2022 Community

Planning Survey

for the Mid-America Regional Council

Findings Report

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2022

ETC INSTITUTE

Contents

<u>Executive Summary</u>

# MARC 2022 Community Planning Survey
Executive Summary

Purpose

The Mid-America Regional Council (MARC) conducted its ninth 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 first survey was conducted in 2003.

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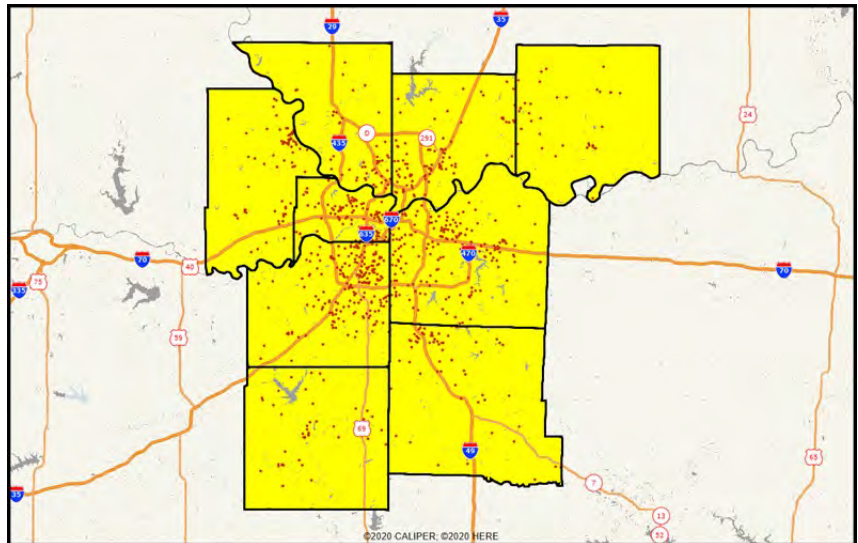
Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the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

A total of 843 residents completed the survey. The overall results have a 95% level of confidence with a precision of at least +/-3.4%. The distribution of respondents by county was as follows: 33.7% Jackson, 29.2% Johnson (Kansas), 11.7% Clay, 7.7% Wyandotte, 5.6% Cass, 5.2% Platte, 4% Leavenworth, 1.4% Miami, and 1.4% Ray.

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Major Findings

The following pages highlight the major findings of the 2022 survey results and any significant changes from the surveys conducted between 2003 and 2020.

- **Top Priorities.** The most important issues to residents, based on the sum of respondents' top three choices, were: safety from crime in neighborhoods (71%), K-12 public education (53%), and economic development and job creation (49%).

- **Concerns About Water Quality.** Eighty-seven percent (87%) of residents were concerned about the pollution in lakes, streams, and other waterways in the Kansas City area (a 3% increase from 2020); 9% were not concerned and 4% were not sure.

- **Perceived Changes in Water Quality.** Sixteen percent (16%) of those surveyed felt the quality of water in lakes, streams, and other waterways was getting somewhat or much better (a 2% increase from 2020); 49% thought it was staying the same, 22% felt it was getting somewhat or much worse, and 13% did not have an opinion.

- **Knowledge of Water Quality Issues.** The following are several key findings related to respondents' knowledge of water quality issues:

  o Forty-one percent (41%) of those surveyed did not know where stormwater goes after it enters storm drains in their community; 37% thought stormwater went directly to lakes and streams without treatment, 8% thought stormwater went to lakes and streams after receiving some treatment, and 15% thought stormwater went to a wastewater treatment plant.

  o Nineteen percent (19%) of those surveyed felt their level of awareness of water quality issues had improved during the previous two years; 69% of residents felt they had the same level of awareness, 6% felt they were less aware, 4% indicated this question was not applicable because they had not lived in the Kansas City area for two years, and 3% did not provide a response.

  o Fourteen percent (14%) 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, 39% indicated it was through television stories/ads, 39% indicated it was through the internet, 38% said it was through newspapers/magazines/other print media, and 37% said it was through City or County newsletters.

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- **Current Level of Participation in Various Activities to Help Protect the Environment.** Eighty-seven percent (87%) of those surveyed indicated they manage yard waste, 85% indicated they take household hazardous waste to disposal facilities, 69% use environmentally friendly products on their lawn, 69% pick up trash in their community, and 61% pick up or dispose of their pet's waste. The activity that respondents indicated they participated in least was reporting illegal dumping (41%).

- **Willingness to Participate in Various Activities to Help Protect the Environment.** Eighty-two percent (82%) of residents surveyed who did not currently take household hazardous waste to disposal facilities indicated that they would be willing to do so, and 81% 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-one percent (61%) of residents surveyed said that they had placed flower beds or landscaping to absorb rain runoff from their property, and 47% redirected downspouts to vegetated area or retained water on property.

- **Support for Adopting Various Ordinances to Protect Streams and Wildlife Habitat.** The ordinances that residents were most supportive of included requiring the inclusion of native trees and plants in routine civic landscape design for things like medians and rights of way (84%), adopting rigorous storm drainage standards for new development to reduce flood risks, protect water quality and conserve natural resources (81%), and increasing setback distances from natural stream systems for fences and buildings (71%).

- **Level of Agreement with Statements About Water Quality.** Ninety-two percent (92%) of residents agree that it is important to improve the quality of water in lakes and streams in their community; 82% would support local government working with other cities and counties to improve water quality, and 81% feel the quality of local streams affects property values.

Other Findings

- Forty-nine percent (49%) 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; 18% felt there was nothing they could do, and 33% did not know.

- Thirty-two percent (32%) 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 36% did not know. Twenty-eight percent (28%) of residents thought the water in lakes and streams near their home was safe for children to play in; 41% did not think it was safe, and 31% did not know.

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Trends

The following areas have shown significant changes (+/-4% or more) since 2020:

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:
    - Water quality in lakes, streams, and rivers (+8%)
    - Regional efforts to acquire and protect natural areas (+8%)

- 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 (+4%).

- Percentage of respondents who "strongly agree" or "agree" with the following:
    - public entities should be doing more to directly implement protection and restoration of urban waterways (+6%).
    - I have confidence in my community's ability to address flooding related problems (+4%)

- Percentage of respondents who have used the following as sources of information about water quality in the Kansas City area during the past year:
    - social media (+17%)
    - the internet (+16%)
    - community event (+14%)
    - brochures (+12%)

Significant Decreases

- Percentage of respondents who thought economic development and job creation should be a top priority for the Metropolitan Kansas City area over the next five years, based on surveyed residents' top three choices (-7%).

- Percentage of respondents who "strongly agree" or "agree" with the following:
    - Quality of local streams affects quality of life (-5%)
    - I would be willing to pay more for a property in a community that focuses on protecting water quality (-7%)
    - 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 (-7%)
    - I would be willing to pay more in utilities to improve the quality of water in lakes and streams (-10%)

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- 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 (-18%)
    - City or County newsletters (-19%)

- Percentage of respondents who did the following to manage how and when rain leaves their property:
    - disconnected downspout from standpipe (-4%).
    - redirected downspout to vegetated area/retain water (-5%)
    - installed permeable pavers or surfaces including sidewalks, driveways, and patios (-5%)
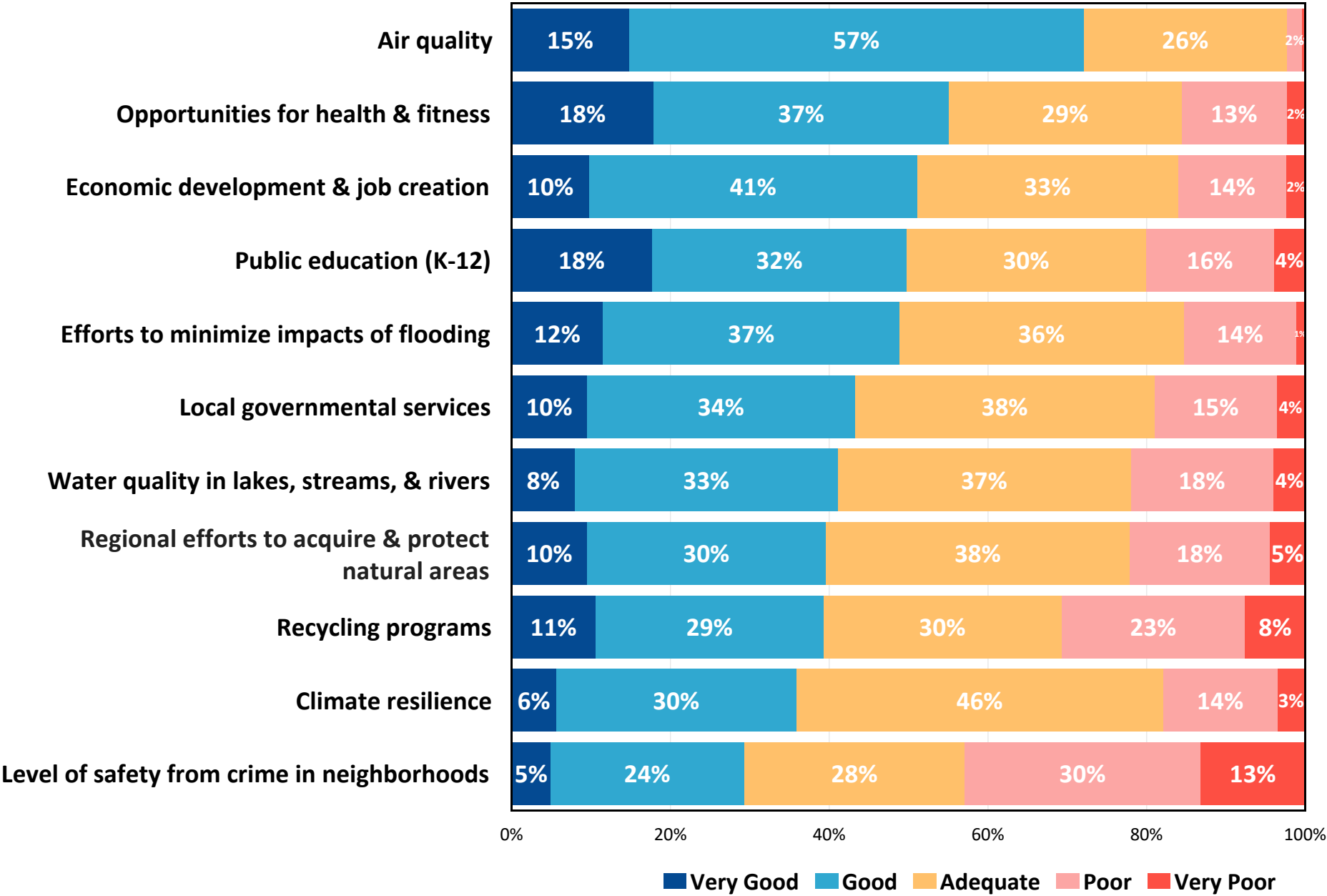
Section 1
Charts and Graphs:
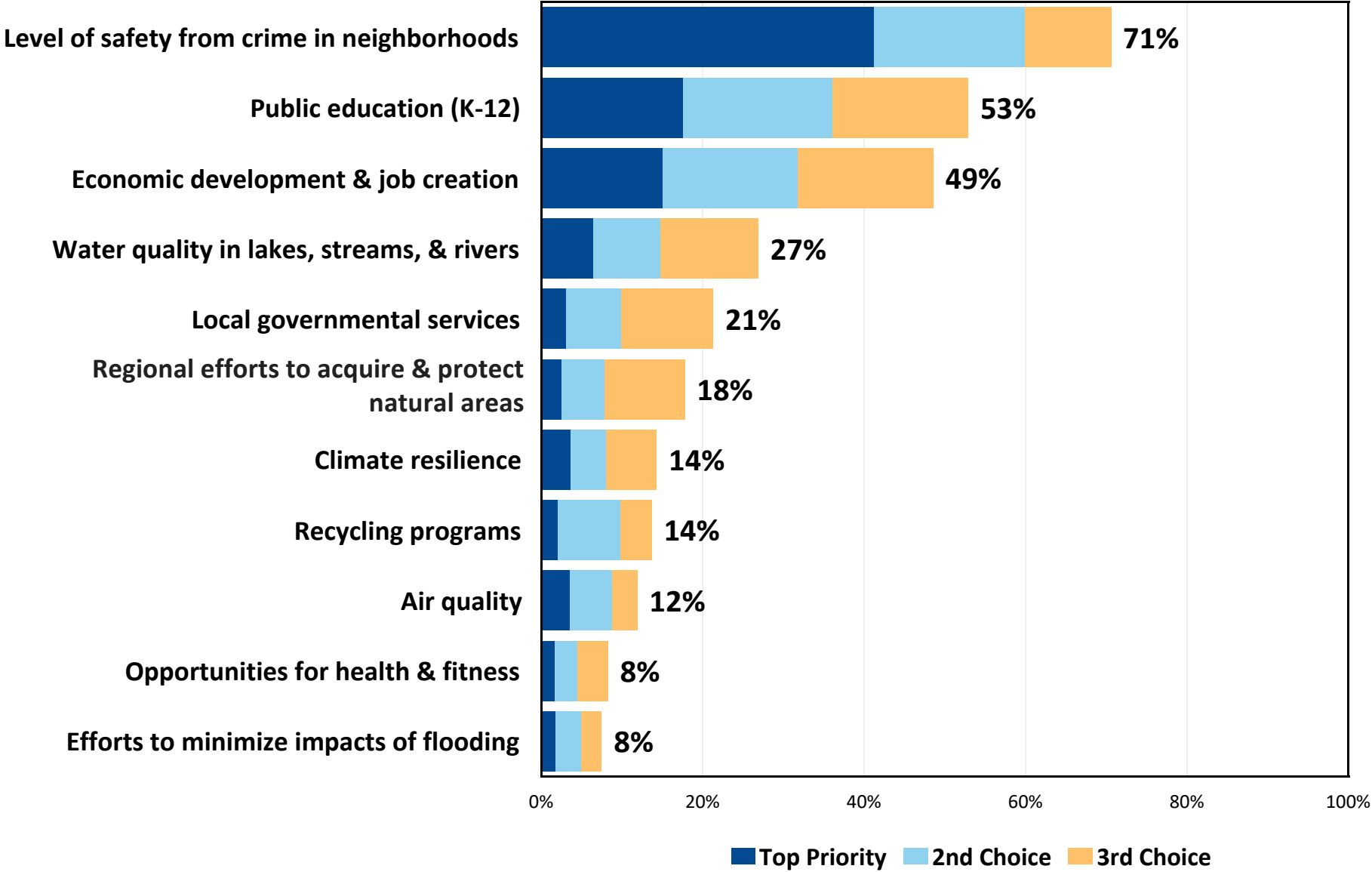# Overall Results and Trends

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")

	Very Good	Good	Adequate	Poor	Very Poor
Air quality	15%	57%	26%		2%
Opportunities for health & fitness	18%	37%	29%	13%	2%
Economic development & job creation	10%	41%	33%	14%	2%
Public education (K-12)	18%	32%	30%	16%	4%
Efforts to minimize impacts of flooding	12%	37%	36%	14%	1%
Local governmental services	10%	34%	38%	15%	4%
Water quality in lakes, streams, & rivers	8%	33%	37%	18%	4%
Regional efforts to acquire & protect natural areas	10%	30%	38%	18%	5%
Recycling programs	11%	29%	30%	23%	8%
Climate resilience	6%	30%	46%	14%	3%
Level of safety from crime in neighborhoods	5%	24%	28%	30%	13%

