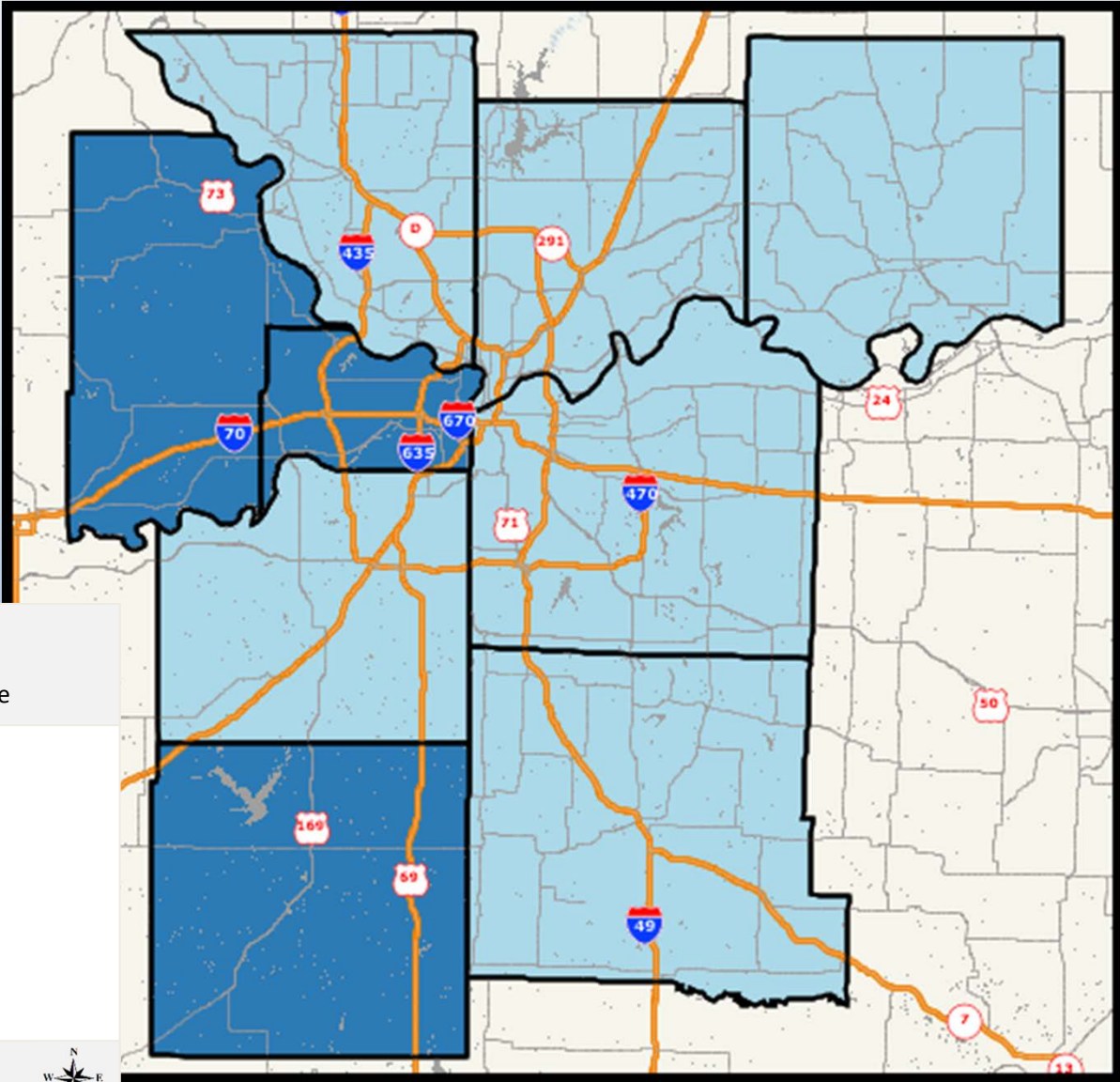
Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response





# Q17-3. Level of agreement with the quality of local streams where I live affects drinking water quality



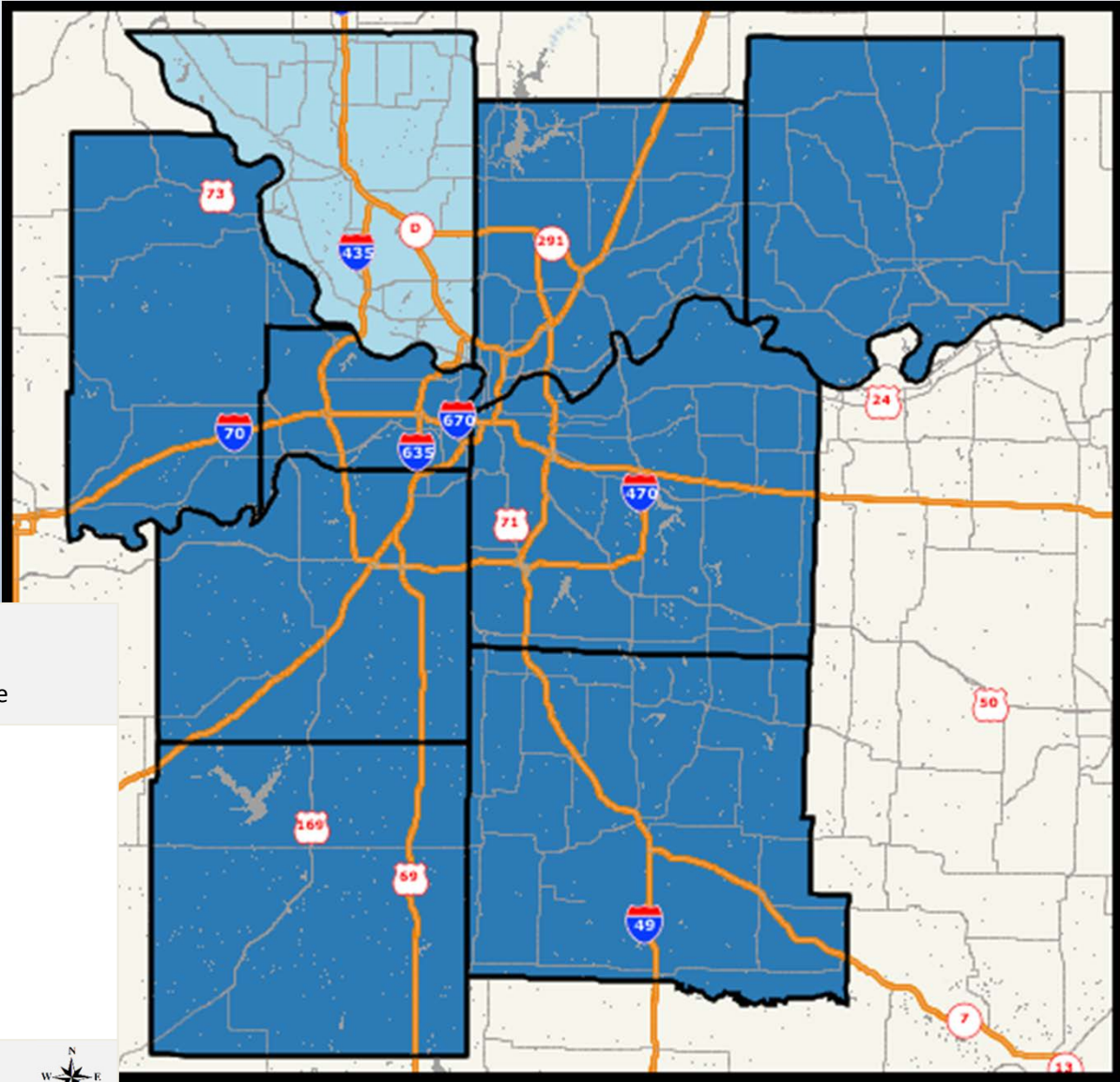
### Agreement

Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response



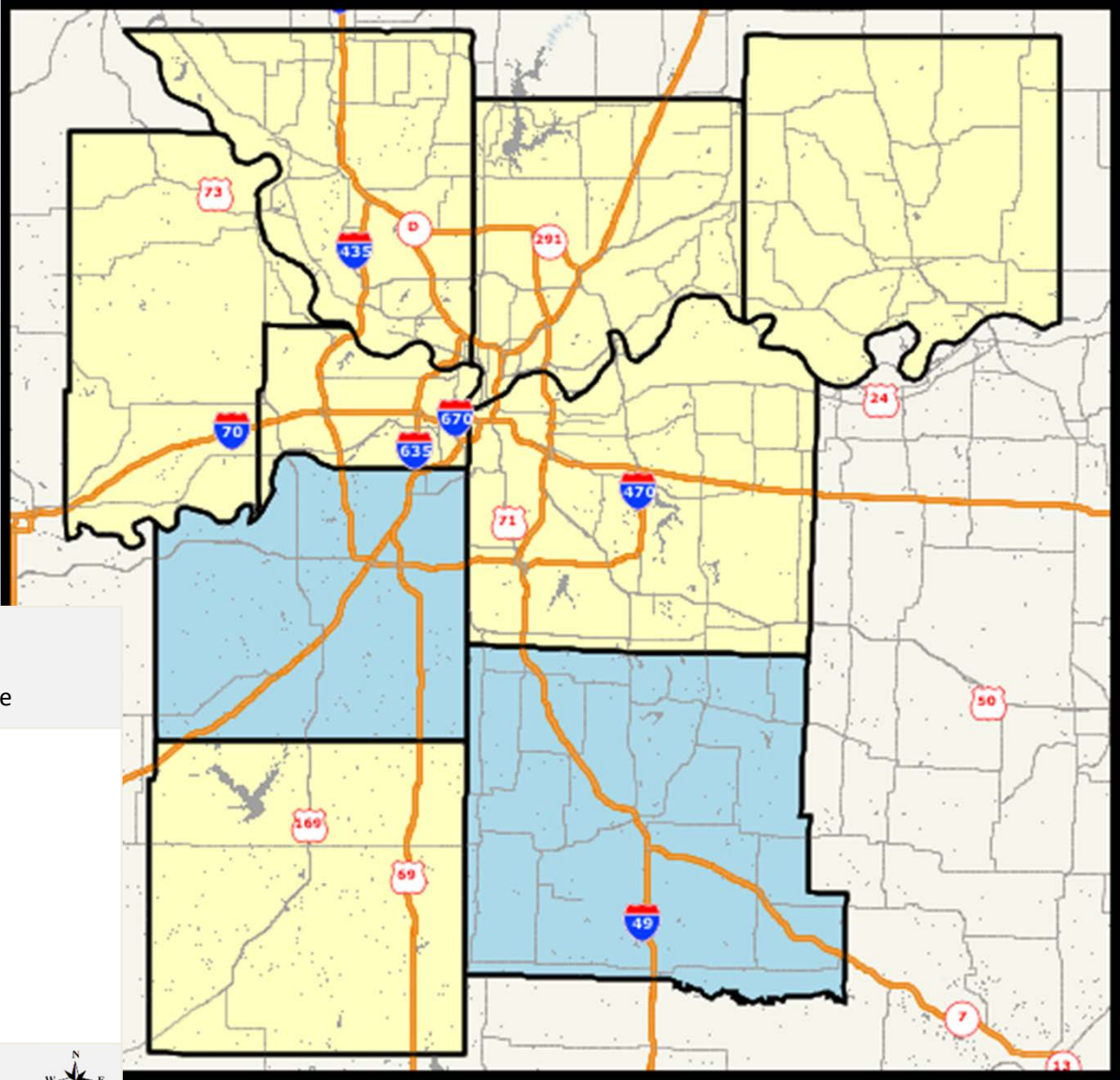
# Q17-4. Level of agreement with I think it is important to improve the quality of water in lakes and streams in my community