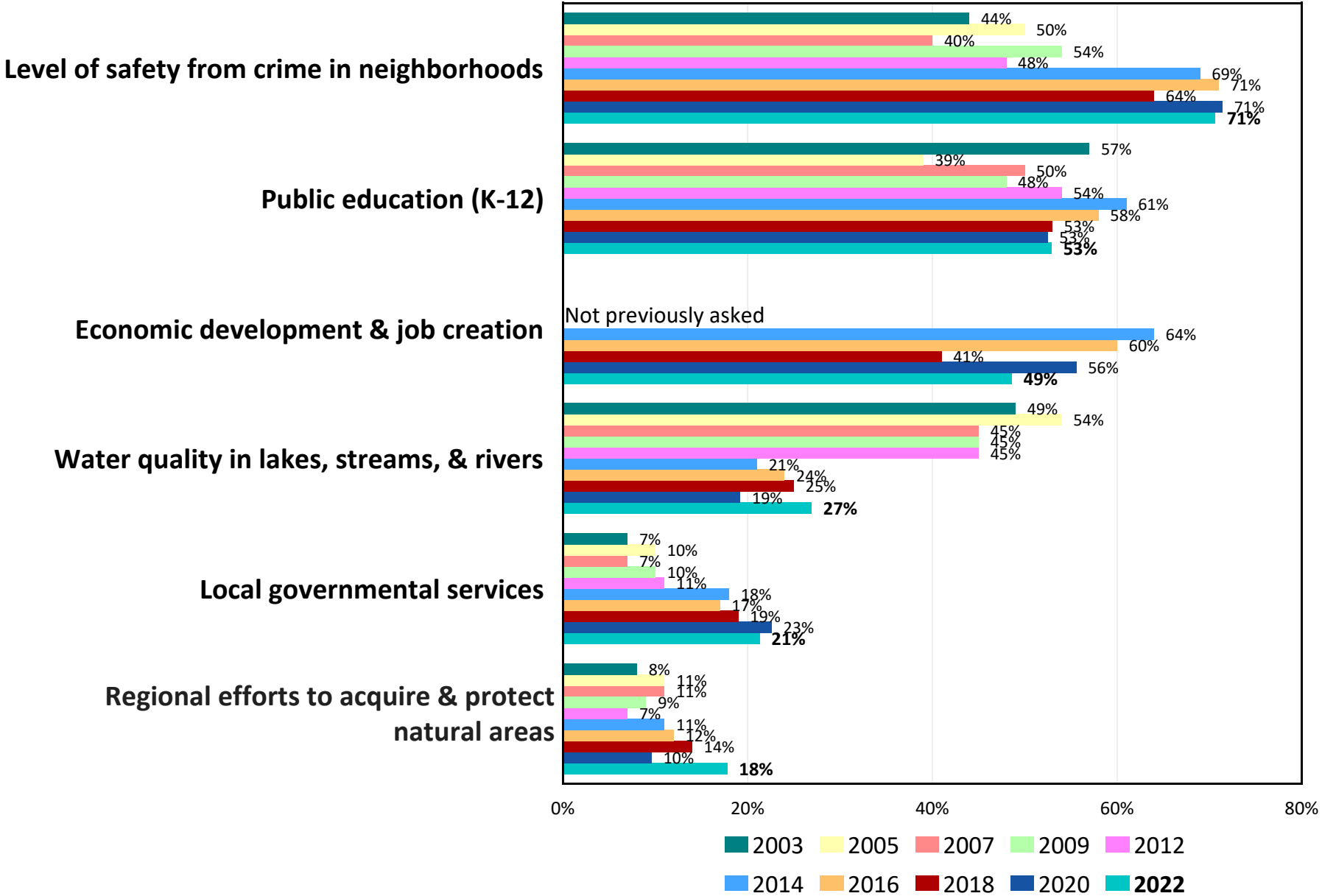■ Very Good ■ Good ■ Adequate ■ Poor ■ Very Poor

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

Issue	Percentage
Level of safety from crime in neighborhoods	71%
Public education (K-12)	53%
Economic development & job creation	49%
Water quality in lakes, streams, & rivers	27%
Local governmental services	21%
Regional efforts to acquire & protect natural areas	18%
Climate resilience	14%
Recycling programs	14%
Air quality	12%
Opportunities for health & fitness	8%
Efforts to minimize impacts of flooding	8%

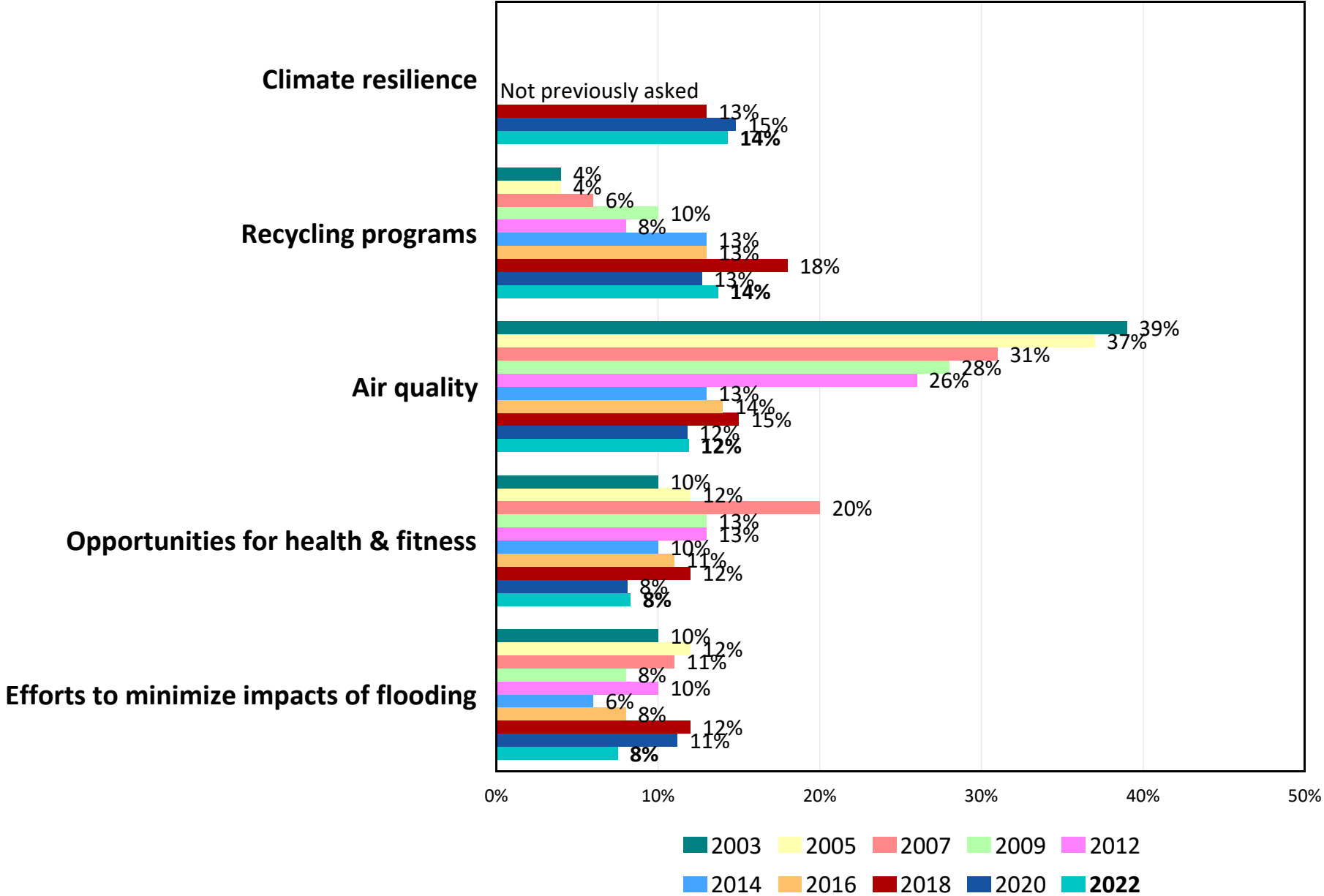Legend: ■ Top Priority ■ 2nd Choice ■ 3rd Choice

Trends: Q2. The Priorities Residents Place on Regional Issues in the Kansas City Area 2003 to 2022

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

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

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

Economic development & job creation
- Not previously asked
- 64%
- 60%
- 41%
- 56%
- **49%**

Water quality in lakes, streams, & rivers
- 49%
- 54%
- 45%
- 45%
- 45%
- 21%
- 24%
- 25%
- 19%
- **27%**

Local governmental services
- 7%
- 10%
- 7%
- 10%
- 11%
- 18%
- 17%
- 19%
- 23%
- **21%**

Regional efforts to acquire & protect natural areas
- 8%
- 11%
- 11%
- 9%
- 7%
- 11%
- 12%
- 14%
- 10%
- **18%**

0%   20%   40%   60%   80%

Legend: 2003 | 2005 | 2007 | 2009 | 2012 | 2014 | 2016 | 2018 | 2020 | **2022**

Trends: Q2. The Priorities Residents Place on Regional Issues in the Kansas City Area 2003 to 2022

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

Climate resilience
Not previously asked
13%
15%
14%

Recycling programs
4%
4%
6%
10%
8%
13%
13%
18%
13%
14%

Air quality
39%
37%
31%
28%
26%
13%
14%
15%
12%
12%

Opportunities for health & fitness
10%
12%
20%
13%
10%
11%
12%
8%
8%

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

0%   10%   20%   30%   40%   50%

■ 2003   ■ 2005   ■ 2007   ■ 2009   ■ 2012
■ 2014   ■ 2016   ■ 2018   ■ 2020   ■ **2022**

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** (32%)
- **No** (33%)
- **Don't know** (36%)
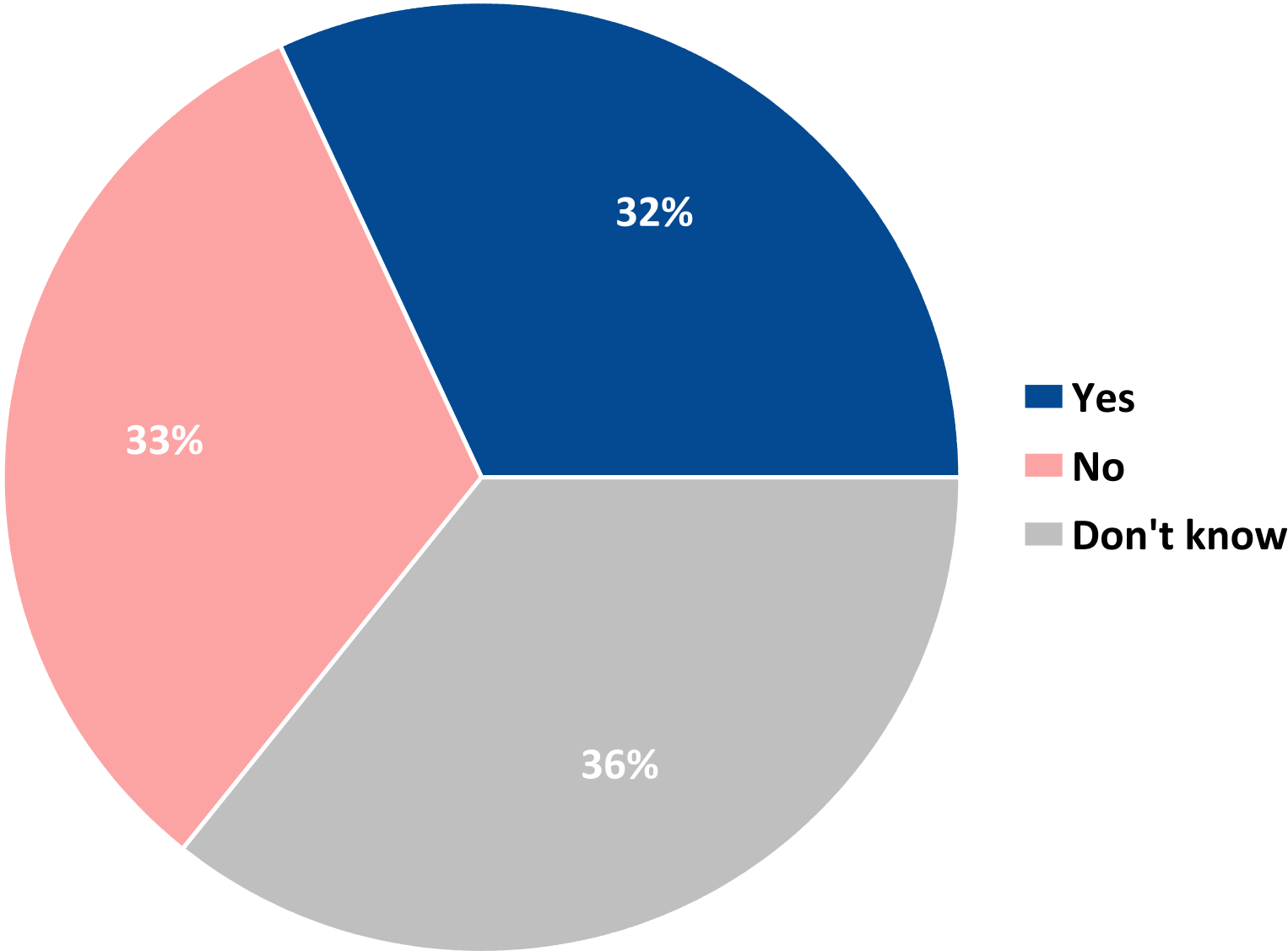
Q4. Do you think the water in lakes and streams near your home is safe for children to play in?

by percentage of respondents

- **Yes**
- **No**
- **Don't know**

Yes: **28%**
No: **41%**
Don't know: **31%**
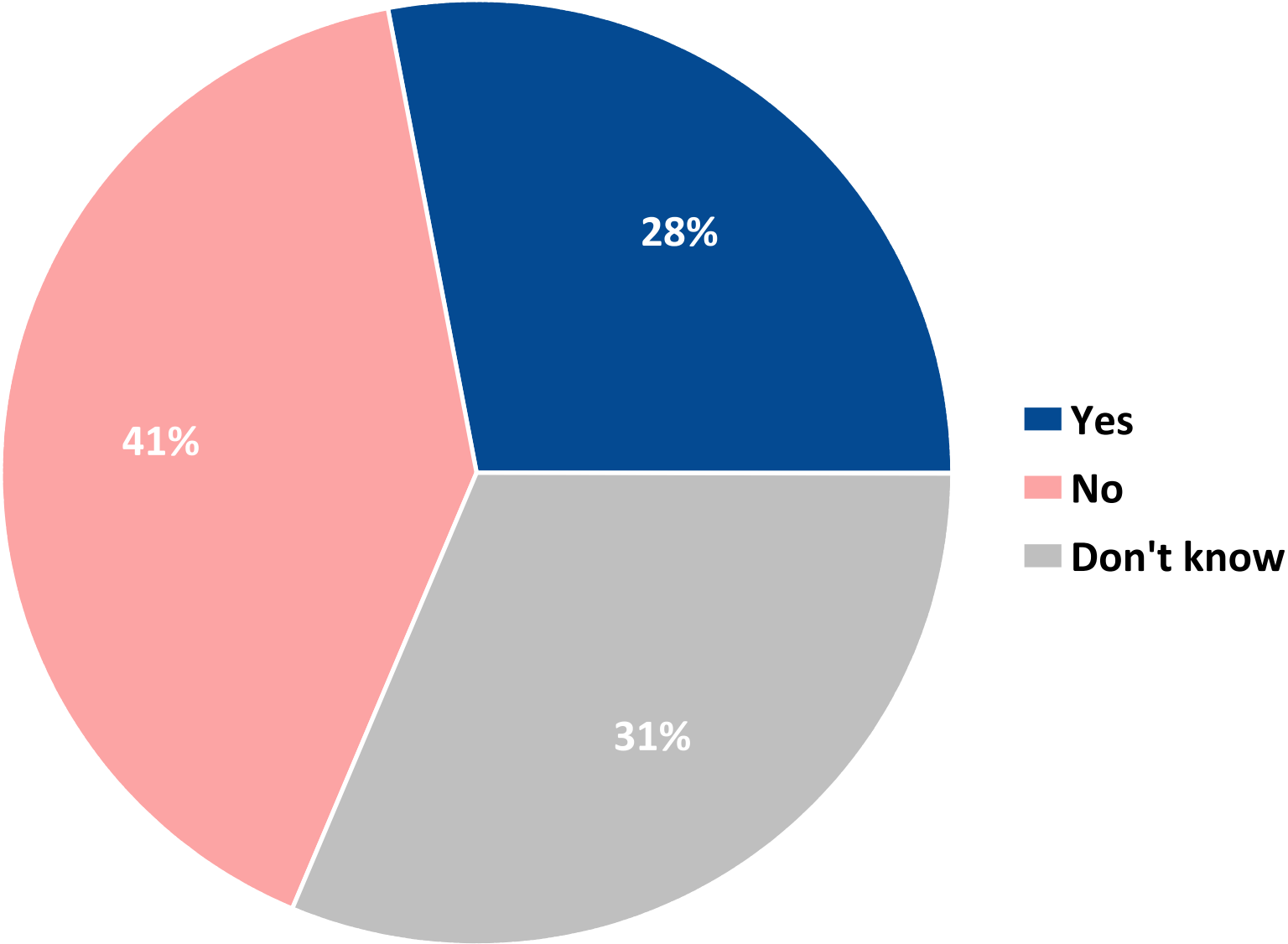
Q5. How often does the water in lakes and streams near your home smell bad?