**Agreement**  
Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response

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

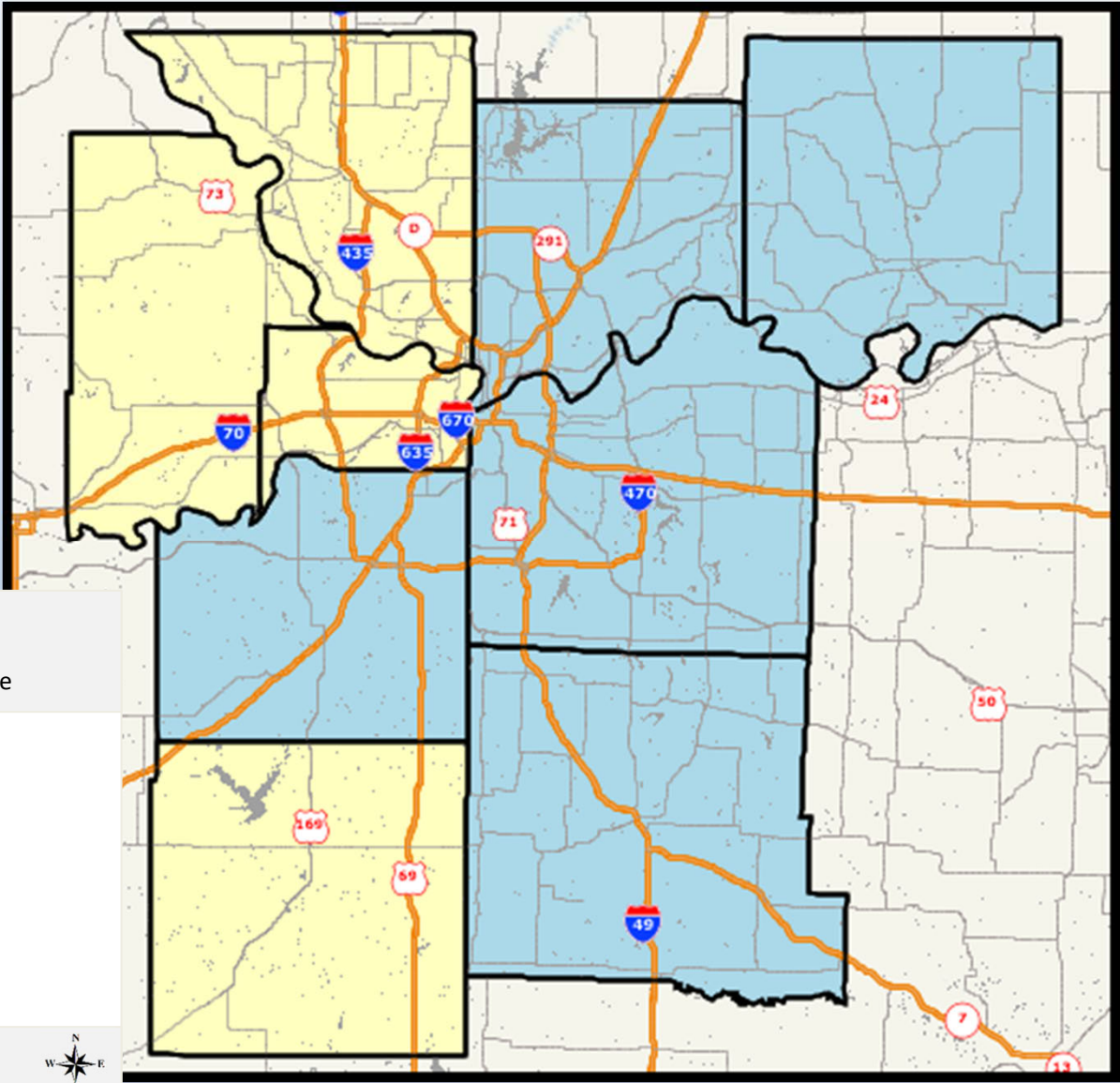


**Agreement**  
Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response



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

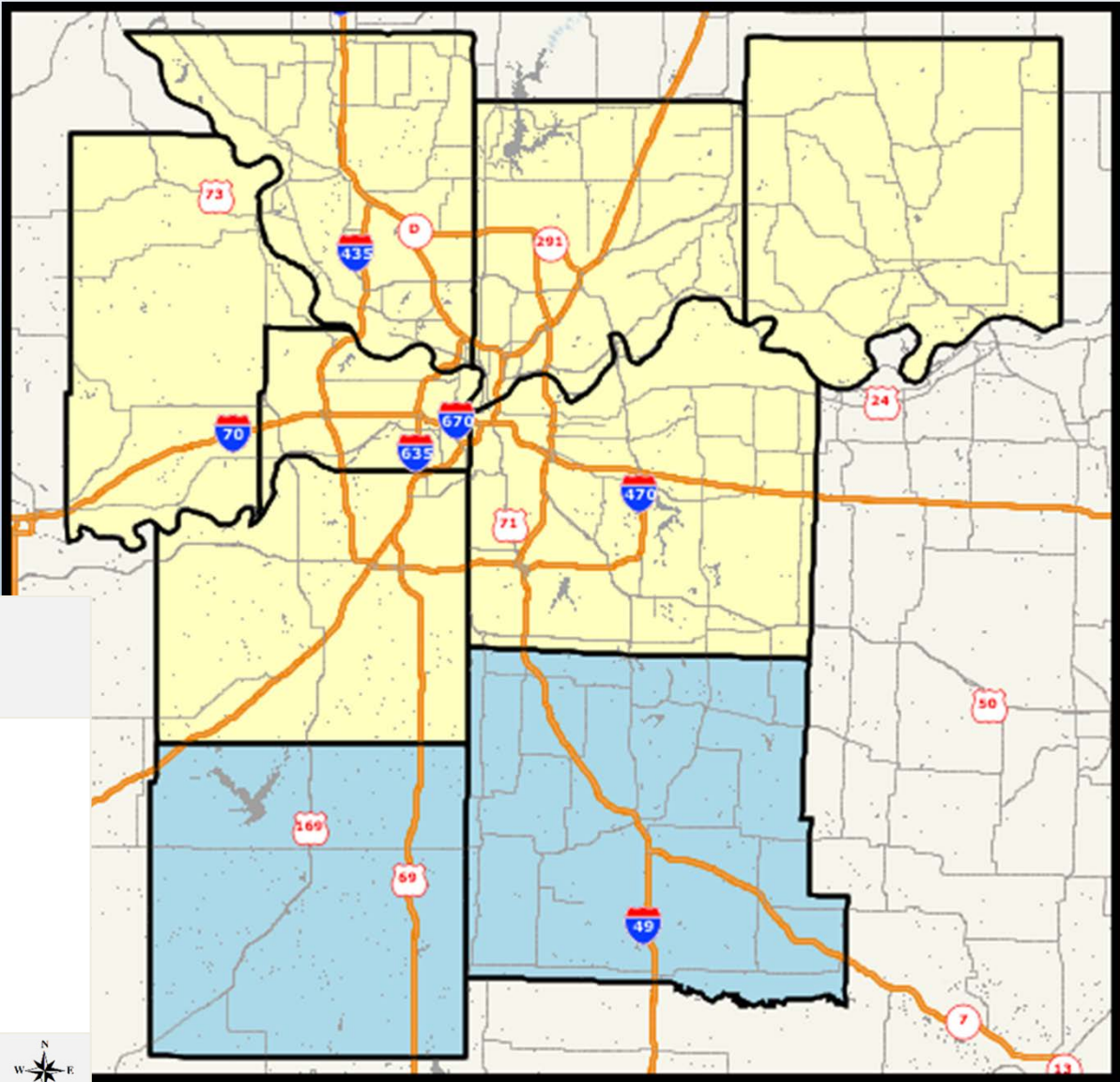


**Agreement**  
Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response

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# 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

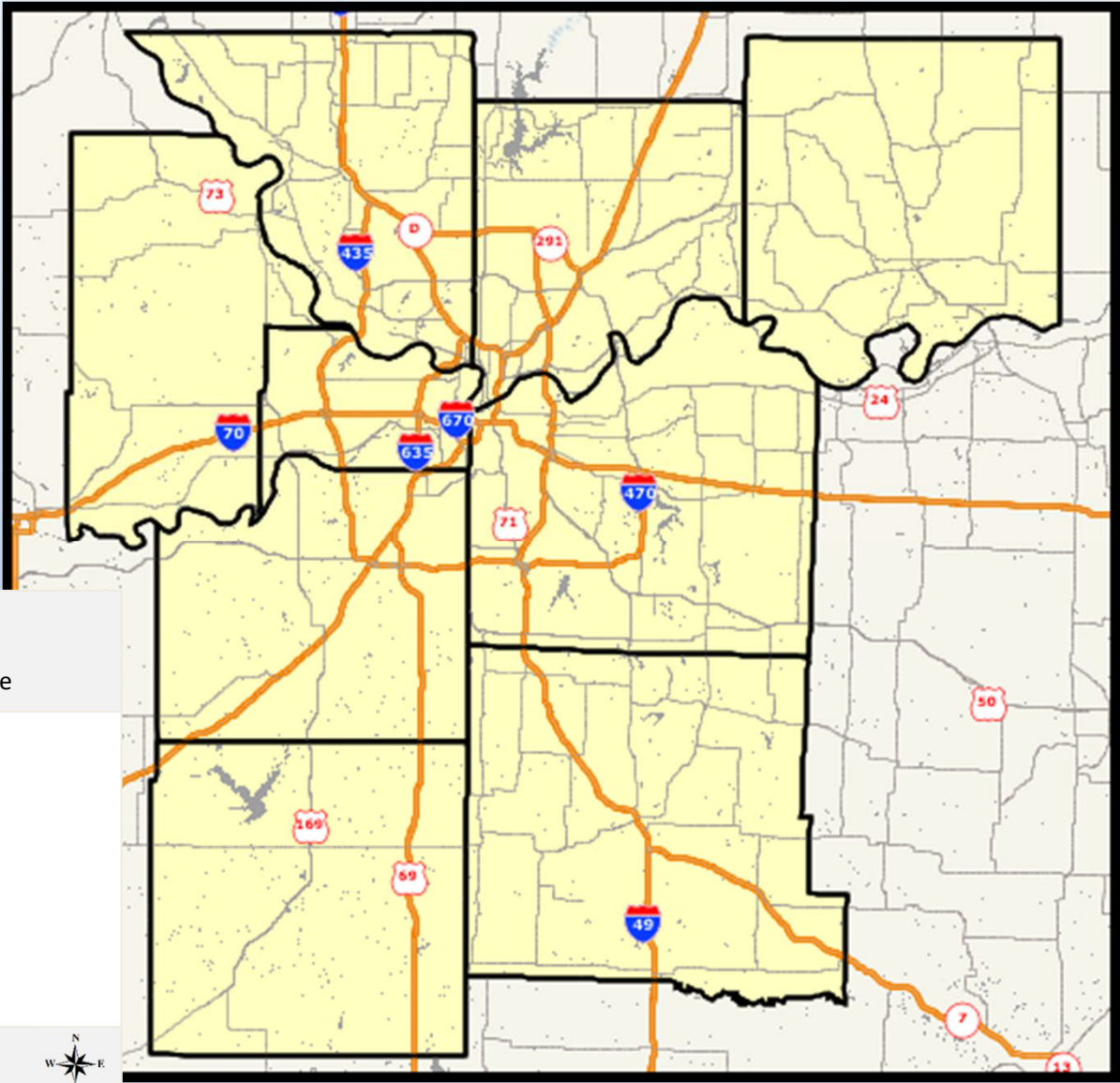
Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response