by percentage of respondents
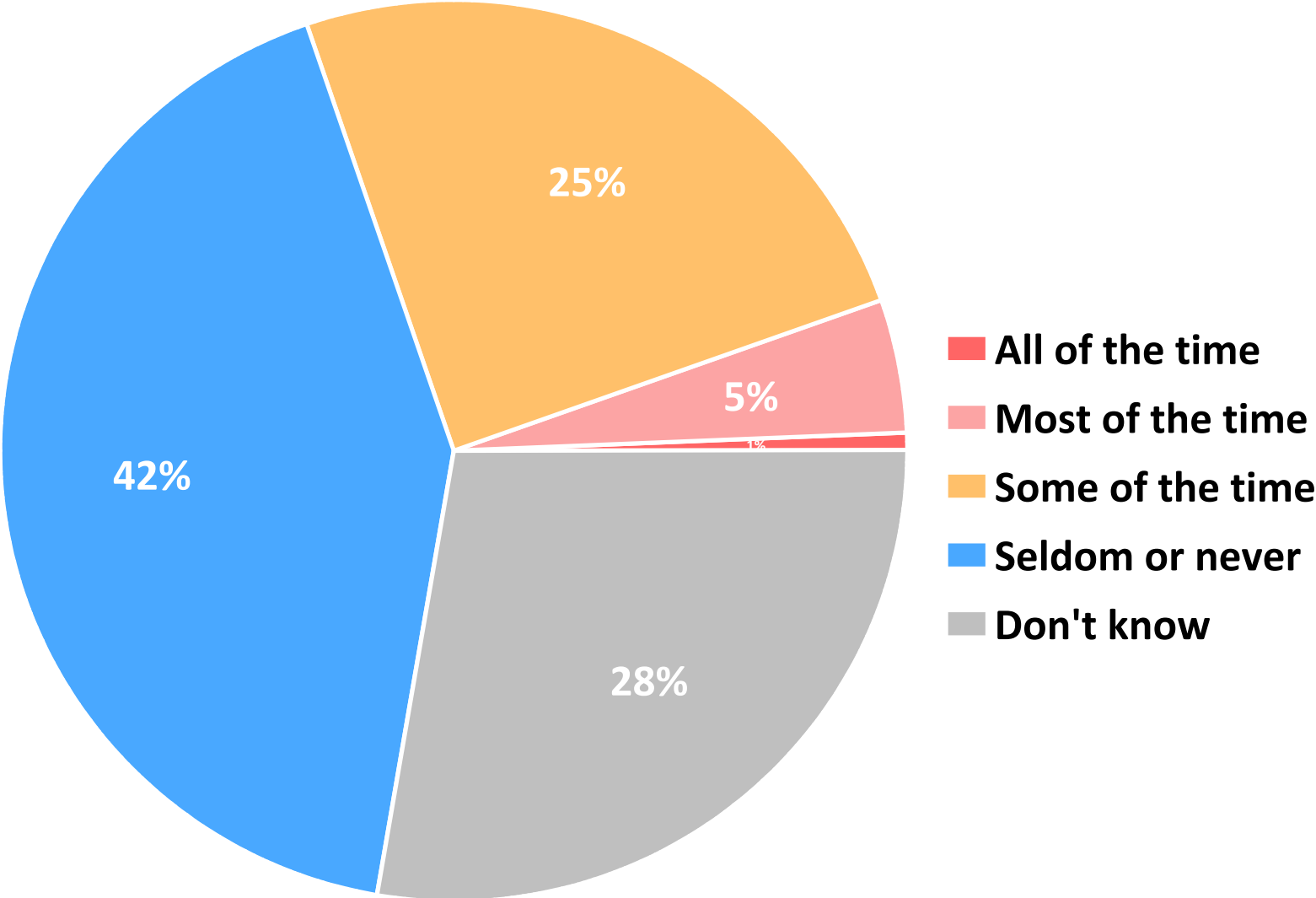
Legend:
- All of the time
- Most of the time
- Some of the time
- Seldom or never
- Don't know

Pie chart values:
- 25% — Some of the time
- 5% — Most of the time
- 1% — All of the time
- 42% — Seldom or never
- 28% — Don't know

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

by percentage of respondents

Legend:
- **All of the time** — 15%
- **Most of the time** — 20%
- **Some of the time** — 38%
- **Seldom or never** — 21%
- **Don't know** — 6%

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

by percentage of respondents

- **Very concerned** — 41%
- **Somewhat concerned** — 46%
- **Not concerned** — 9%
- **Not sure** — 4%
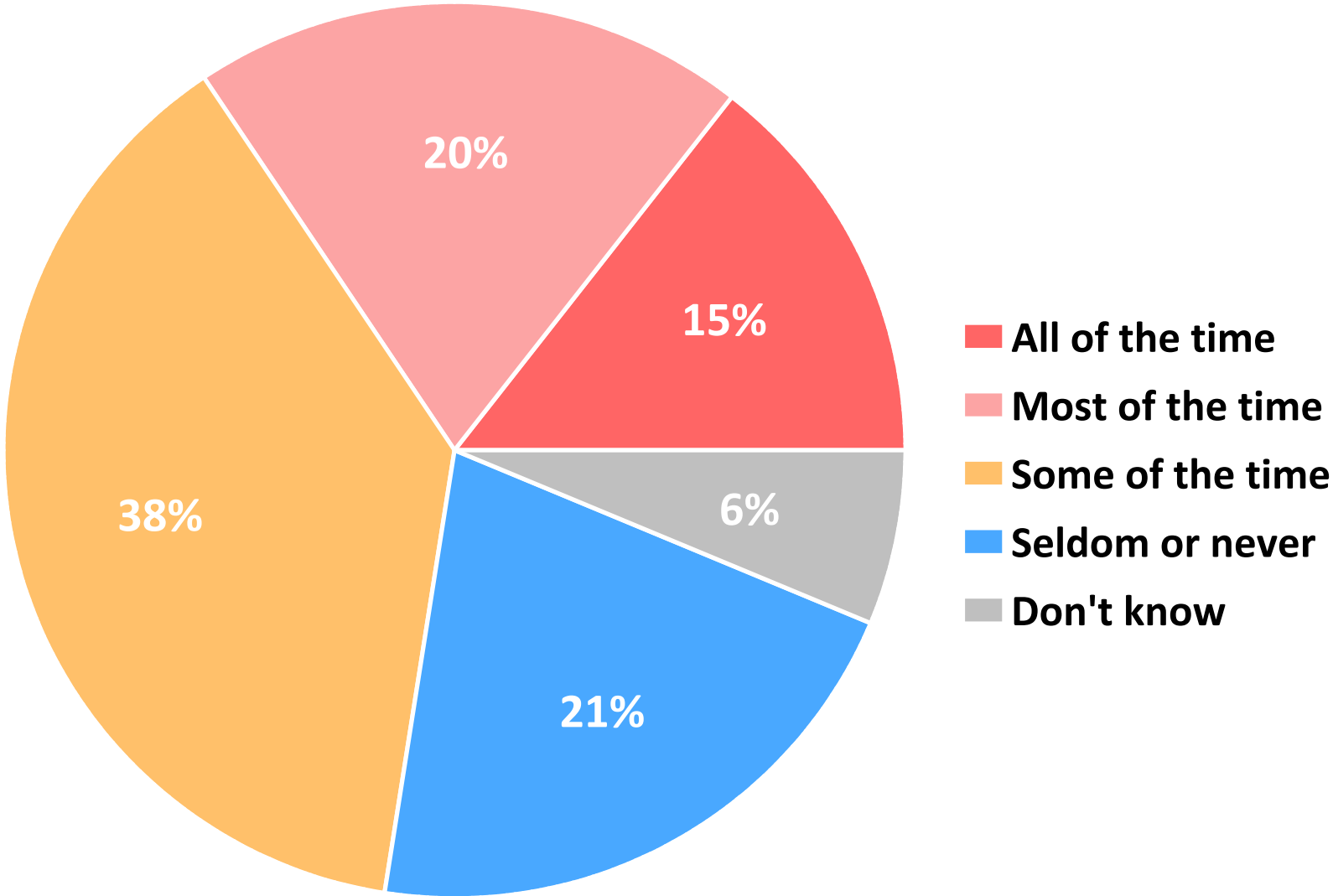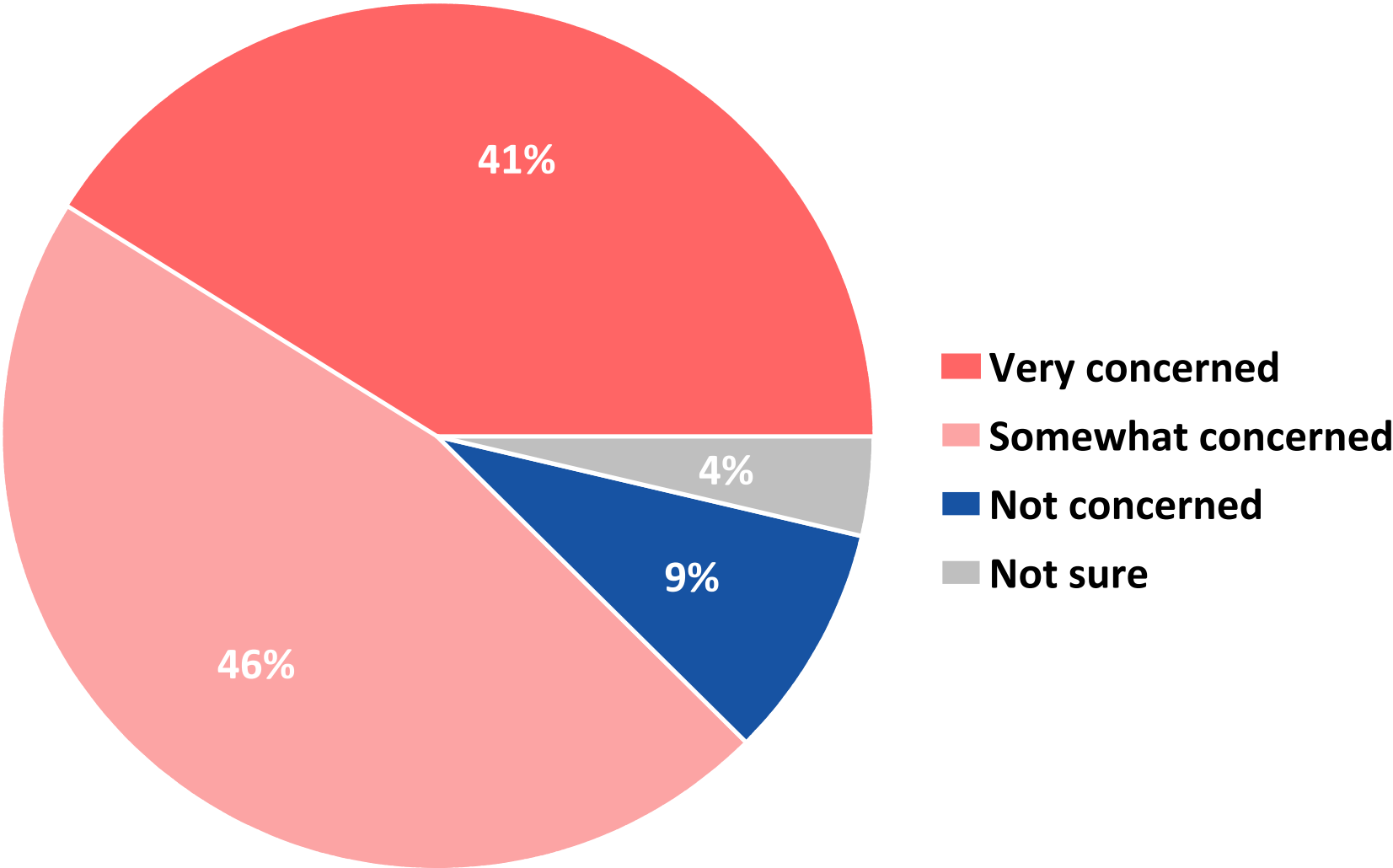
Trends: Q7. Percentage of Residents Who Were Concerned About Pollution of Lakes, Streams, and Other Waterways in the Kansas City Area 2003 to 2022