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



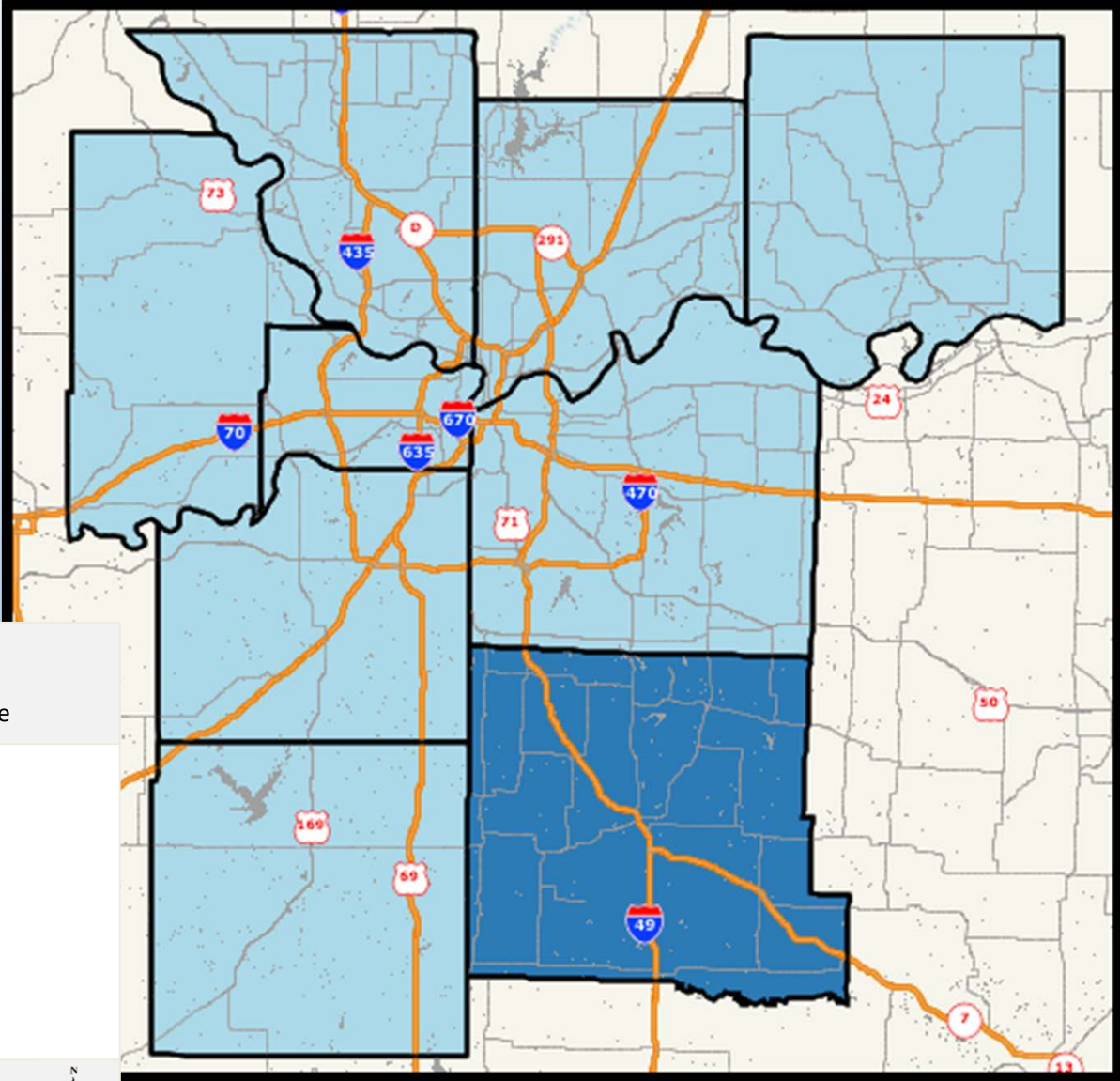
**Agreement**

Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response



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

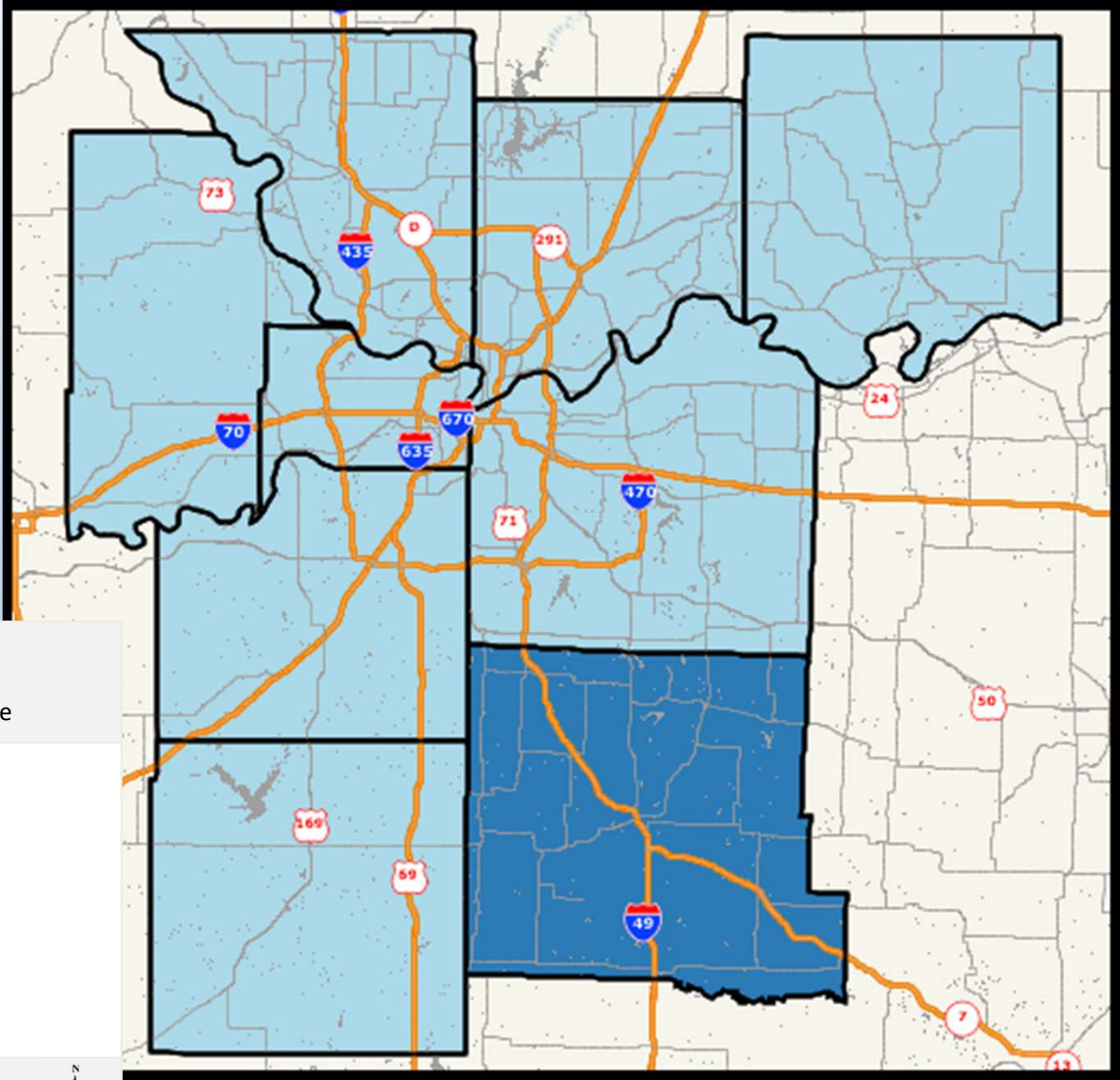


**Agreement**  
Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response



# Q17-10. Level of agreement with I would support my local government allocating resources to improve water quality



### Agreement

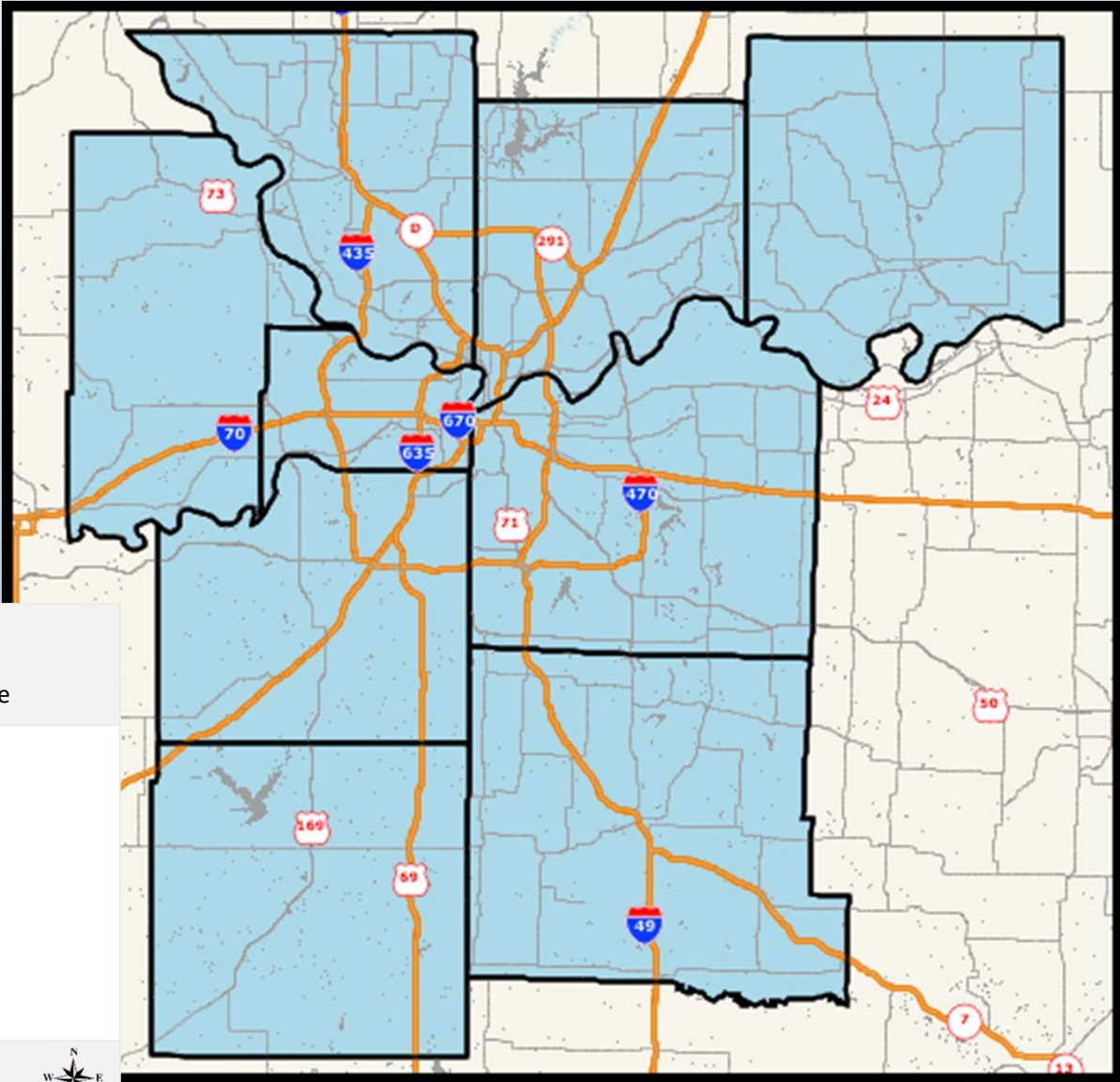
Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response