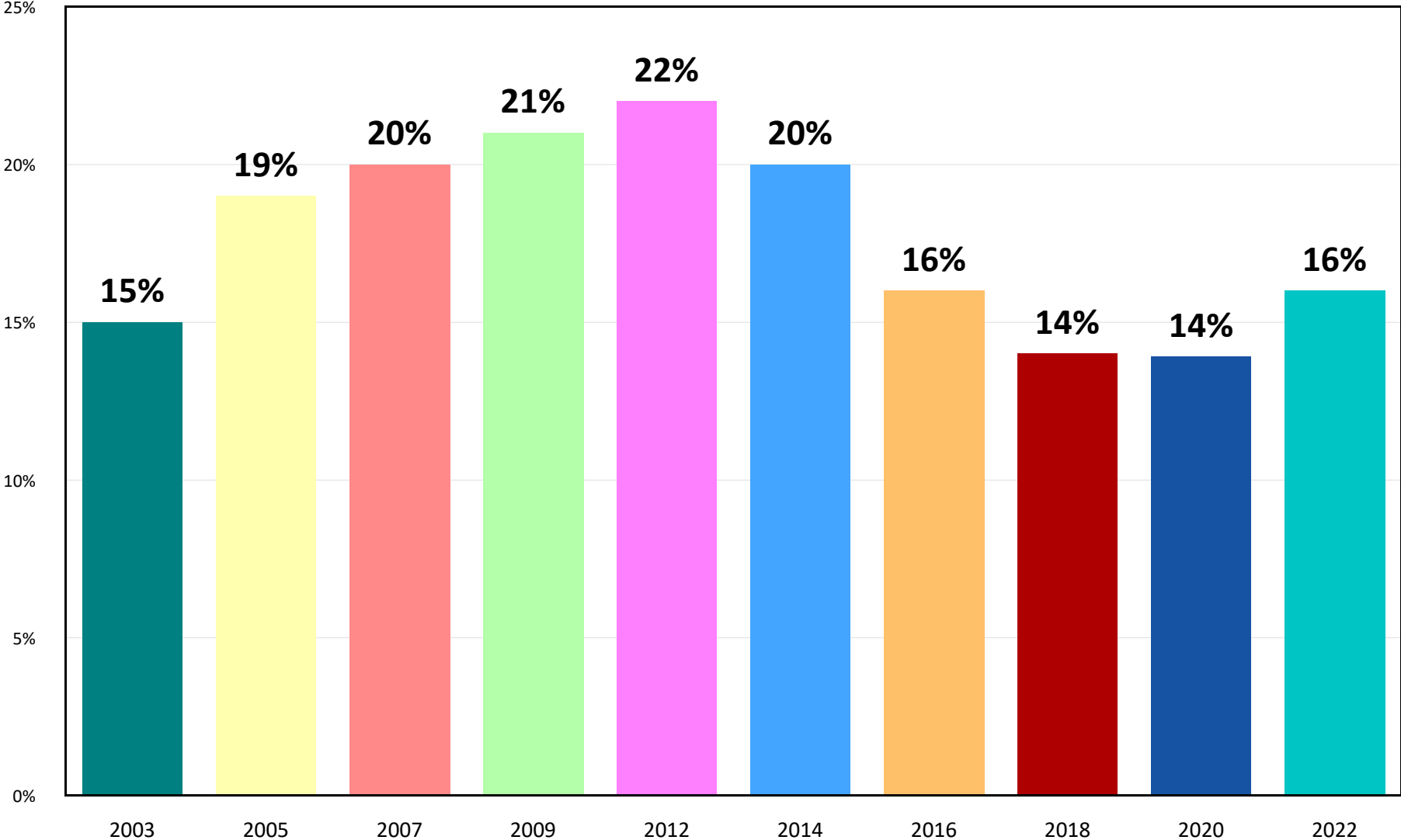by percentage of respondents who were "very concerned" or "somewhat concerned"
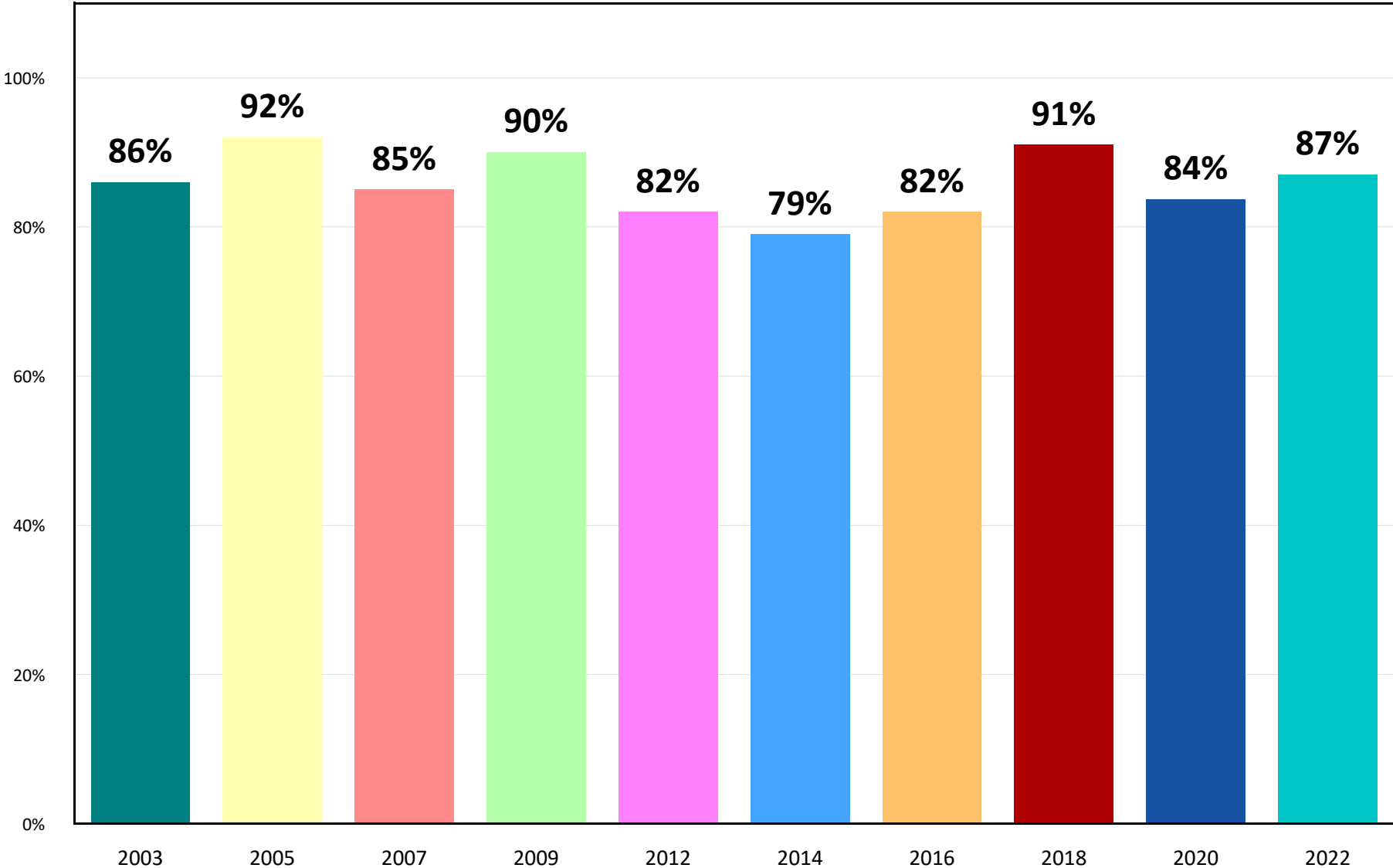
Year	Percentage
2003	86%
2005	92%
2007	85%
2009	90%
2012	82%
2014	79%
2016	82%
2018	91%
2020	84%
2022	87%

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

by percentage of respondents

- Getting much better
- Getting somewhat better
- Staying about the same
- Getting somewhat worse
- Getting much worse
- Don't know
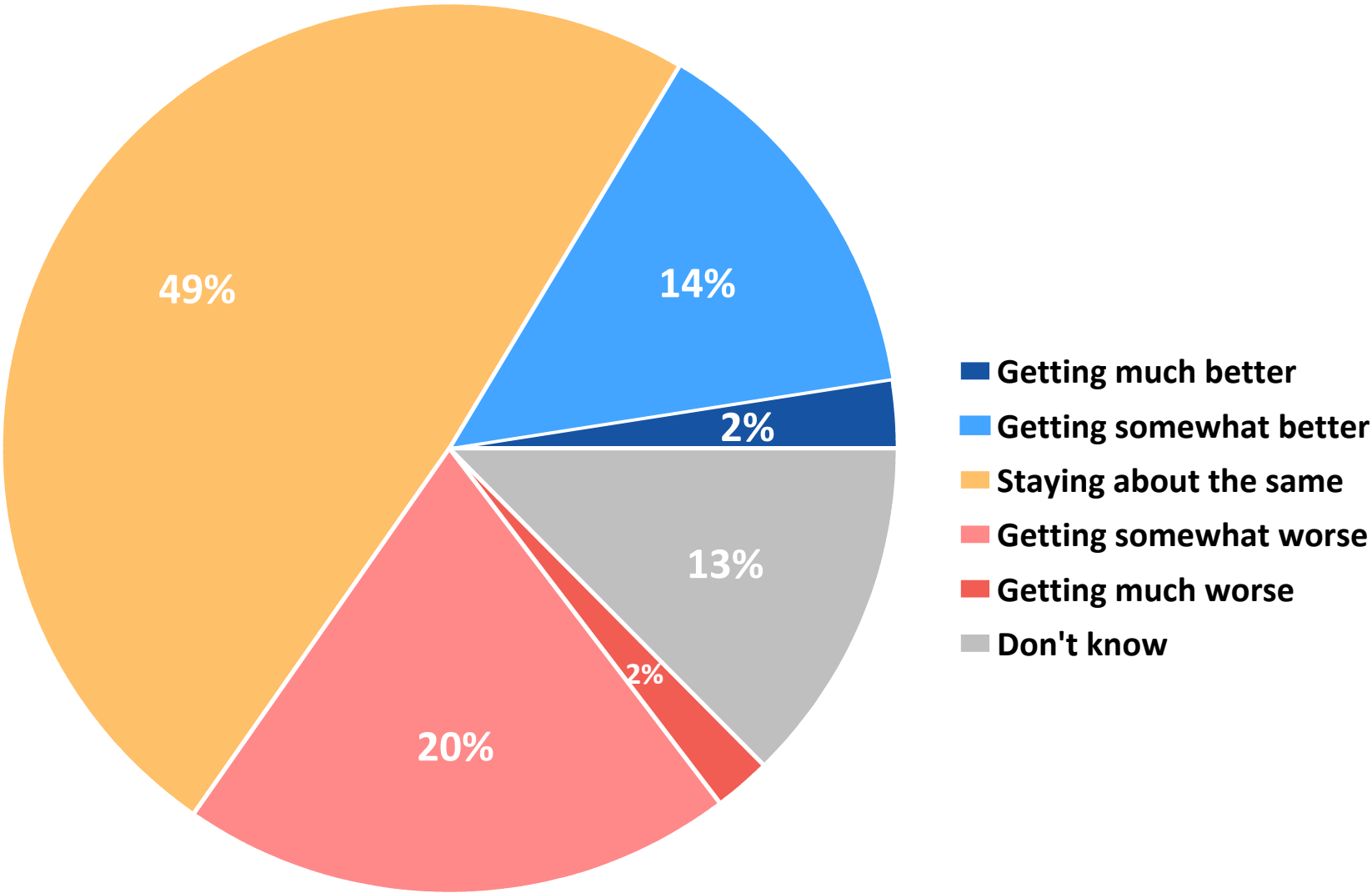
Trends: Q8. Percentage of Residents Who Thought the Quality of Water in Lakes and Streams in the Kansas City Area is Getting Better
2003 to 2022

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

Q9. How much do you think climate change is impacting weather in the Kansas City region?
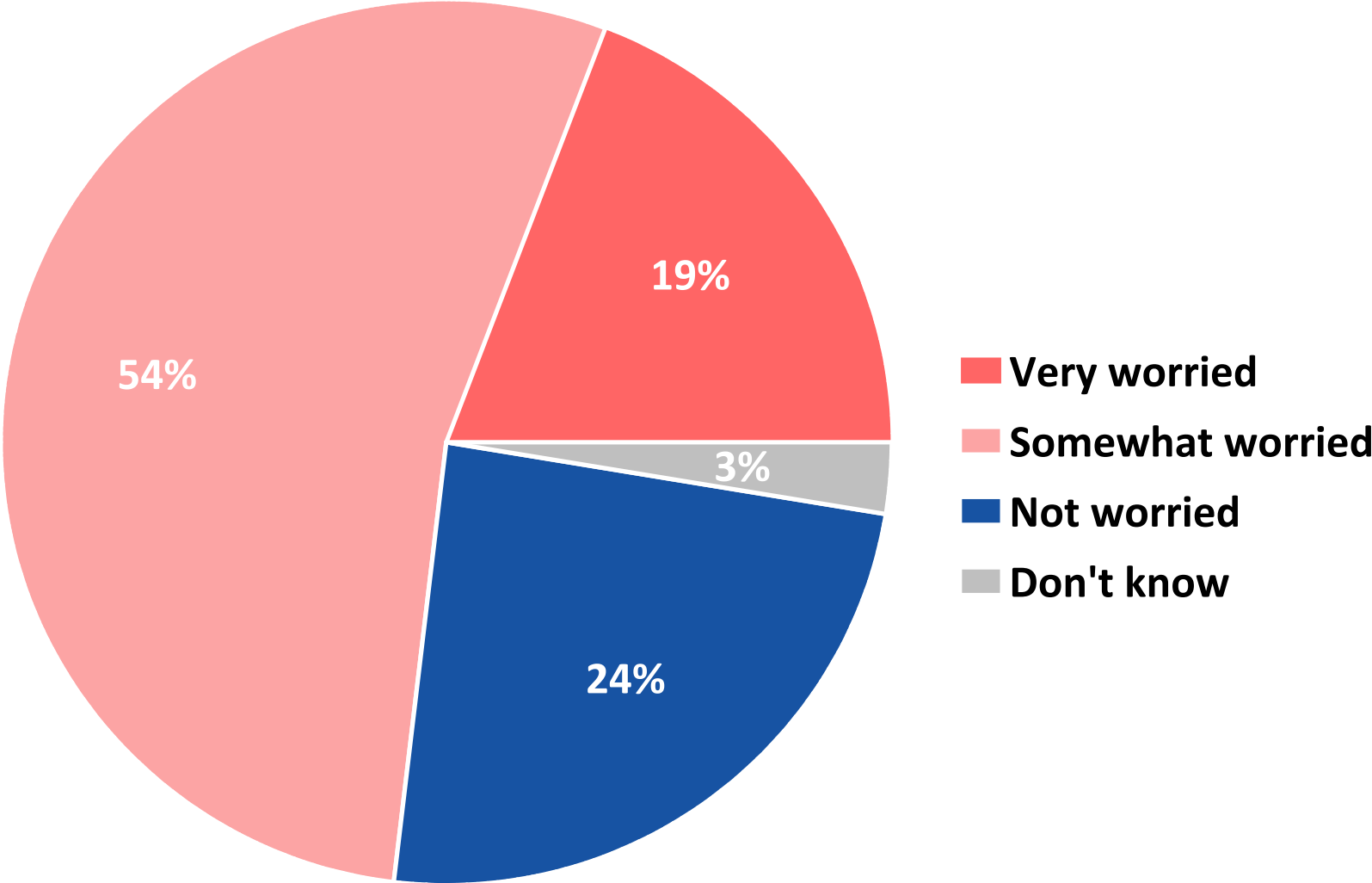
by percentage of respondents