# Q17-11. Level of agreement with public entities should be doing more to directly implement protection and restoration of urban waterways



### Agreement

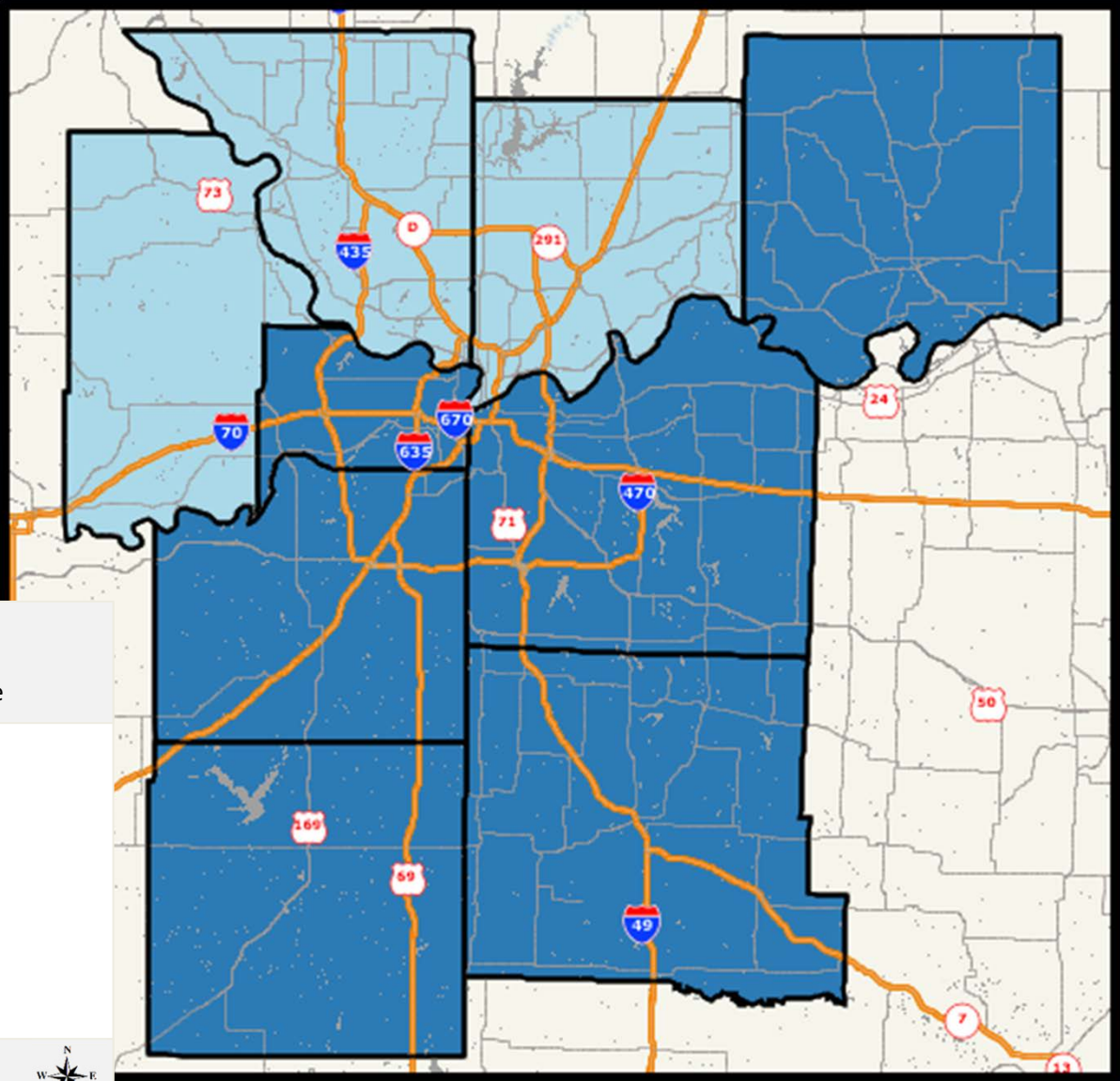
Mean rating on a 5-point scale

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- No Response





# Q21-2. Level of support for: adopt ordinances that require developers to conserve natural areas



### Citizen Support

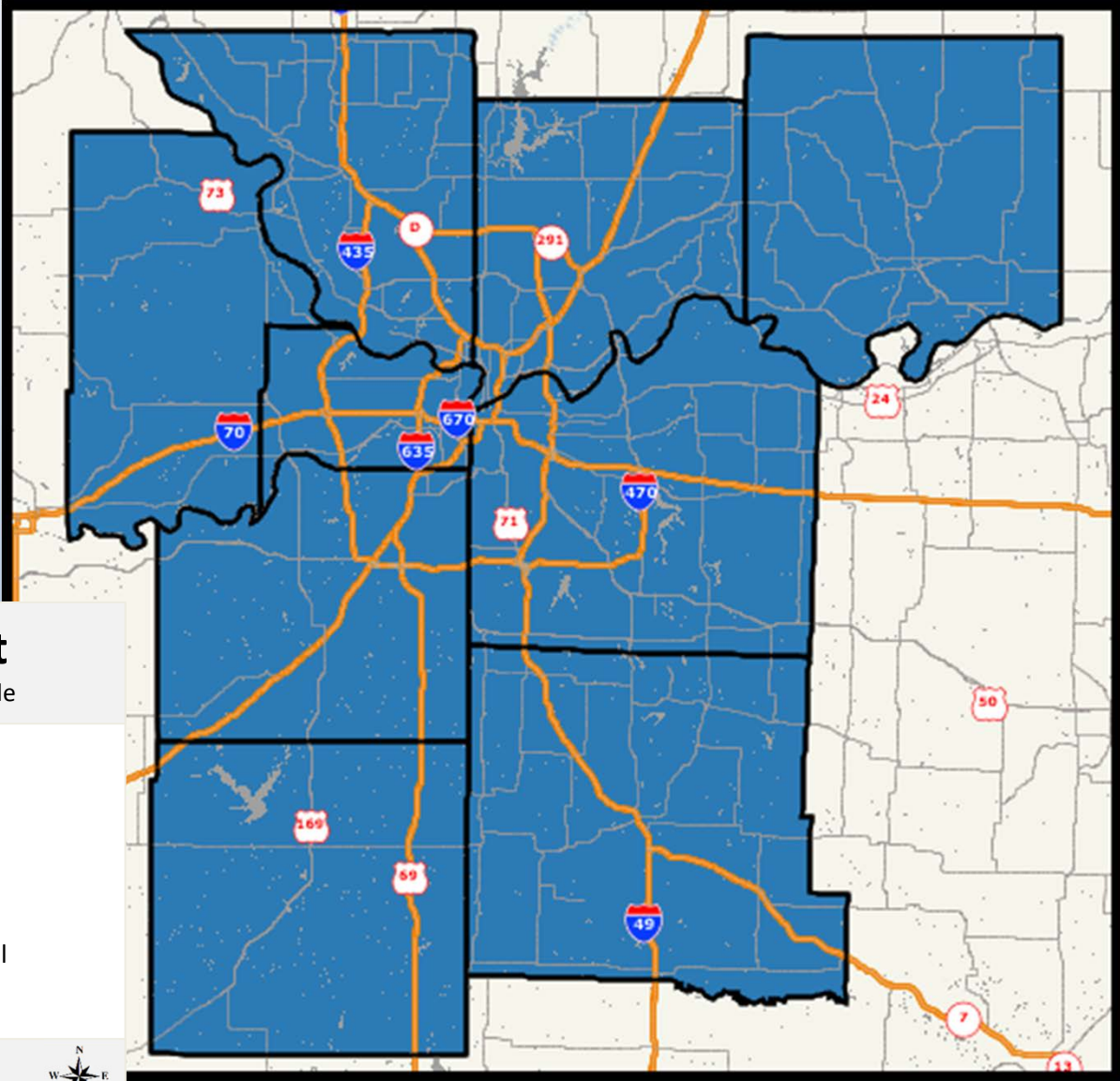
Mean rating on a 5-point scale

- Very Supportive
- Supportive
- Not Sure
- Not Supportive
- Not Supportive at All
- No Response





# Q21-3. Level of support for: adopt ordinances that require developers to preserve trees and open space during the building process



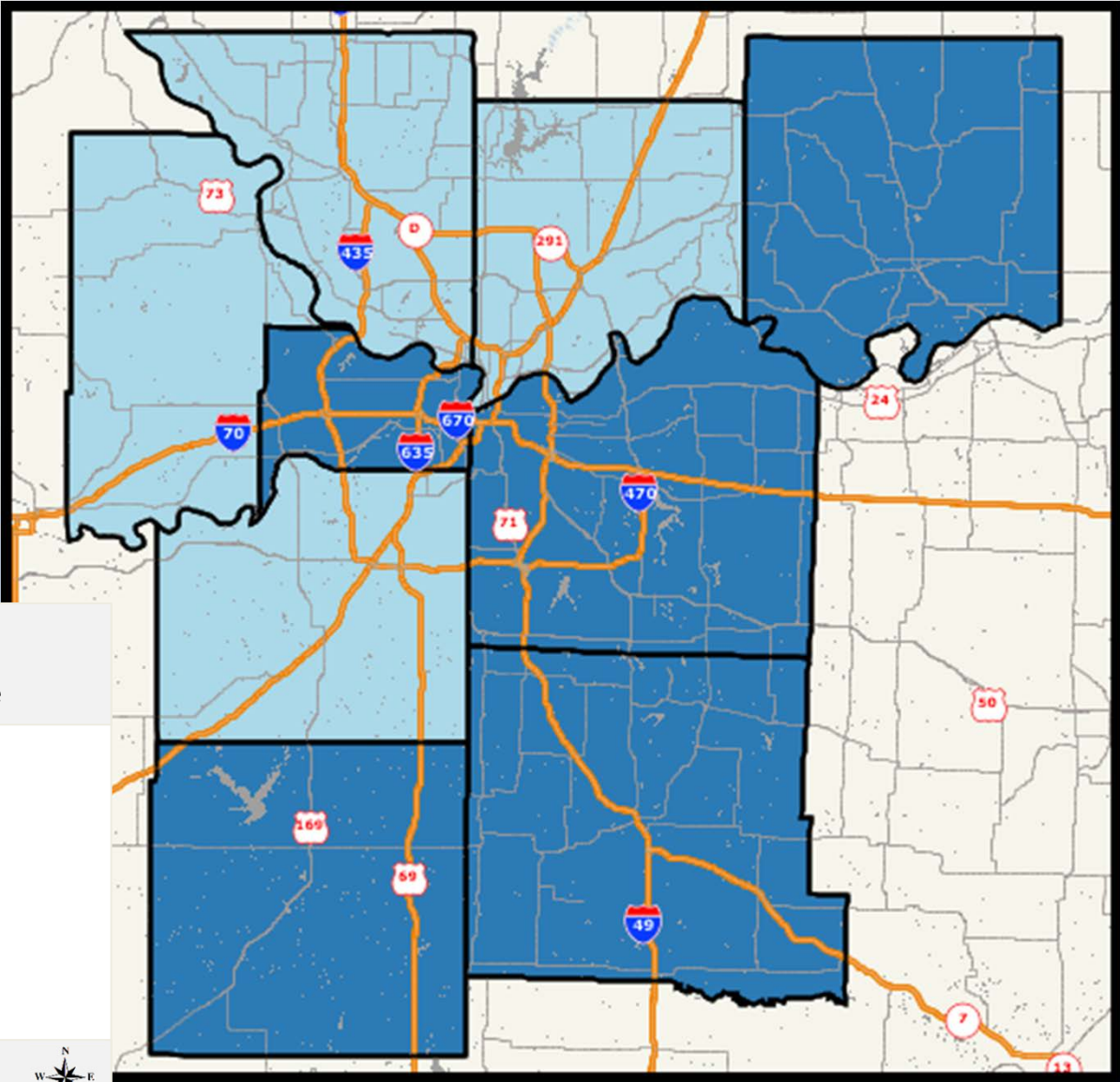
### Citizen Support

Mean rating on a 5-point scale

- Very Supportive
- Supportive
- Not Sure
- Not Supportive
- Not Supportive at All
- No Response