Legend:
- A lot
- A little
- Not at all
- Don't know

45%
26%
22%
8%
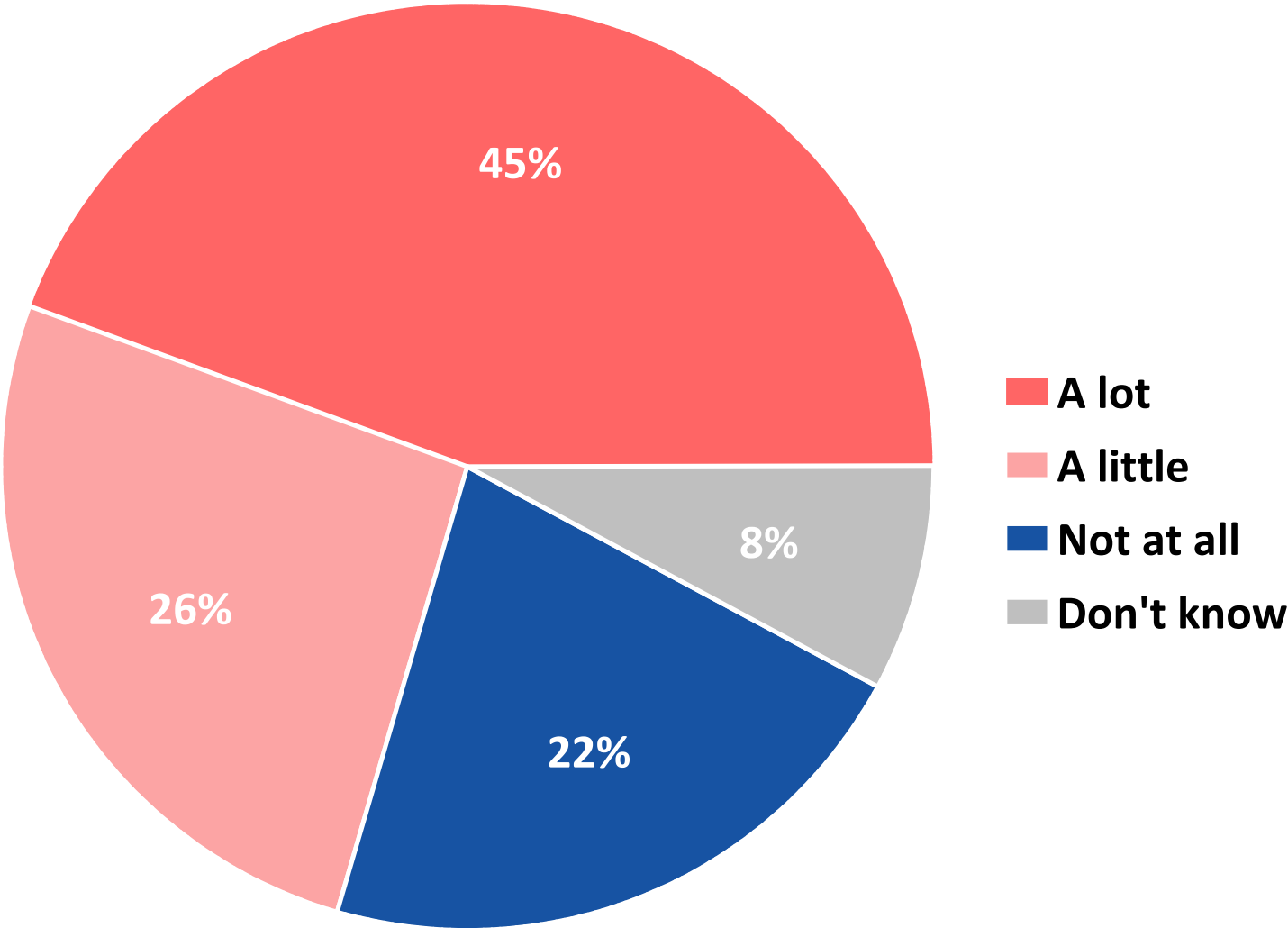
Q10. How confident are you that the Kansas City region can respond to and bounce back from extreme weather events?

by percentage of respondents

Very confident — 13%

Somewhat confident — 59%

Not confident — 24%

Don't know — 5%

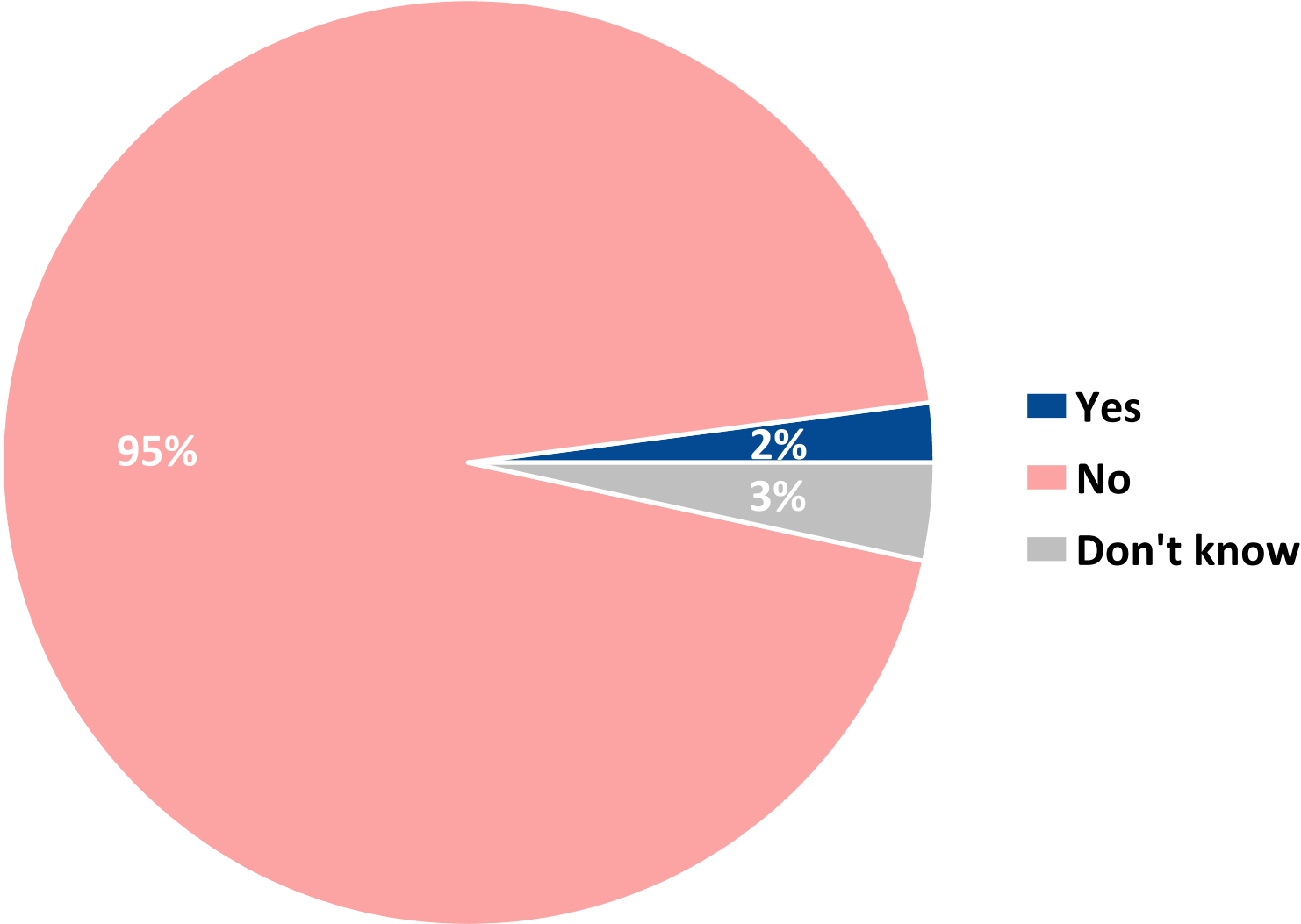# Q11. How worried are you about the impact of drought and extreme rain events/flooding in the Kansas City region?

by percentage of respondents

19%

54%

3%

24%

- Very worried
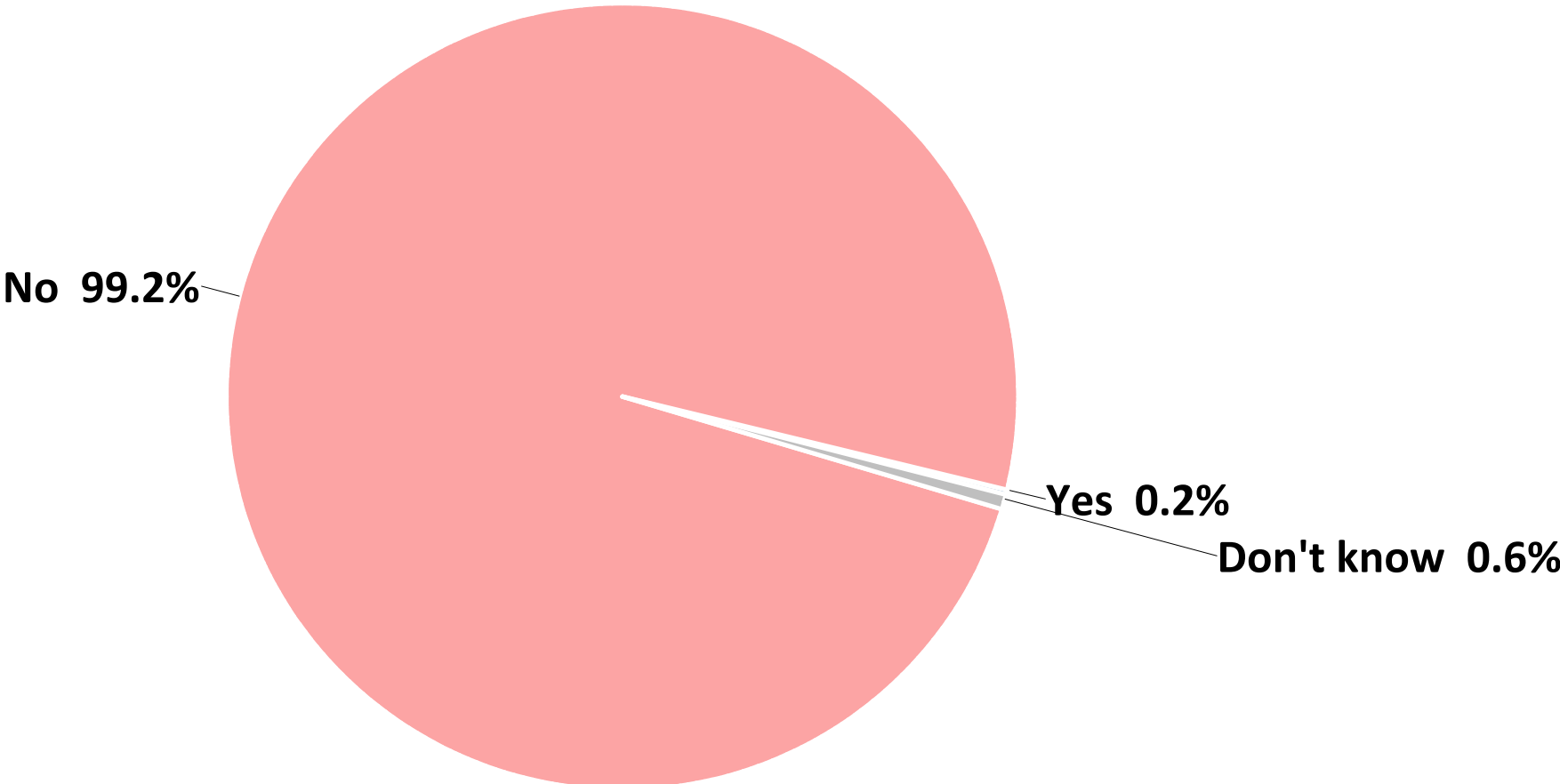- Somewhat worried
- Not worried
- Don't know

Q12. 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
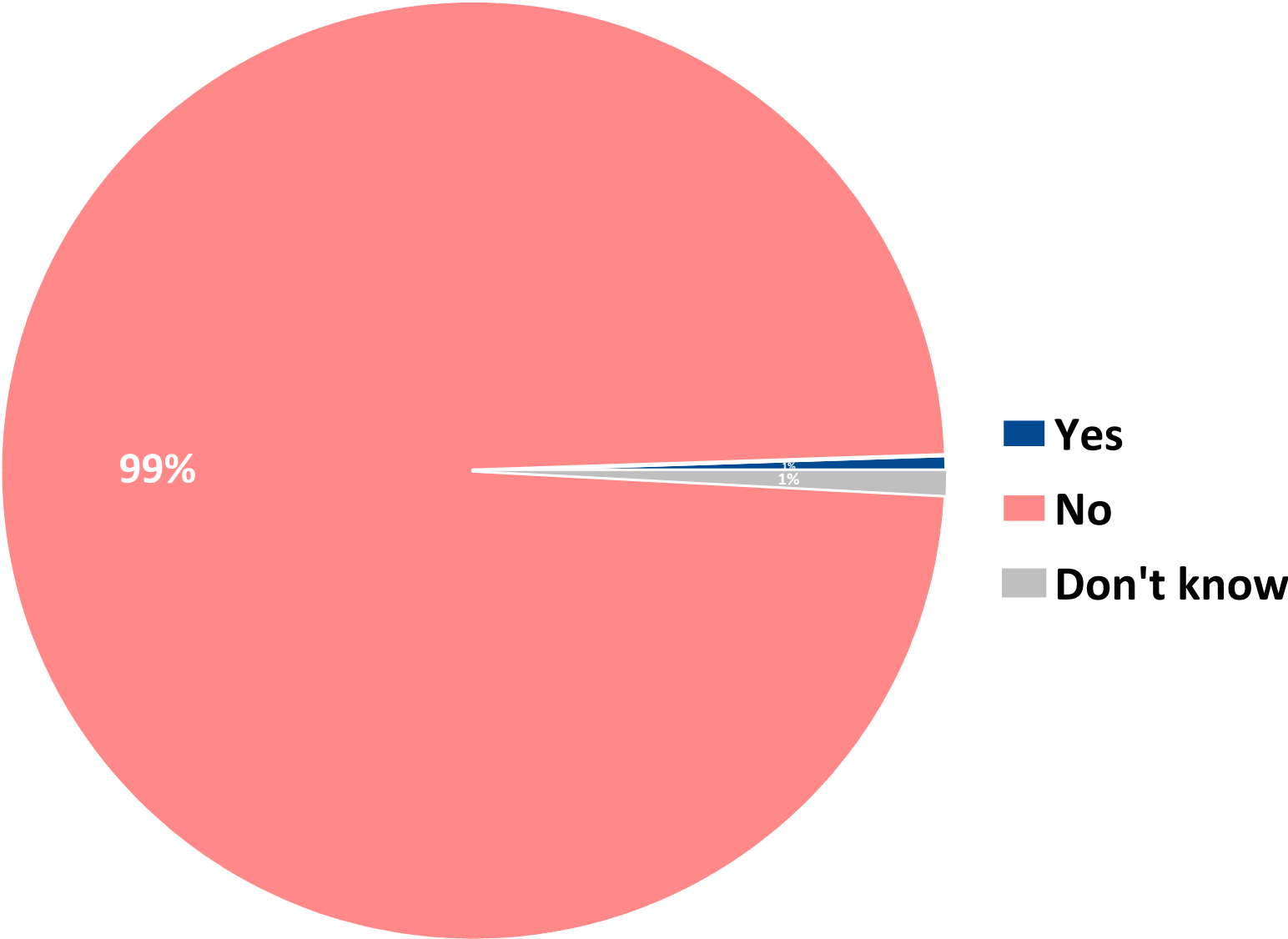