# Q21-4. Level of support for: adopt plans to restore urban waterways



### Citizen Support

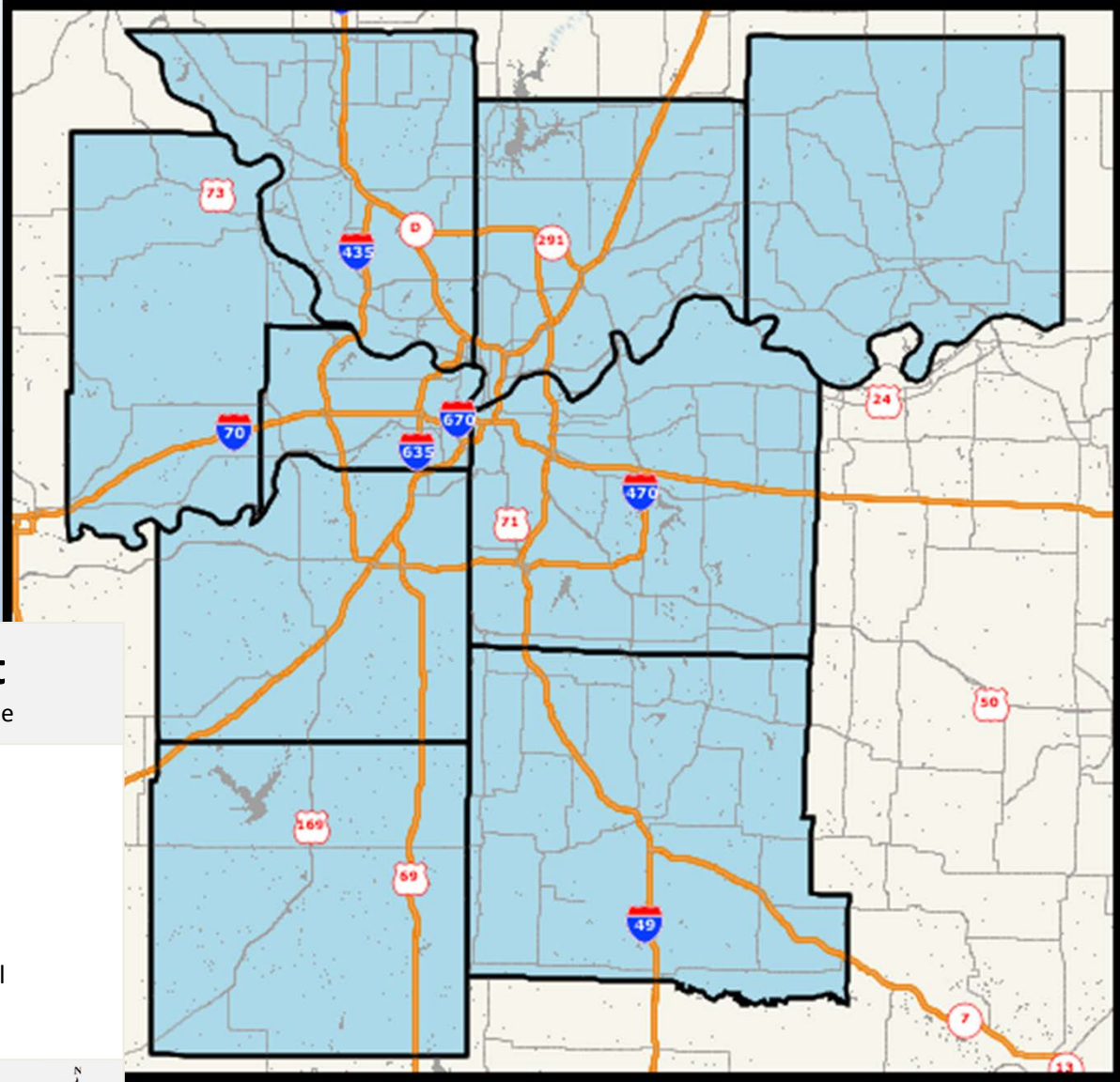
Mean rating on a 5-point scale

- Very Supportive
- Supportive
- Not Sure
- Not Supportive
- Not Supportive at All
- No Response





# Q21-5. Level of support for: fund the restoration of urban waterways



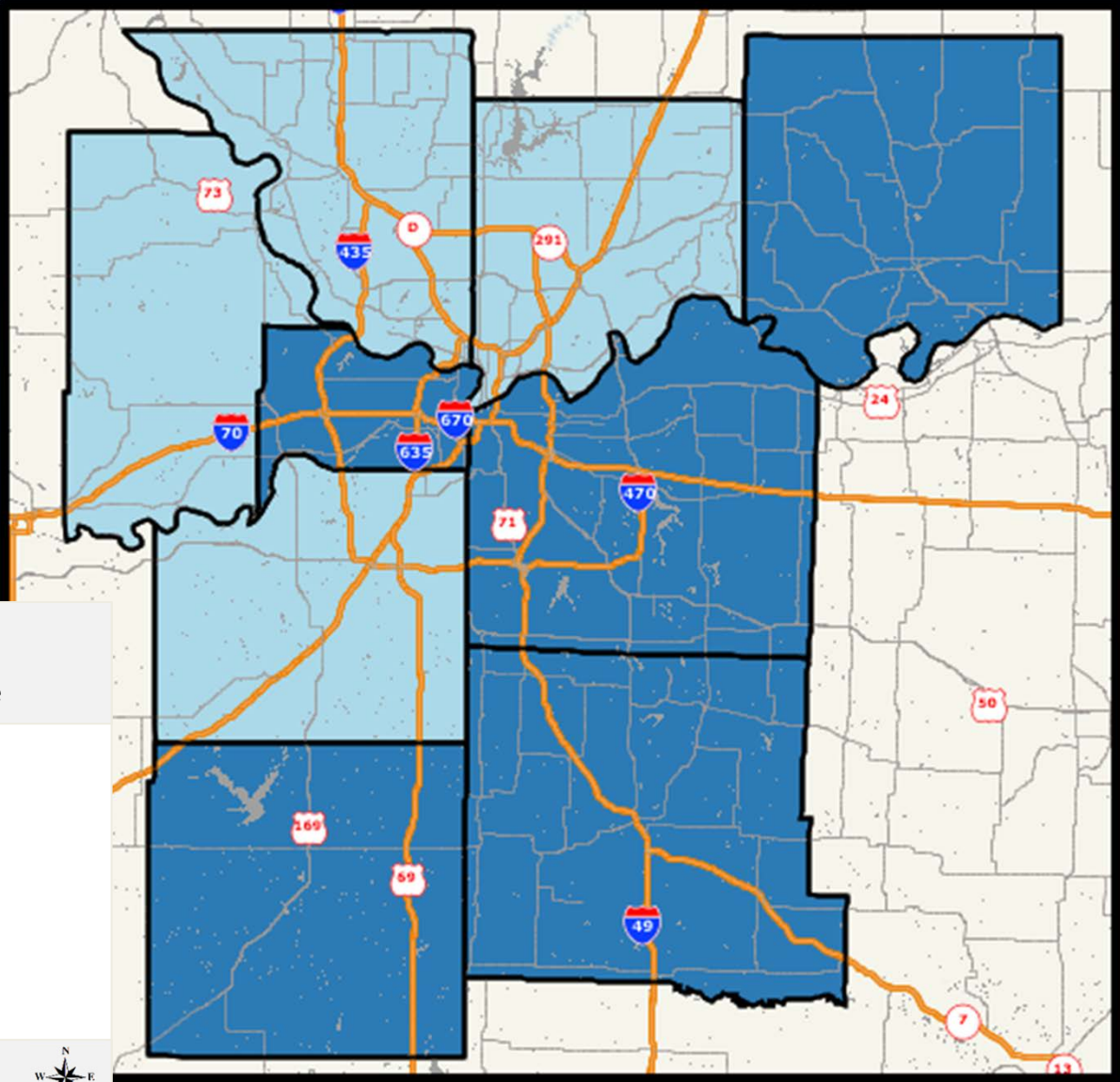
## Citizen Support

Mean rating on a 5-point scale

- Very Supportive
- Supportive
- Not Sure
- Not Supportive
- Not Supportive at All
- No Response



# Q21-6. Level of support for: encourage the development of sustainable practices to minimize negative impacts on waterways in the area



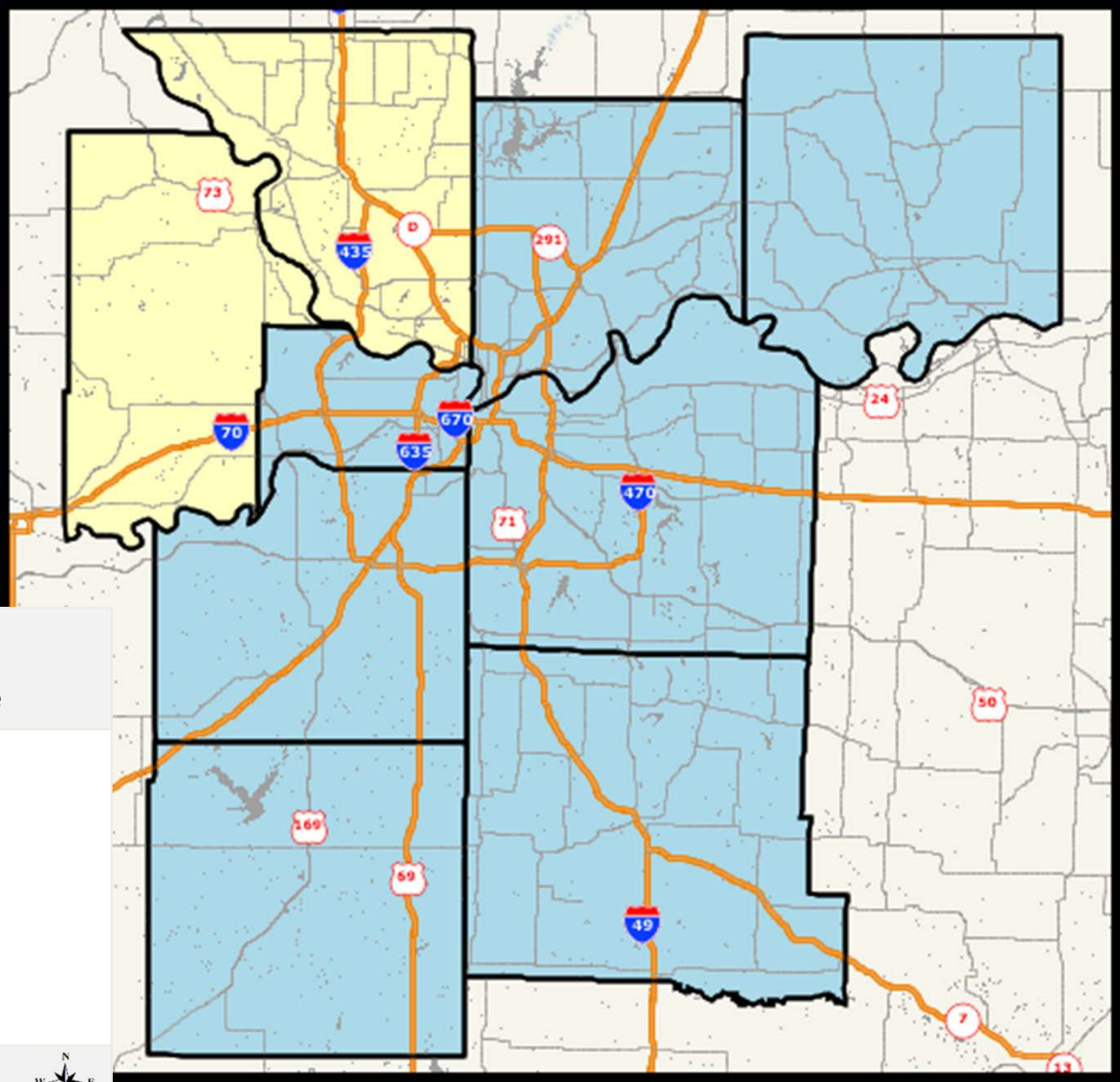
### Citizen Support

Mean rating on a 5-point scale

- Very Supportive
- Supportive
- Not Sure
- Not Supportive
- Not Supportive at All
- No Response



# Q21-7. Level of support for: purchase land along stream corridors



### Citizen Support

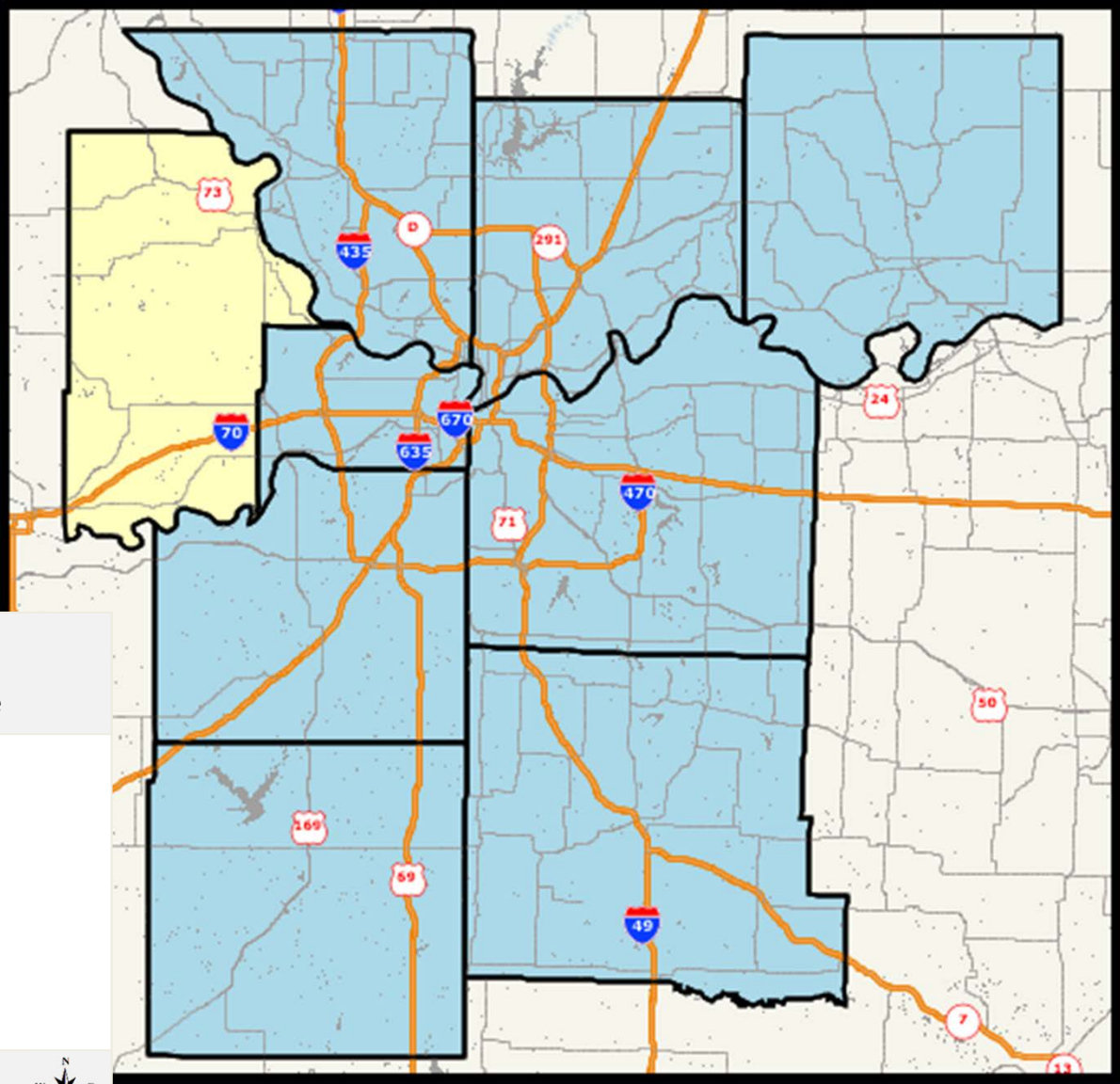
Mean rating on a 5-point scale

- Very Supportive
- Supportive
- Not Sure
- Not Supportive
- Not Supportive at All
- No Response





# Q21-8. Level of support for: fund the restoration of stream corridors



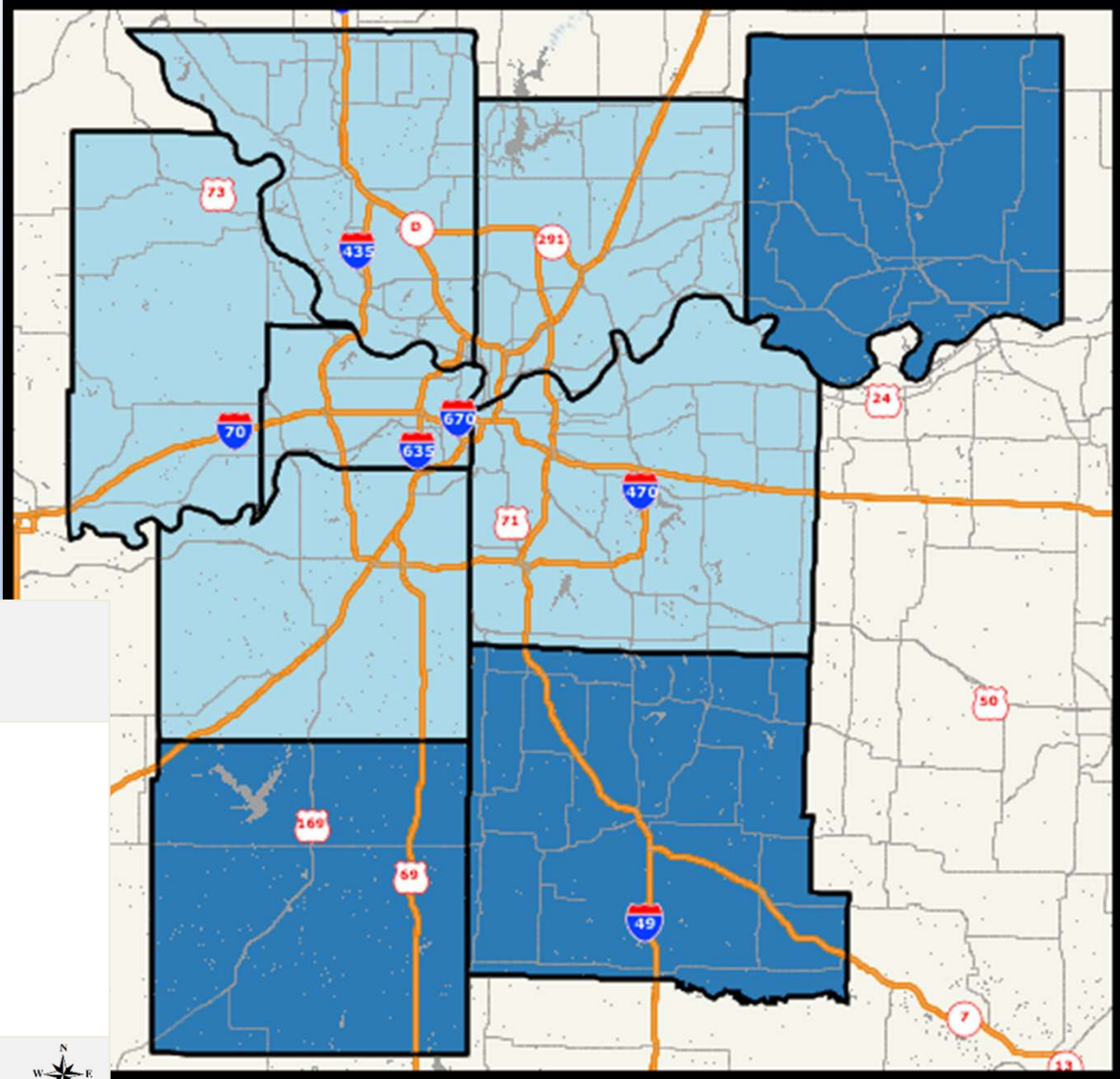
### Citizen Support

Mean rating on a 5-point scale

- Very Supportive
- Supportive
- Not Sure
- Not Supportive
- Not Supportive at All
- No Response



# Q21-9. Level of support for: finding ways to protect water quality from the negative impacts of climate change



### Citizen Support

Mean rating on a 5-point scale

- Very Supportive
- Supportive
- Not Sure
- Not Supportive
- Not Supportive at All
- No Response



## **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=651)

	Very Good	Good	Adequate	Poor	Very Poor	Don't Know
Q1-1. Air quality	17.1%	54.1%	22.3%	4.1%	0.6%	1.8%
Q1-2. Economic development & job creation	6.8%	29.5%	38.1%	15.2%	1.8%	8.6%
Q1-3. Efforts to minimize impacts of flooding	7.7%	26.7%	31.6%	15.8%	2.2%	16.0%
Q1-4. Level of safety from crime in neighborhoods	5.4%	16.7%	30.4%	31.6%	13.4%	2.5%
Q1-5. Local governmental services	6.5%	28.7%	43.3%	13.4%	4.5%	3.7%
Q1-6. Opportunities for health & fitness	17.1%	34.6%	30.3%	11.1%	3.4%	3.7%
Q1-7. Public education (K-12)	13.8%	30.4%	25.8%	16.0%	6.8%	7.2%
Q1-8. Recycling programs	12.9%	29.2%	30.0%	16.4%	7.4%	4.1%
Q1-9. Regional efforts to acquire & protect natural areas	5.5%	25.5%	27.2%	16.1%	3.2%	22.4%
Q1-10. Water quality in lakes, streams, & rivers	6.1%	28.6%	27.0%	16.3%	4.9%	17.1%
Q1-11. Climate resilience	5.5%	18.4%	32.4%	12.9%	3.8%	26.9%