95%

2%

3%

- Yes
- No
- Don't know

Q13. 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
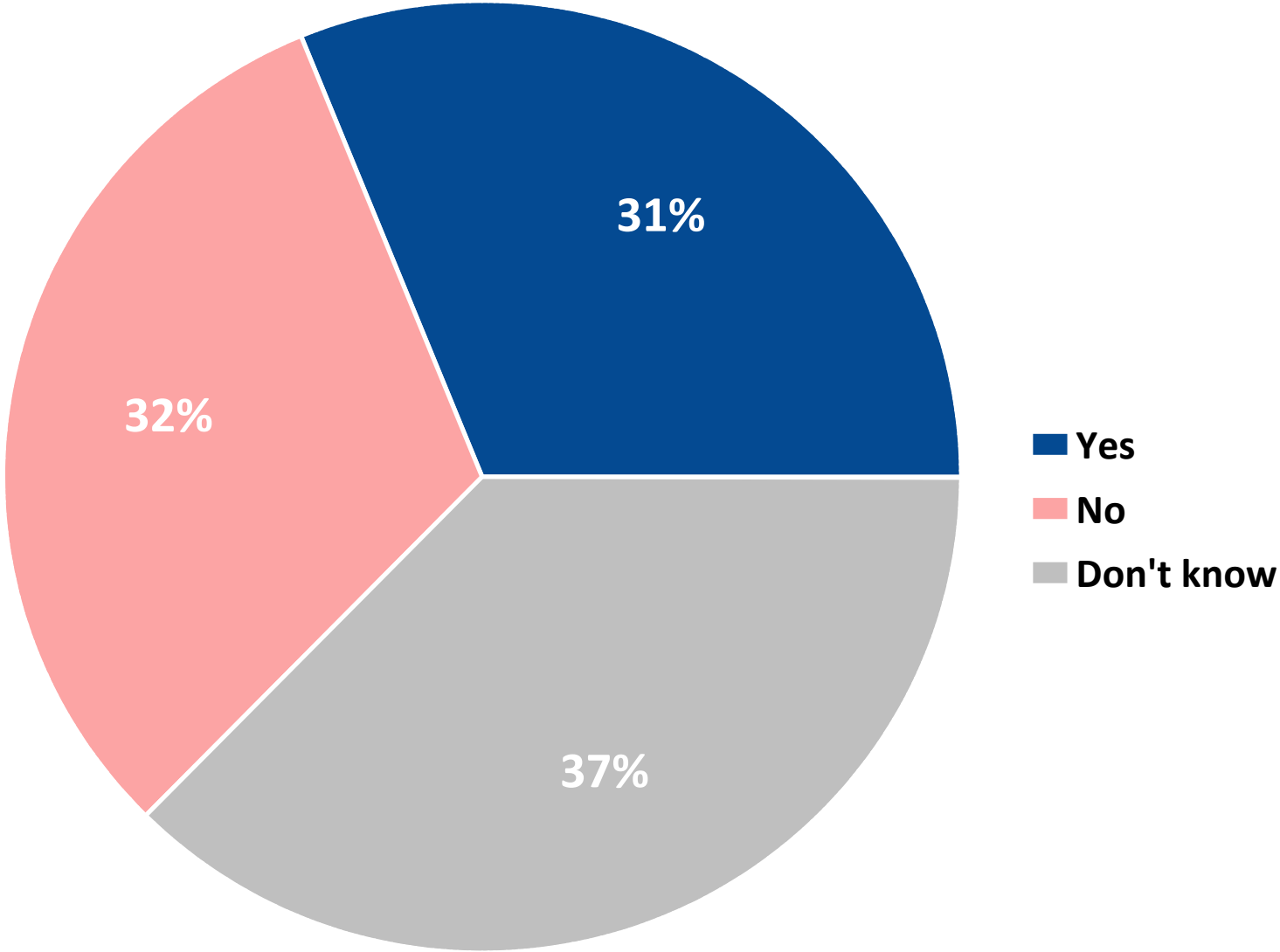
No 99.2%

Yes 0.2%

Don't know 0.6%

Q14. Have you or other members of your household littered or dumped debris along or in a lake or stream during the past year?
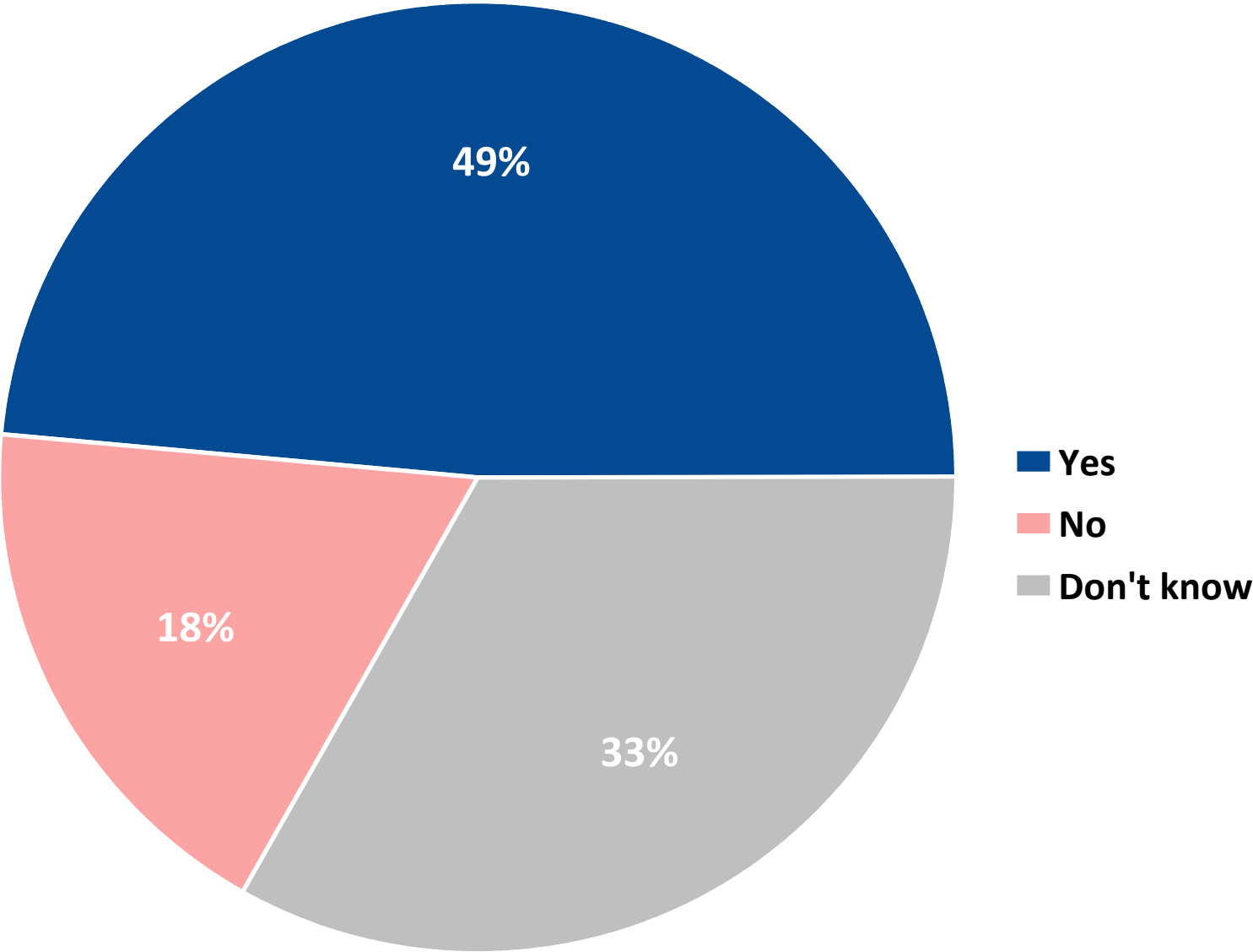
by percentage of respondents

99%

1%

1%

■ Yes

■ No

■ Don't know

Q15. Do you think it is safe to eat fish that are caught in lakes and streams near your home?

by percentage of respondents


Yes

No

Don't know

Q16. 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


49%

18%

33%

Yes

No

Don't know

Trends: Q16. 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 2022

by percentage of respondents

Q17. 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

27%

66%

7%

Yes

No

Don't know
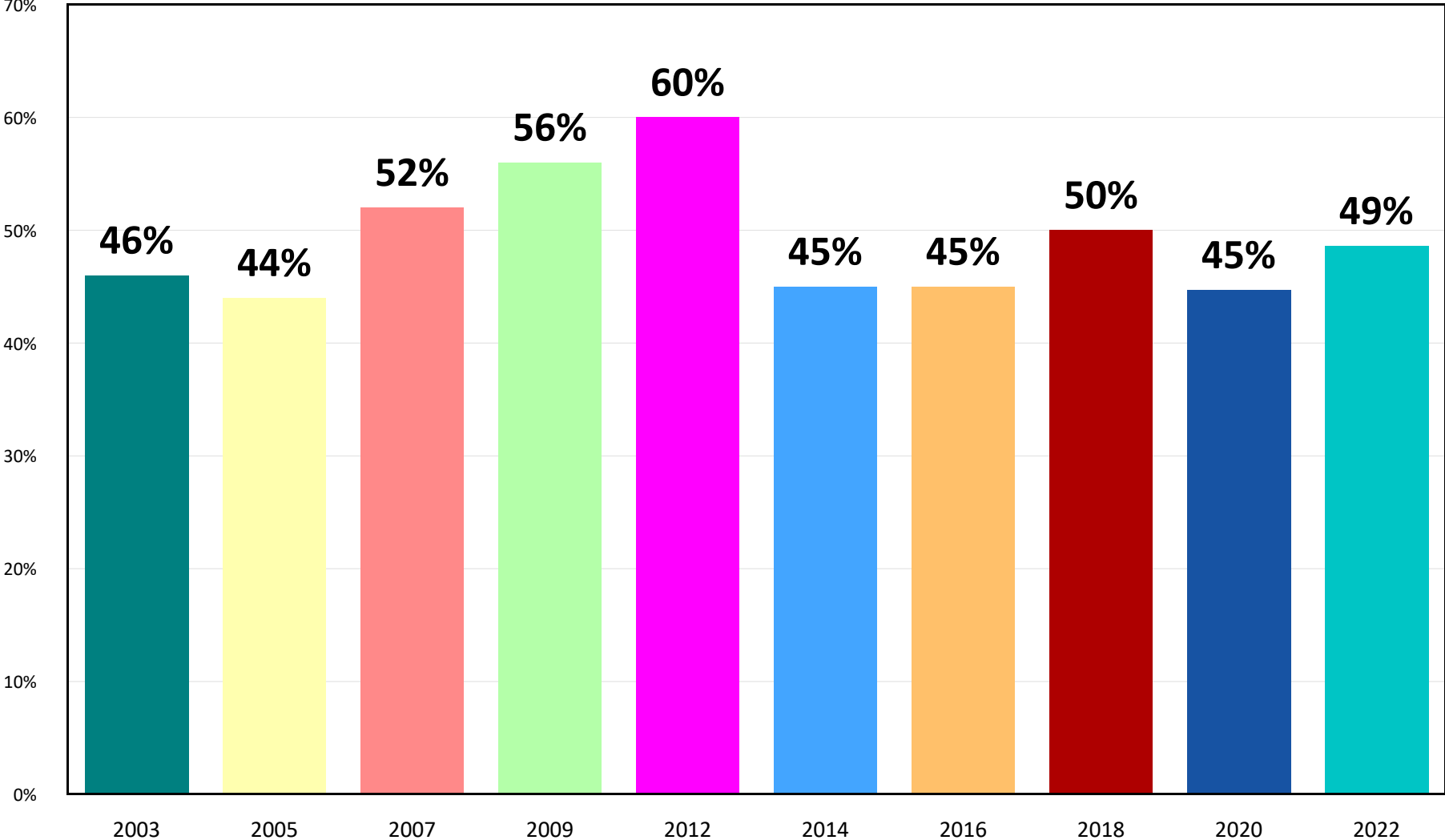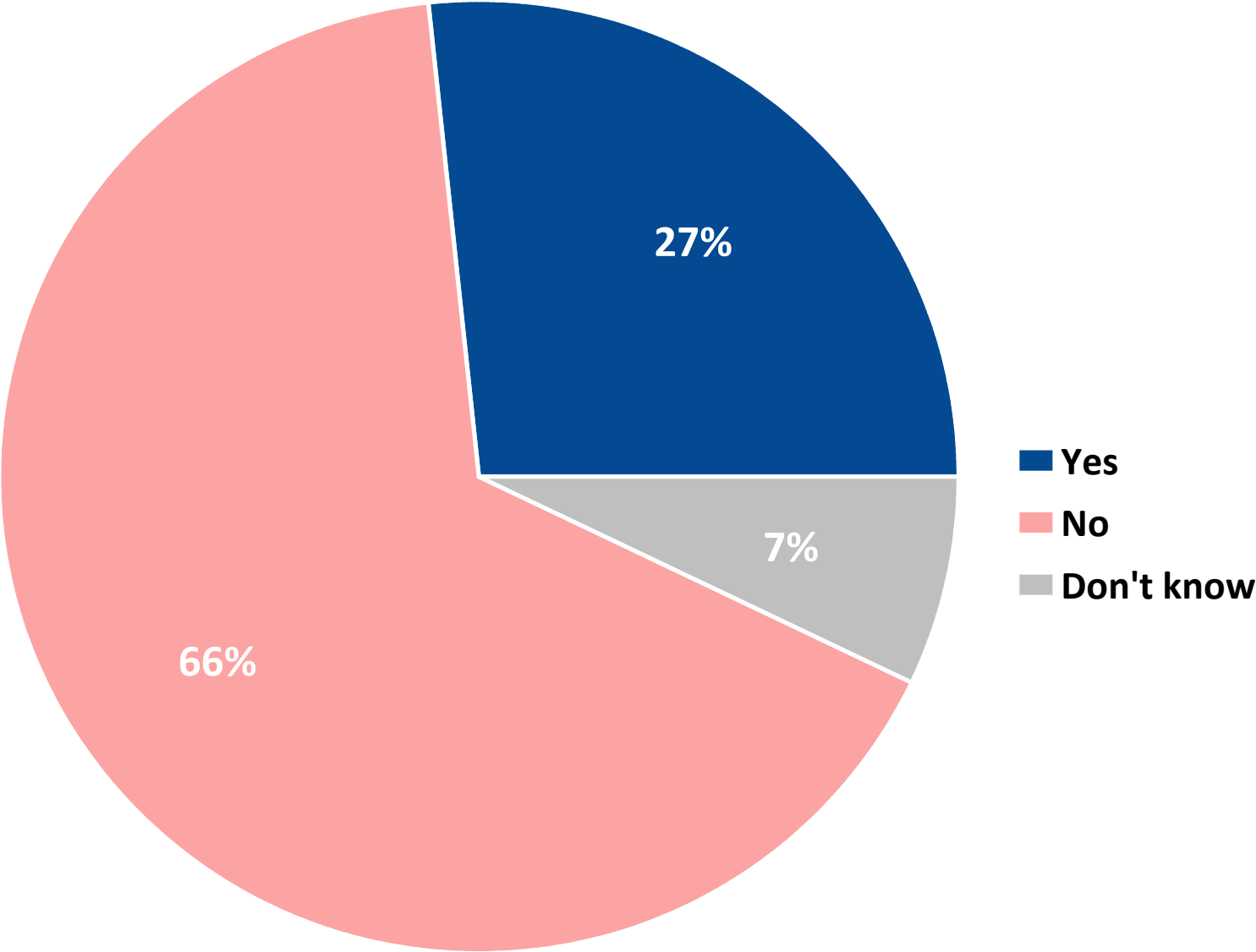
Q18. (Part I): Percentage of Kansas City Area Residents Who Indicated They Participate in Activities That Help Protect the Environment