**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=651)

	Very Good	Good	Adequate	Poor	Very Poor
Q1-1. Air quality	17.4%	55.1%	22.7%	4.2%	0.6%
Q1-2. Economic development & job creation	7.4%	32.3%	41.7%	16.6%	2.0%
Q1-3. Efforts to minimize impacts of flooding	9.1%	31.8%	37.7%	18.8%	2.6%
Q1-4. Level of safety from crime in neighborhoods	5.5%	17.2%	31.2%	32.4%	13.7%
Q1-5. Local governmental services	6.7%	29.8%	45.0%	13.9%	4.6%
Q1-6. Opportunities for health & fitness	17.7%	35.9%	31.4%	11.5%	3.5%
Q1-7. Public education (K-12)	14.9%	32.8%	27.8%	17.2%	7.3%
Q1-8. Recycling programs	13.5%	30.4%	31.3%	17.1%	7.7%
Q1-9. Regional efforts to acquire & protect natural areas	7.1%	32.9%	35.0%	20.8%	4.2%
Q1-10. Water quality in lakes, streams, & rivers	7.4%	34.4%	32.6%	19.6%	5.9%
Q1-11. Climate resilience	7.6%	25.2%	44.3%	17.6%	5.3%



**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?**

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Air quality	21	3.2 %
Economic development & job creation	147	22.6 %
Efforts to minimize impacts of flooding	6	0.9 %
Level of safety from crime in neighborhoods	243	37.3 %
Local governmental services	26	4.0 %
Opportunities for health & fitness	5	0.8 %
Public education (K-12)	103	15.8 %
Recycling programs	18	2.8 %
Regional efforts to acquire & protect natural areas	13	2.0 %
Water quality in lakes, streams, & rivers	17	2.6 %
Climate resilience	33	5.1 %
None chosen	19	2.9 %
Total	651	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?**

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Air quality	21	3.2 %
Economic development & job creation	127	19.5 %
Efforts to minimize impacts of flooding	28	4.3 %
Level of safety from crime in neighborhoods	155	23.8 %
Local governmental services	49	7.5 %
Opportunities for health & fitness	16	2.5 %
Public education (K-12)	127	19.5 %
Recycling programs	29	4.5 %
Regional efforts to acquire & protect natural areas	23	3.5 %
Water quality in lakes, streams, & rivers	37	5.7 %
Climate resilience	18	2.8 %
None chosen	21	3.2 %
Total	651	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?**

<u>Q2. 3rd choice</u>	<u>Number</u>	<u>Percent</u>
Air quality	35	5.4 %
Economic development & job creation	88	13.5 %
Efforts to minimize impacts of flooding	39	6.0 %
Level of safety from crime in neighborhoods	67	10.3 %
Local governmental services	72	11.1 %
Opportunities for health & fitness	31	4.8 %
Public education (K-12)	112	17.2 %
Recycling programs	35	5.4 %
Regional efforts to acquire & protect natural areas	27	4.1 %
Water quality in lakes, streams, & rivers	71	10.9 %
Climate resilience	45	6.9 %
None chosen	29	4.5 %
Total	651	100.0 %

**SUM OF THE TOP THREE CHOICES**

**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)**

<u>Q2. Sum of the top three choices</u>	<u>Number</u>	<u>Percent</u>
Air quality	77	11.8 %
Economic development & job creation	362	55.6 %
Efforts to minimize impacts of flooding	73	11.2 %
Level of safety from crime in neighborhoods	465	71.4 %
Local governmental services	147	22.6 %
Opportunities for health & fitness	52	8.0 %
Public education (K-12)	342	52.5 %
Recycling programs	82	12.6 %
Regional efforts to acquire & protect natural areas	63	9.7 %
Water quality in lakes, streams, & rivers	125	19.2 %
Climate resilience	96	14.7 %
None chosen	19	2.9 %
Total	1903	

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

Q3. Is the water in lakes & streams near your home safe for your pets to drink

	Number	Percent
Yes	188	28.9 %
No	217	33.3 %
Don't know	246	37.8 %
Total	651	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 the water in lakes & streams near your home safe for your pets to drink

	Number	Percent
Yes	188	46.4 %
No	217	53.6 %
Total	405	100.0 %

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

Q4. Is the water in lakes & streams near your home safe for children to play in	Number	Percent
Yes	190	29.2 %
No	245	37.6 %
Don't know	216	33.2 %
Total	651	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 the water in lakes & streams near your home safe for children to play in	Number	Percent
Yes	190	43.7 %
No	245	56.3 %
Total	435	100.0 %

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

Q5. How often does the water in lakes & streams near your home smell bad	Number	Percent
All of the time	8	1.2 %
Most of the time	32	4.9 %
Some of the time	138	21.2 %
Seldom or never	262	40.2 %
Don't know	211	32.4 %
Total	651	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 the water in lakes & streams near your home smell bad	Number	Percent
All of the time	8	1.8 %
Most of the time	32	7.3 %
Some of the time	138	31.4 %
Seldom or never	262	59.5 %
Total	440	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	71	10.9 %
Most of the time	130	20.0 %
Some of the time	236	36.3 %
Seldom or never	121	18.6 %
Don't know	93	14.3 %
Total	651	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	71	12.7 %
Most of the time	130	23.3 %
Some of the time	236	42.3 %
Seldom or never	121	21.7 %
Total	558	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	247	37.9 %
Somewhat concerned	298	45.8 %
Not sure	55	8.4 %
Not concerned	51	7.8 %
Total	651	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 the water quality in lakes, streams, rivers, & other waterways in Kansas City area is

	Number	Percent
Getting much better	12	1.8 %
Getting somewhat better	79	12.1 %
Staying about the same	310	47.6 %
Getting somewhat worse	79	12.1 %
Getting much worse	29	4.5 %
Don't know	142	21.8 %
Total	651	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 the water quality in lakes, streams, rivers, & other waterways in Kansas City area is

	Number	Percent
Getting much better	12	2.4 %
Getting somewhat better	79	15.5 %
Staying about the same	310	60.9 %
Getting somewhat worse	79	15.5 %
Getting much worse	29	5.7 %
Total	509	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	20	3.1 %
No	626	96.2 %
Don't know	5	0.8 %
Total	651	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	20	3.1 %
No	626	96.9 %
Total	646	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	3	0.5 %
No	645	99.1 %
Don't know	3	0.5 %
Total	651	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	3	0.5 %
No	645	99.5 %
Total	648	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
No	645	99.1 %
Don't know	6	0.9 %
Total	651	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
No	645	100.0 %
Total	645	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	188	28.9 %
No	204	31.3 %
Don't know	259	39.8 %
Total	651	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	188	48.0 %
No	204	52.0 %
Total	392	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	291	44.7 %
No	129	19.8 %
Don't know	231	35.5 %
Total	651	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	291	69.3 %
No	129	30.7 %
Total	420	100.0 %

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

(N=651)

	Yes	No
Q14-1. Use environmentally friendly products on your lawn	53.8%	46.2%
Q14-2. Pick up trash in your community	58.2%	41.8%
Q14-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	82.5%	17.5%
Q14-4. Manage yard waste (dispose of, or compost)	84.8%	15.2%
Q14-5. Pick up & dispose of your pet's waste	57.0%	43.0%
Q14-6. Report illegal dumping	30.1%	69.9%



**Q14. If you DO NOT currently participate, please indicate how willing you would be to do each of the following.**

(N=576)

	Very Willing	Somewhat Willing	Not Sure	Not Willing
Q14-1. Use environmentally friendly products on your lawn	37.9%	27.6%	30.6%	4.0%
Q14-2. Pick up trash in your community	15.8%	43.4%	30.5%	10.3%
Q14-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	50.0%	24.6%	20.2%	5.3%
Q14-4. Manage yard waste (dispose of, or compost)	34.3%	26.3%	33.3%	6.1%
Q14-5. Pick up & dispose of your pet's waste	24.6%	7.5%	60.7%	7.1%
Q14-6. Report illegal dumping	43.7%	25.5%	27.7%	3.1%

**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	84	12.9 %
No	523	80.3 %
Don't know	44	6.8 %
Total	651	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	84	13.8 %
No	523	86.2 %
Total	607	100.0 %

**Q16. Please indicate how often you do the following.**

(N=651)

	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	0.3%	0.6%	9.5%	16.4%	67.1%	6.0%
Q16-2. Walk or bike along lakes & streams in Kansas City area	10.9%	15.8%	28.7%	19.4%	20.4%	4.8%
Q16-3. Let your children play in creeks or streams near your home	0.2%	1.4%	5.8%	8.4%	39.6%	44.5%
Q16-4. Fish in lakes or streams near your home	0.9%	3.1%	13.5%	14.1%	50.2%	18.1%

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

(N=651)

	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	0.3%	0.7%	10.1%	17.5%	71.4%
Q16-2. Walk or bike along lakes & streams in Kansas City area	11.5%	16.6%	30.2%	20.3%	21.5%
Q16-3. Let your children play in creeks or streams near your home	0.3%	2.5%	10.5%	15.2%	71.5%
Q16-4. Fish in lakes or streams near your home	1.1%	3.8%	16.5%	17.3%	61.4%

**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=651)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Provided
Q17-1. Quality of local streams where I live affects my quality of life	24.3%	42.1%	23.7%	4.6%	2.2%	3.2%
Q17-2. Quality of local streams where I live affects property values	32.4%	44.4%	15.4%	2.8%	1.4%	3.7%
Q17-3. Quality of local streams where I live affects drinking water quality	37.0%	33.8%	15.8%	6.5%	1.7%	5.2%
Q17-4. I think it is important to improve quality of water in lakes & streams in my community	43.3%	43.9%	9.1%	0.5%	0.6%	2.6%
Q17-5. I have confidence in my community's ability to address flooding related problems	11.7%	35.2%	32.7%	13.5%	3.4%	3.5%
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	12.1%	39.6%	27.8%	11.2%	5.7%	3.5%
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	7.1%	33.2%	27.8%	18.0%	10.4%	3.5%
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	6.5%	30.6%	27.8%	18.6%	13.2%	3.4%

**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=651)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Not Provided
Q17-9. I would support my local government working with other cities & counties to improve water quality	29.0%	51.8%	13.7%	1.2%	1.1%	3.2%
Q17-10. I would support my local government allocating resources to improve water quality	23.5%	53.5%	15.7%	2.8%	1.5%	3.1%
Q17-11. Public entities should be doing more to directly implement protection & restoration of urban waterways	25.0%	44.5%	23.3%	1.8%	0.8%	4.5%