by percentage of respondents

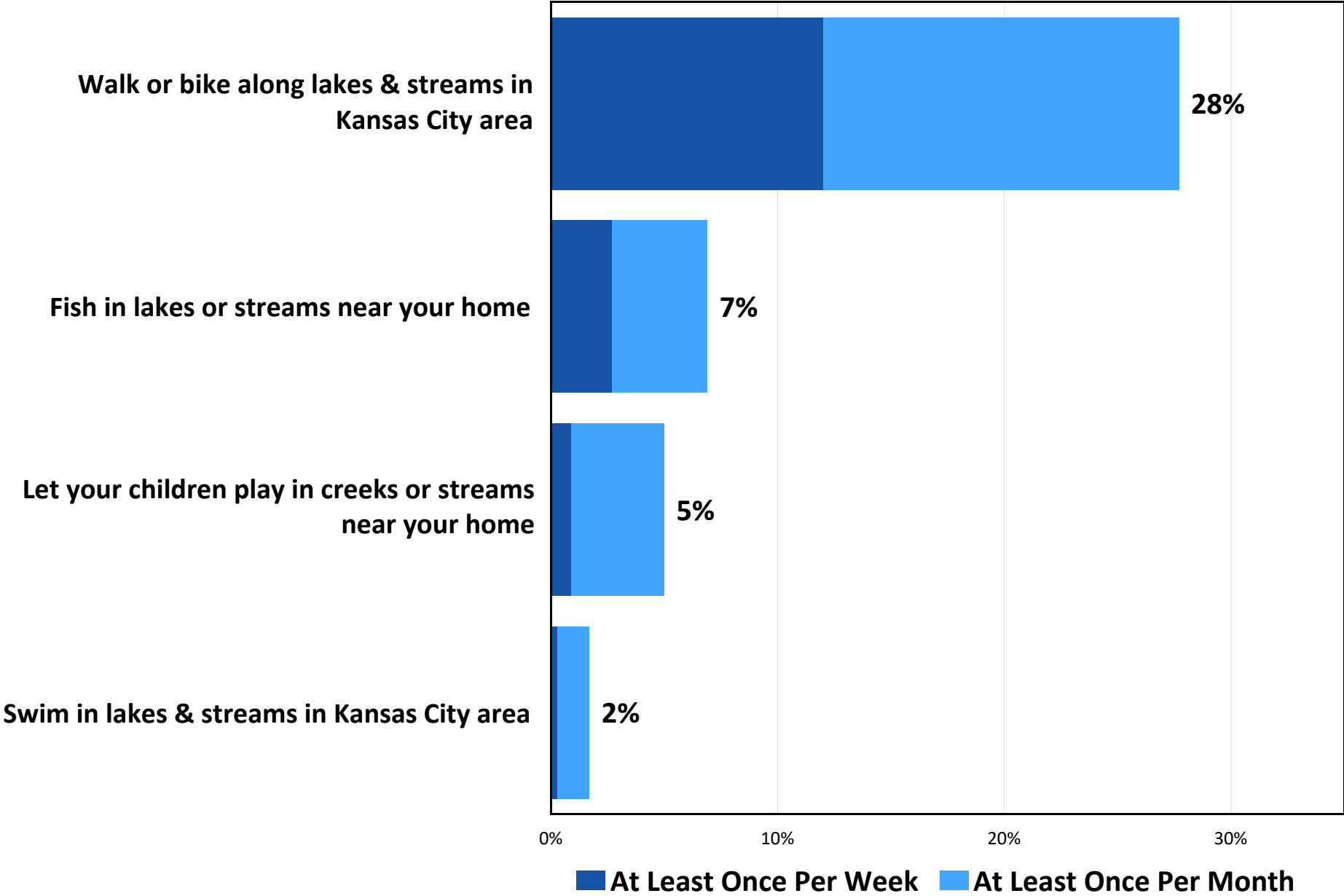| Activity	Percentage
Manage yard waste	87%
Take household hazardous waste to a disposal facility	85%
Use environmentally friendly products on your lawn	69%
Pick up trash in your community	69%
Pick up & dispose of your pet's waste	61%
Report illegal dumping	41%

Q18. (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
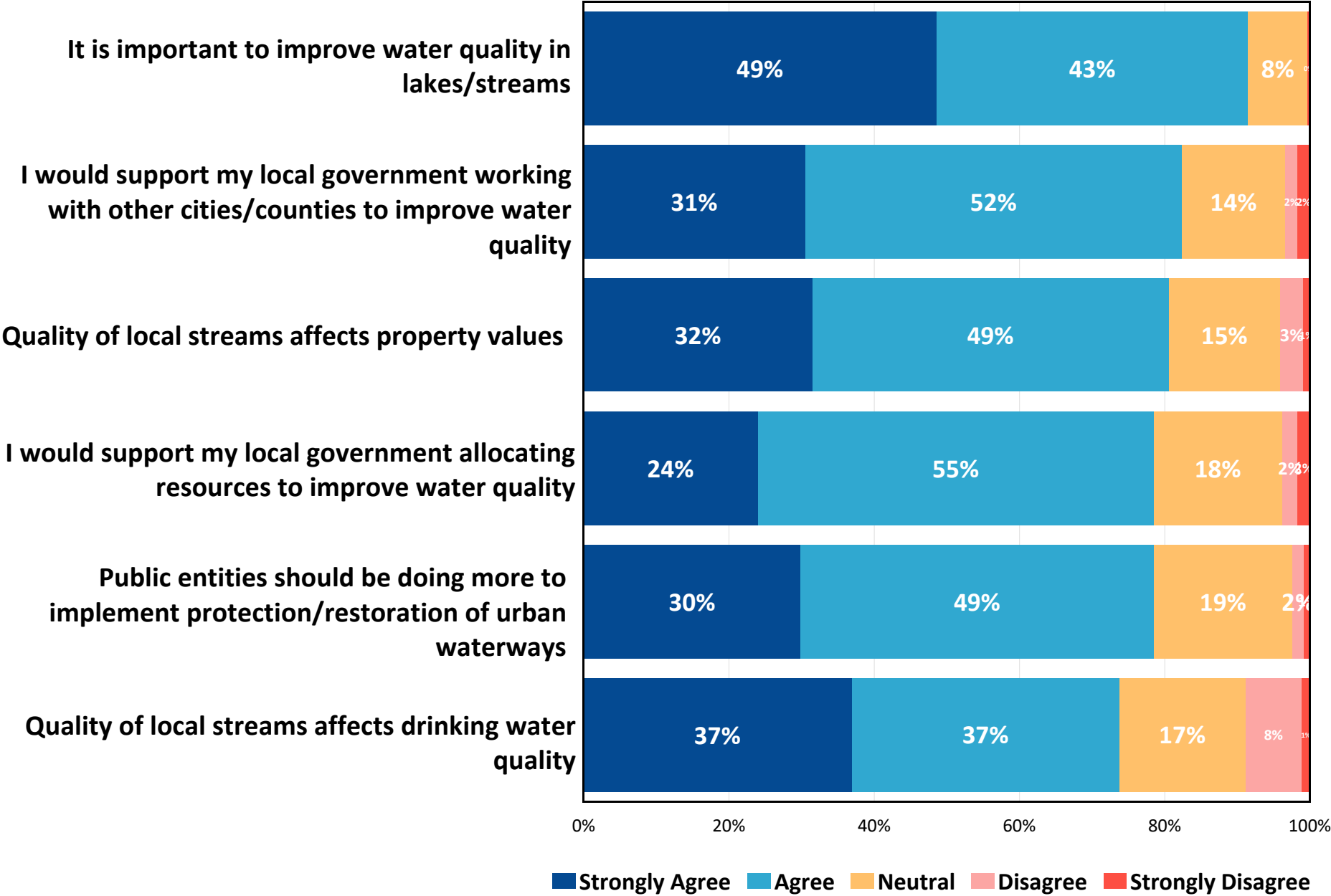
Take household hazardous waste to a disposal facility — **82%**

Report illegal dumping — **81%**

Manage yard waste — **70%**

Use environmentally friendly products on your lawn — **66%**

Pick up trash in your community — **59%**

Pick up & dispose of your pet's waste — **42%**

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

■ **Very Willing**   ■ **Somewhat Willing**

Q19. How often do you do the following?

by percentage of respondents (without "not applicable")

Walk or bike along lakes & streams in Kansas City area — **28%**

Fish in lakes or streams near your home — **7%**

Let your children play in creeks or streams near your home — **5%**

Swim in lakes & streams in Kansas City area — **2%**

0%   10%   20%   30%

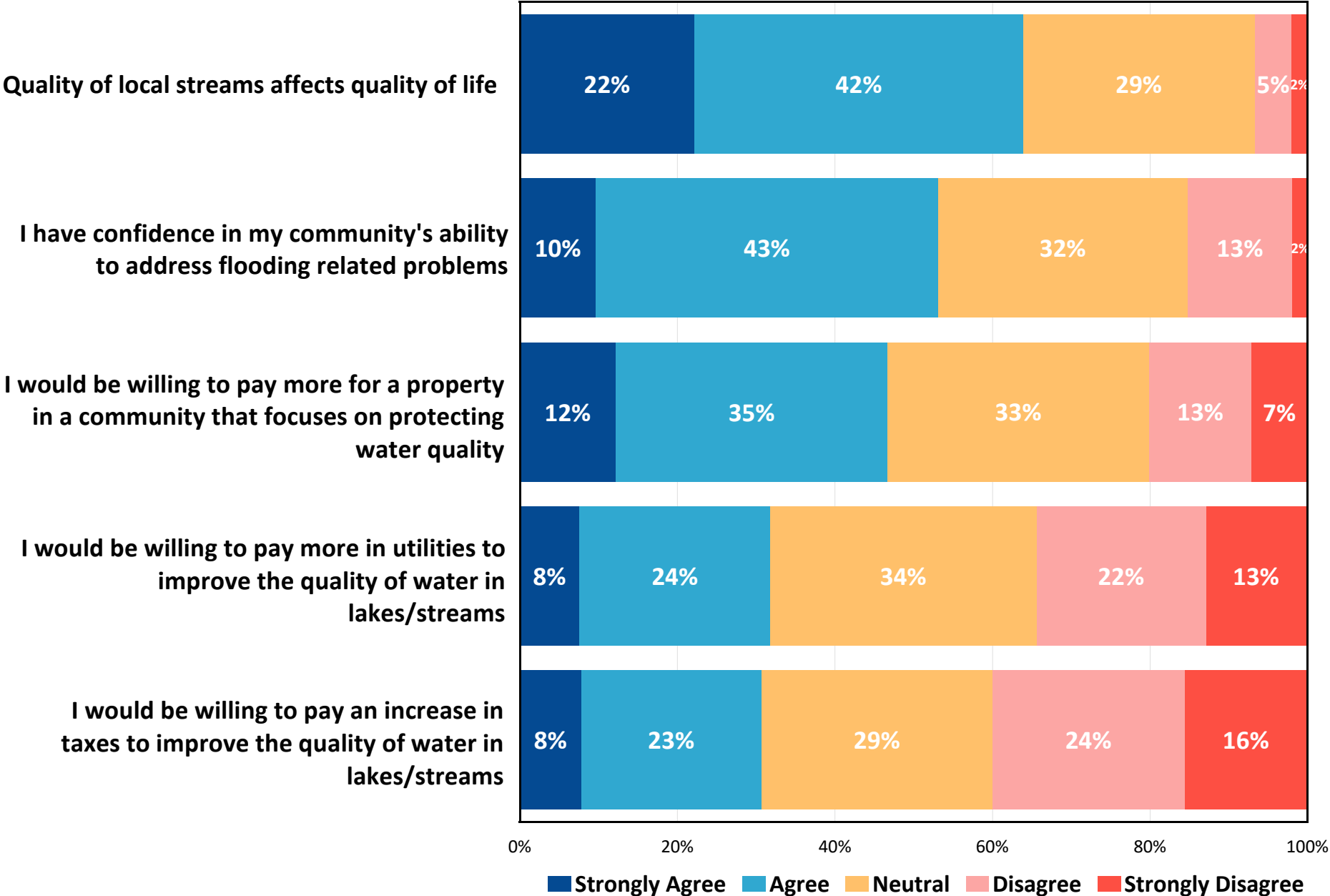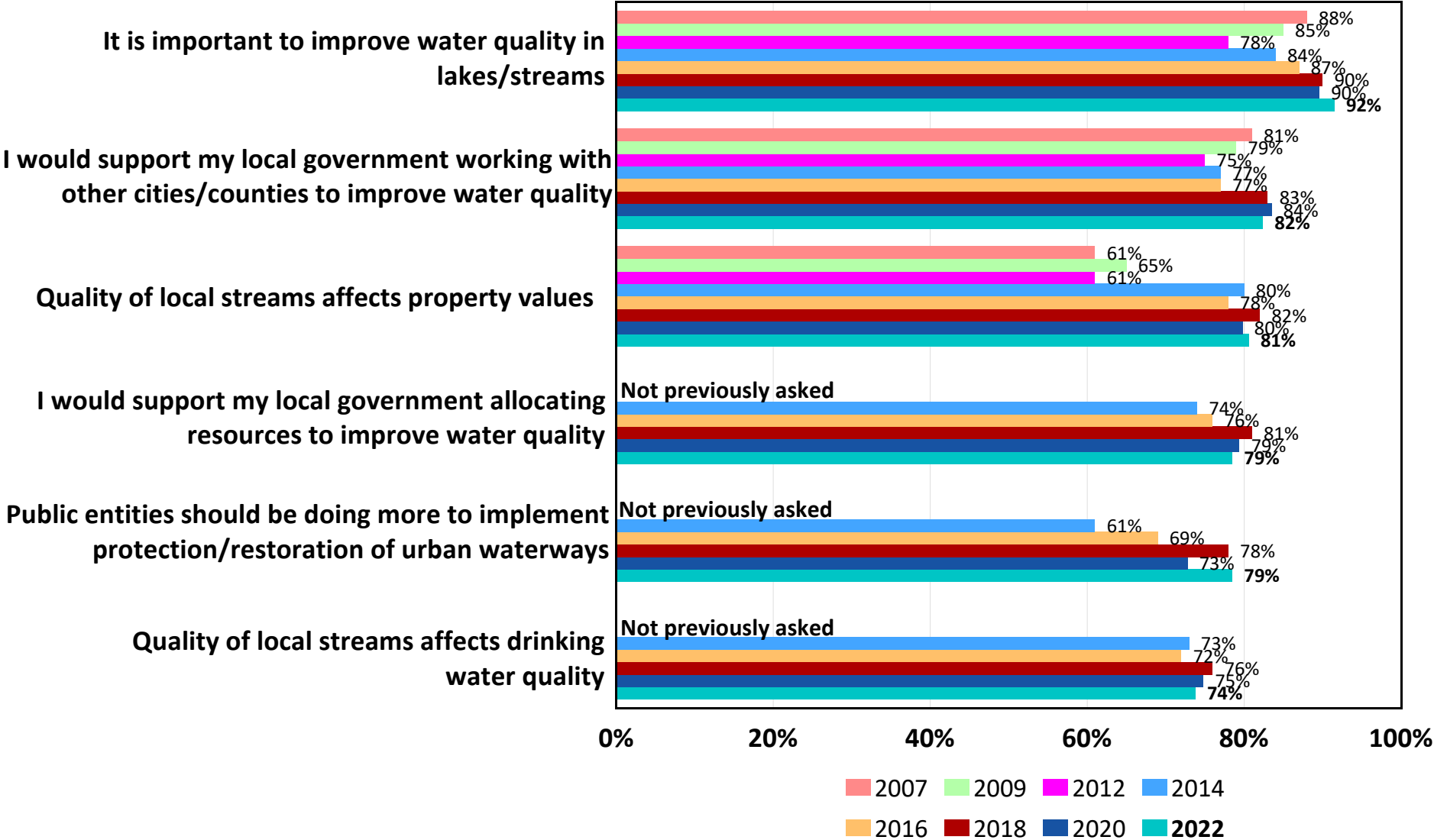■ **At Least Once Per Week**   ■ **At Least Once Per Month**