**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=651)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q17-1. Quality of local streams where I live affects my quality of life	25.1%	43.5%	24.4%	4.8%	2.2%
Q17-2. Quality of local streams where I live affects property values	33.7%	46.1%	15.9%	2.9%	1.4%
Q17-3. Quality of local streams where I live affects drinking water quality	39.1%	35.7%	16.7%	6.8%	1.8%
Q17-4. I think it is important to improve quality of water in lakes & streams in my community	44.5%	45.1%	9.3%	0.5%	0.6%
Q17-5. I have confidence in my community's ability to address flooding related problems	12.1%	36.5%	33.9%	14.0%	3.5%
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	12.6%	41.1%	28.8%	11.6%	5.9%
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	7.3%	34.4%	28.8%	18.6%	10.8%
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	6.7%	31.6%	28.8%	19.2%	13.7%
Q17-9. I would support my local government working with other cities & counties to improve water quality	30.0%	53.5%	14.1%	1.3%	1.1%
Q17-10. I would support my local government allocating resources to improve water quality	24.2%	55.2%	16.2%	2.9%	1.6%



**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=651)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q17-11. Public entities should be doing more to directly implement protection & restoration of urban waterways	26.2%	46.6%	24.4%	1.9%	0.8%

**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	246	37.8 %
To lakes & streams after receiving some treatment	31	4.8 %
To a wastewater treatment plant	97	14.9 %
Don't know	277	42.5 %
Total	651	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	246	65.8 %
To lakes & streams after receiving some treatment	31	8.3 %
To a wastewater treatment plant	97	25.9 %
Total	374	100.0 %

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

<u>Q19. Compared to two years ago, would you say you</u>	<u>Number</u>	<u>Percent</u>
Are more aware of water quality of lakes & streams in Kansas City area	95	14.6 %
Have about the same level of awareness about water quality issues	489	75.1 %
Are less aware of water quality of lakes & streams in Kansas City area	35	5.4 %
Not applicable (did not live in Kansas City two years ago)	19	2.9 %
Not provided	13	2.0 %
Total	651	100.0 %

**WITHOUT "NOT PROVIDED"****Q19. Compared to two years ago, would you say you... (without "not provided")**

<u>Q19. Compared to two years ago, would you say you</u>	<u>Number</u>	<u>Percent</u>
Are more aware of water quality of lakes & streams in Kansas City area	95	14.9 %
Have about the same level of awareness about water quality issues	489	76.6 %
Are less aware of water quality of lakes & streams in Kansas City area	35	5.5 %
Not applicable (did not live in Kansas City two years ago)	19	3.0 %
Total	638	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 in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes & streams in Kansas City area during past year

	Number	Percent
Yes	100	15.4 %
No	493	75.7 %
Don't know	58	8.9 %
Total	651	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 in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes & streams in

Kansas City area during past year	Number	Percent
Yes	100	16.9 %
No	493	83.1 %
Total	593	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	38	38.0 %
Brochures	16	16.0 %
City or County newsletters	56	56.0 %
Television stories/ads	40	40.0 %
Radio stories/ads	11	11.0 %
Internet	23	23.0 %
Social media	16	16.0 %
Water bill inserts	51	51.0 %
Community event	6	6.0 %
Other	11	11.0 %
Total	268	

**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=651)

	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.)	40.1%	41.5%	13.4%	3.5%	1.5%
Q21-2. Adopt ordinances that require developers to conserve natural areas	46.5%	39.9%	9.5%	2.6%	1.4%
Q21-3. Adopt ordinances that require developers to preserve trees & open space during building process	52.5%	37.5%	7.1%	1.8%	1.1%
Q21-4. Adopt plans to restore urban waterways	36.3%	43.2%	17.7%	2.0%	0.9%
Q21-5. Fund the restoration of urban waterways	26.6%	34.3%	31.5%	3.8%	3.8%
Q21-6. Encourage development of sustainable practices to minimize negative impacts on waterways in the area	40.2%	46.4%	11.4%	1.5%	0.5%
Q21-7. Purchase land along stream corridors	21.2%	27.3%	39.2%	7.8%	4.5%
Q21-8. Fund the restoration of stream corridors	21.8%	35.2%	32.7%	6.0%	4.3%

**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=651)

	Very Supportive	Supportive	Not Sure	Not Supportive	Not Supportive at All
Q21-9. Finding ways to protect water quality from negative impacts of climate change	34.1%	35.5%	20.0%	4.9%	5.5%

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

(N=651)

	Yes	No
Q22-1. Captured rain water in a rain barrel	17.5%	82.5%
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)	60.2%	39.8%
Q22-3. Disconnect downspout from standpipe	16.6%	83.4%
Q22-4. Redirected downspout to vegetated area/retain water on property	51.5%	48.5%
Q22-5. Install permeable pavers or surfaces including sidewalks, driveways, patios	26.6%	73.4%



**Q23. What is your age?**

<u>Q23. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34 years	116	17.8 %
35-44 years	135	20.7 %
45-54 years	112	17.2 %
55-64 years	121	18.6 %
65 years or older	121	18.6 %
Not provided	46	7.1 %
Total	651	100.0 %

**Q24. In which County do you live?**

<u>Q24. In which County do you live</u>	<u>Number</u>	<u>Percent</u>
Clay	79	12.1 %
Jackson	218	33.5 %
Johnson	192	29.5 %
Platte	36	5.5 %
Wyandotte	52	8.0 %
Leavenworth	22	3.4 %
Cass	35	5.4 %
Miami	9	1.4 %
Ray	8	1.2 %
Total	651	100.0 %

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

<u>Q25. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
American Indian/Alaskan Native	15	2.3 %
Black/African American	71	10.9 %
White	523	80.3 %
Asian	25	3.8 %
Native Hawaiian/Pacific Islander	3	0.5 %
<u>Other</u>	<u>15</u>	<u>2.3 %</u>
Total	652	

**Q26. Are you Hispanic or Latino?**

<u>Q26. Are you Hispanic or Latino</u>	<u>Number</u>	<u>Percent</u>
Yes	66	10.1 %
No	582	89.4 %
<u>Not provided</u>	<u>3</u>	<u>0.5 %</u>
Total	651	100.0 %

**Q27. What is your gender?**

<u>Q27. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	308	47.3 %
Female	337	51.8 %
Other	1	0.2 %
<u>Not provided</u>	<u>5</u>	<u>0.8 %</u>
Total	651	100.0 %

**Q28. What is your home zip code?**

<u>Q28. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
66061	24	3.8 %
66062	22	3.4 %
64012	17	2.7 %
66212	17	2.7 %
66109	16	2.5 %
64055	16	2.5 %
64114	16	2.5 %
64131	15	2.3 %
64118	15	2.3 %
64113	15	2.3 %
66216	14	2.2 %
64157	13	2.0 %
64119	13	2.0 %
66209	13	2.0 %
64151	12	1.9 %
66208	12	1.9 %
64152	12	1.9 %
66111	12	1.9 %
66215	11	1.7 %
64111	11	1.7 %
64133	11	1.7 %
64086	11	1.7 %
64109	10	1.6 %
64110	9	1.4 %
66203	9	1.4 %
64052	9	1.4 %
66012	9	1.4 %
64079	8	1.3 %
64112	8	1.3 %
64068	8	1.3 %
64155	8	1.3 %
64057	7	1.1 %
66043	7	1.1 %
64050	7	1.1 %
66205	7	1.1 %
66213	7	1.1 %
66224	6	0.9 %
64138	6	0.9 %
64145	6	0.9 %
64064	6	0.9 %
64081	6	0.9 %
64015	6	0.9 %
64116	6	0.9 %
64082	6	0.9 %
64083	6	0.9 %
66106	6	0.9 %
64024	5	0.8 %
66221	5	0.8 %
64123	5	0.8 %

**Q28. What is your home zip code?**

<u>Q28. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
66223	5	0.8 %
66085	5	0.8 %
64030	5	0.8 %
66227	4	0.6 %
64701	4	0.6 %
66102	4	0.6 %
66202	4	0.6 %
64108	4	0.6 %
66030	4	0.6 %
66048	4	0.6 %
66007	4	0.6 %
66071	3	0.5 %
66101	3	0.5 %
64154	3	0.5 %
66053	3	0.5 %
66018	3	0.5 %
64139	3	0.5 %
66210	3	0.5 %
66207	3	0.5 %
64130	3	0.5 %
64158	3	0.5 %
64134	3	0.5 %
66112	3	0.5 %
66226	2	0.3 %
66219	2	0.3 %
64060	2	0.3 %
64014	2	0.3 %
64084	2	0.3 %
66086	2	0.3 %
66220	2	0.3 %
64746	2	0.3 %
66206	2	0.3 %
64124	2	0.3 %
64106	2	0.3 %
64078	2	0.3 %
64062	2	0.3 %
64058	2	0.3 %
64117	2	0.3 %
64125	2	0.3 %
66083	1	0.2 %
66013	1	0.2 %
66211	1	0.2 %
66103	1	0.2 %
64029	1	0.2 %
64105	1	0.2 %
64161	1	0.2 %
64089	1	0.2 %

**Q28. What is your home zip code?**

<u>Q28. What is your home zip code</u>	<u>Number</u>	<u>Percent</u>
66064	1	0.2 %
64088	1	0.2 %
64156	1	0.2 %
64035	1	0.2 %
64153	1	0.2 %
64127	1	0.2 %
64132	1	0.2 %
66204	1	0.2 %
64075	1	0.2 %
64085	1	0.2 %
64056	1	0.2 %
Total	640	100.0 %

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

<u>Q29. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	79	12.1 %
\$25K to \$49,999	86	13.2 %
\$50K to \$74,999	121	18.6 %
\$75K to \$99,999	103	15.8 %
\$100K to \$124,999	74	11.4 %
\$125K+	65	10.0 %
<u>Not provided</u>	<u>123</u>	<u>18.9 %</u>
Total	651	100.0 %

## **Section 4**

# **Survey Instrument**

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600 Broadway, Suite 200  
Kansas City, Missouri 64105-1659

816-474-4240  
816-421-7758 FAX  
www.marc.org



November 2020

Dear Kansas City Area Resident:

As part of a regional environmental program, local governments, non-profits and other organizations are working together to educate area residents about environmental issues and to encourage people to make lifestyle choices that can contribute to protecting and conserving our natural resources.

To make these efforts more successful, the Mid-America Regional Council solicits input from community residents on a wide range of issues related to environment. **Please help us by taking a few minutes to complete the enclosed survey. Your completed survey enters you into a random drawing to win a \$100 gift card.**

**You may return your survey in the enclosed postage paid return-reply envelope to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.**

If you have questions, please feel free to call me at 816-701-8352.

Thanks for your help!

Sincerely,

Tom Jacobs  
Director, Environmental Programs

## 2020 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 Synthia Isah at 816-701-8231 or email [sisah@marc.org](mailto:sisah@marc.org). Thank you for your participation. If you prefer, you can take the survey online at [marcwatersurvey.org](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



**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
- (02) Brochures
- (03) City or county newsletters
- (04) Television stories/ads
- (05) Radio stories/ads
- (06) Internet
- (07) Watershed festival
- (08) Social media
- (09) Water bill inserts
- (10) Community Event
- (11) Other: \_\_\_\_\_

**Support for Initiatives**

**21. Using a scale of 1 to 5, where 5 means "Very Supportive" and 1 means "Not Supportive at All," please rate 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
9.	Finding ways to protect water quality from the negative impacts of climate change	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

**23. What is your age?** \_\_\_\_\_ years

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

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

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

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

26. **Are you Hispanic or Latino?**    \_\_\_(1) Yes    \_\_\_(2) No
27. **What is your gender?**    \_\_\_(1) Male    \_\_\_(2) Female    \_\_\_(3) Other: \_\_\_\_\_
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.