Q20. 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"
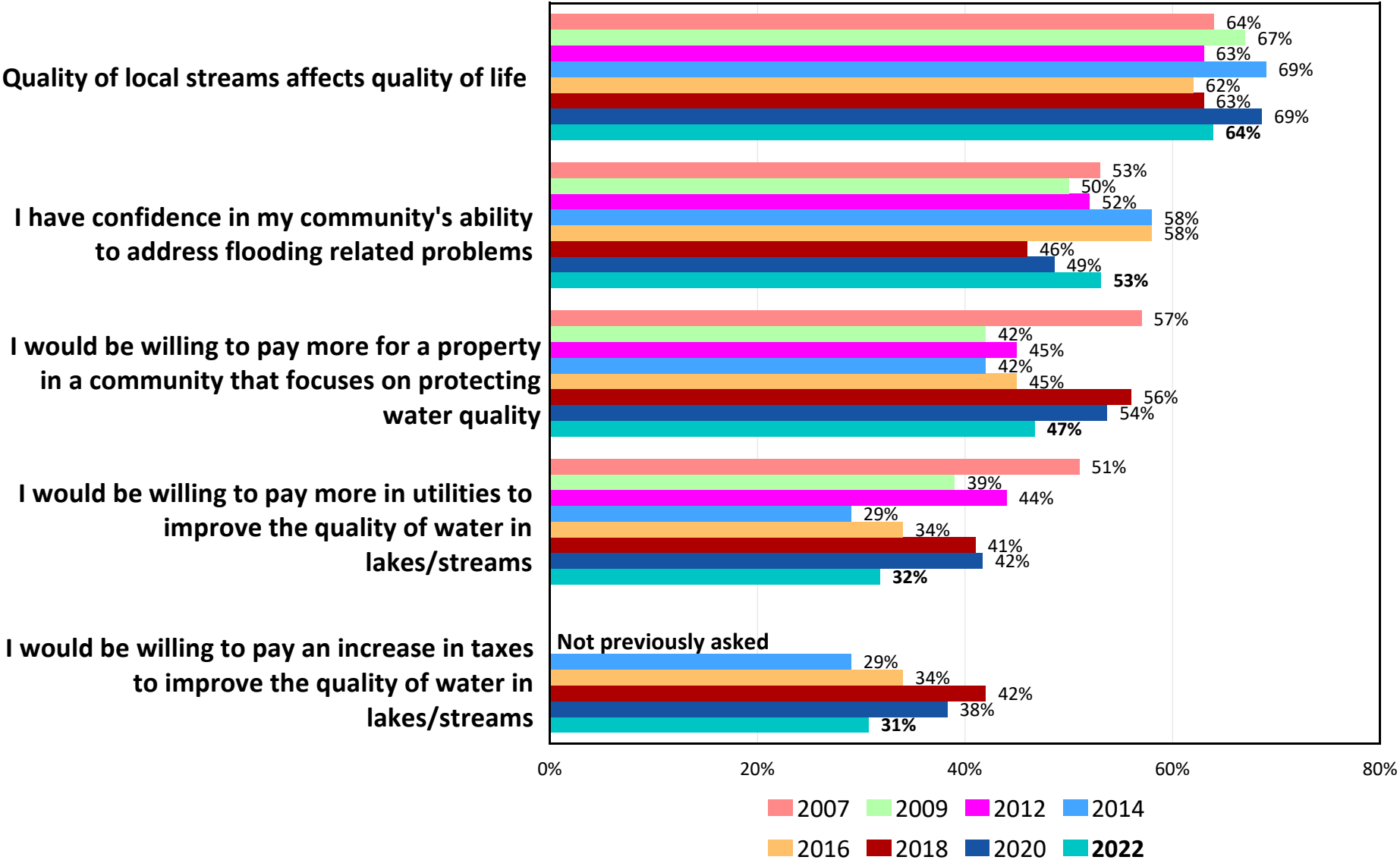(without "not provided")

It is important to improve water quality in lakes/streams
- Strongly Agree: 49%
- Agree: 43%
- Neutral: 8%

I would support my local government working with other cities/counties to improve water quality
- Strongly Agree: 31%
- Agree: 52%
- Neutral: 14%
- Disagree: 2%
- Strongly Disagree: 2%

Quality of local streams affects property values
- Strongly Agree: 32%
- Agree: 49%
- Neutral: 15%
- Disagree: 3%

I would support my local government allocating resources to improve water quality
- Strongly Agree: 24%
- Agree: 55%
- Neutral: 18%
- Disagree: 2%

Public entities should be doing more to implement protection/restoration of urban waterways
- Strongly Agree: 30%
- Agree: 49%
- Neutral: 19%
- Disagree: 2%

Quality of local streams affects drinking water quality
- Strongly Agree: 37%
- Agree: 37%
- Neutral: 17%
- Disagree: 8%

Legend: ■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

Q20. (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 "not provided")

Quality of local streams affects quality of life
22% | 42% | 29% | 5% | 2%

I have confidence in my community's ability to address flooding related problems
10% | 43% | 32% | 13% | 2%

I would be willing to pay more for a property in a community that focuses on protecting water quality
12% | 35% | 33% | 13% | 7%

I would be willing to pay more in utilities to improve the quality of water in lakes/streams
8% | 24% | 34% | 22% | 13%

I would be willing to pay an increase in taxes to improve the quality of water in lakes/streams
8% | 23% | 29% | 24% | 16%

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

■ **Strongly Agree** ■ **Agree** ■ **Neutral** ■ **Disagree** ■ **Strongly Disagree**

Trends: Q20. Level of Agreement with Statements About Water Quality Issues in the Kansas City Area
2007 to 2022

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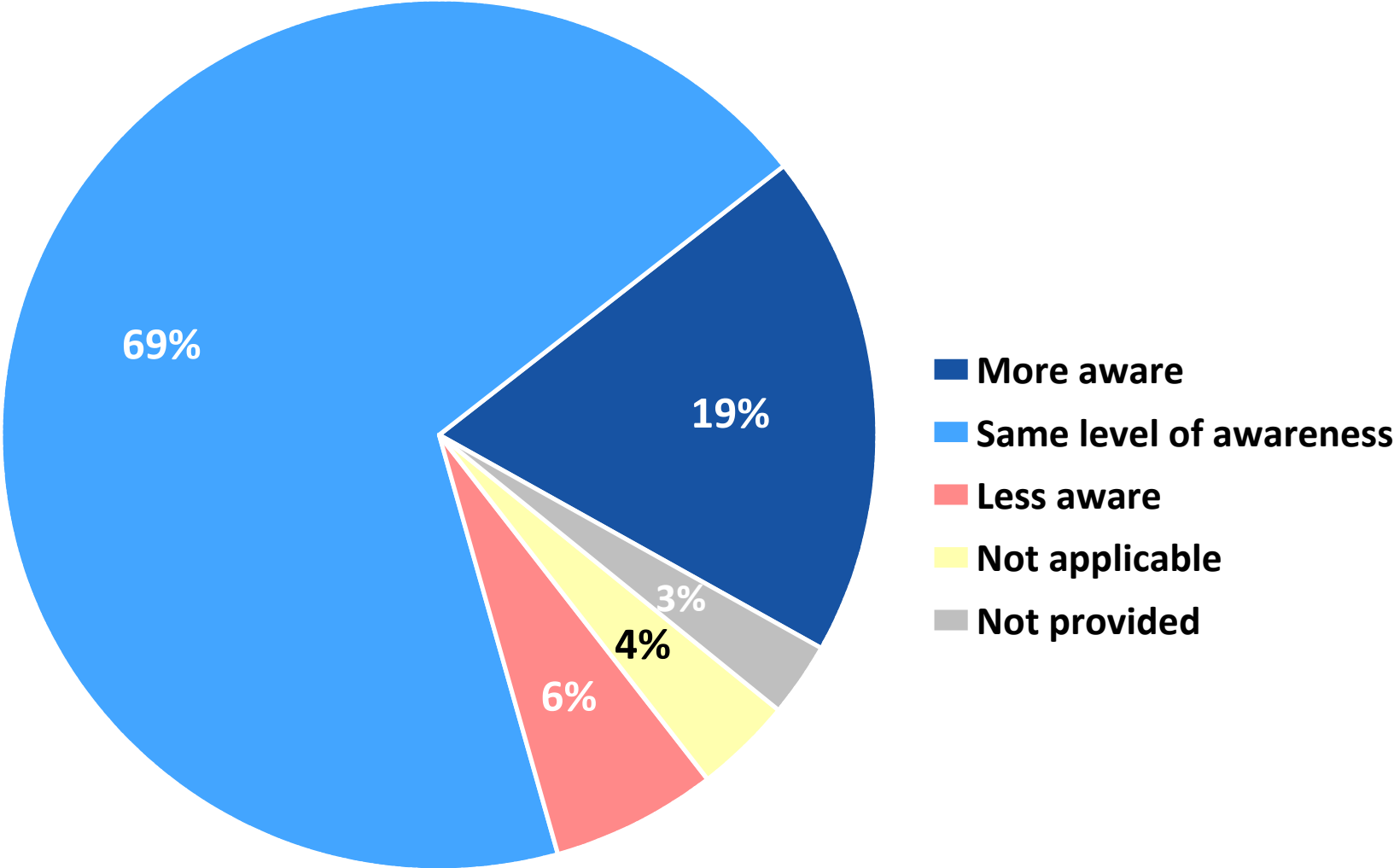

It is important to improve water quality in lakes/streams
- 88%
- 85%
- 78%
- 84%
- 87%
- 90%
- 90%
- **92%**

I would support my local government working with other cities/counties to improve water quality
- 81%
- 79%
- 75%
- 77%
- 77%
- 83%
- 84%
- **82%**

Quality of local streams affects property values
- 61%
- 65%
- 61%
- 80%
- 78%
- 82%
- 80%
- **81%**

I would support my local government allocating resources to improve water quality
- Not previously asked
- 74%
- 76%
- 81%
- 79%
- **79%**

Public entities should be doing more to implement protection/restoration of urban waterways
- Not previously asked
- 61%
- 69%
- 78%
- 73%
- **79%**

Quality of local streams affects drinking water quality
- Not previously asked
- 73%
- 72%
- 76%
- 75%
- **74%**

Legend: 2007 | 2009 | 2012 | 2014 | 2016 | 2018 | 2020 | **2022**

Trends: Q20. (Cont.) Level of Agreement with Statements About Water Quality Issues in the Kansas City Area
2007 to 2022
by percentage of respondents who indicated they "strongly agree" or "agree"

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

I have confidence in my community's ability to address flooding related problems
- 53%
- 50%
- 52%
- 58%
- 58%
- 46%
- 49%
- **53%**

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%
- 54%
- **47%**

I would be willing to pay more in utilities to improve the quality of water in lakes/streams
- 51%
- 39%
- 44%
- 29%
- 34%
- 41%
- 42%
- **32%**

I would be willing to pay an increase in taxes to improve the quality of water in lakes/streams
- Not previously asked
- 29%
- 34%
- 42%
- 38%
- **31%**

0%   20%   40%   60%   80%

Legend: 2007 | 2009 | 2012 | 2014 | 2016 | 2018 | 2020 | **2022**

Q21. Where does stormwater (rain water) go after it enters a storm drain in your community?

by percentage of respondents

Legend:
- Directly to lakes & streams without treatment
- To lakes & streams after receiving some treatment
- To a wastewater treatment plant
- Don't know

Pie chart values: 37%, 8%, 15%, 41%

Q22. 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

Legend:
- ■ More aware
- ■ Same level of awareness
- ■ Less aware
- ■ Not applicable
- ■ Not provided

69%
19%
6%
4%
3%

Q23. 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

No

Don't know

14%

85%

1%
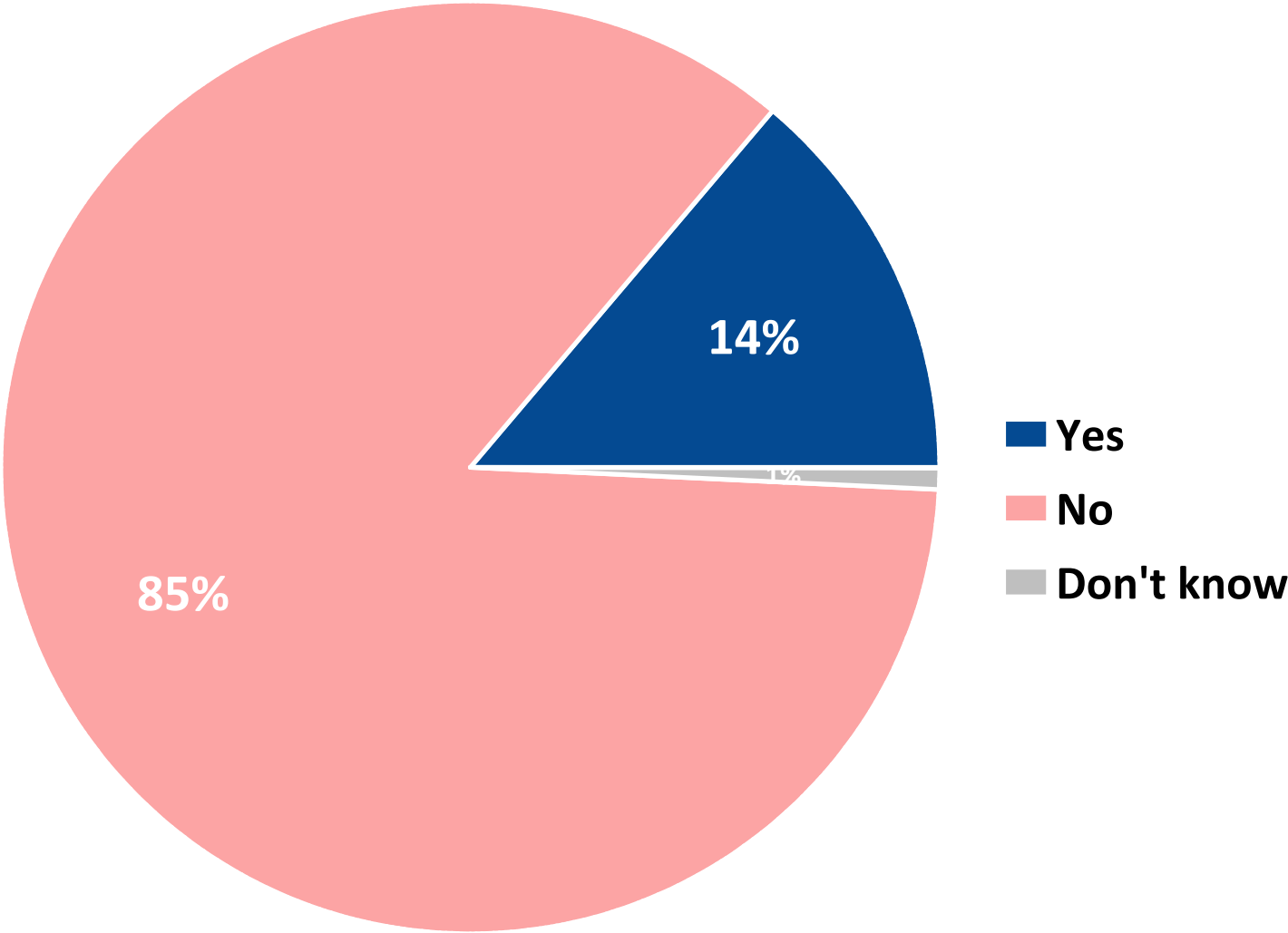
Trends: Q23. Have you seen or heard any information in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes and streams in the Kansas City area during the past year? 2003 to 2022

by percentage of respondents
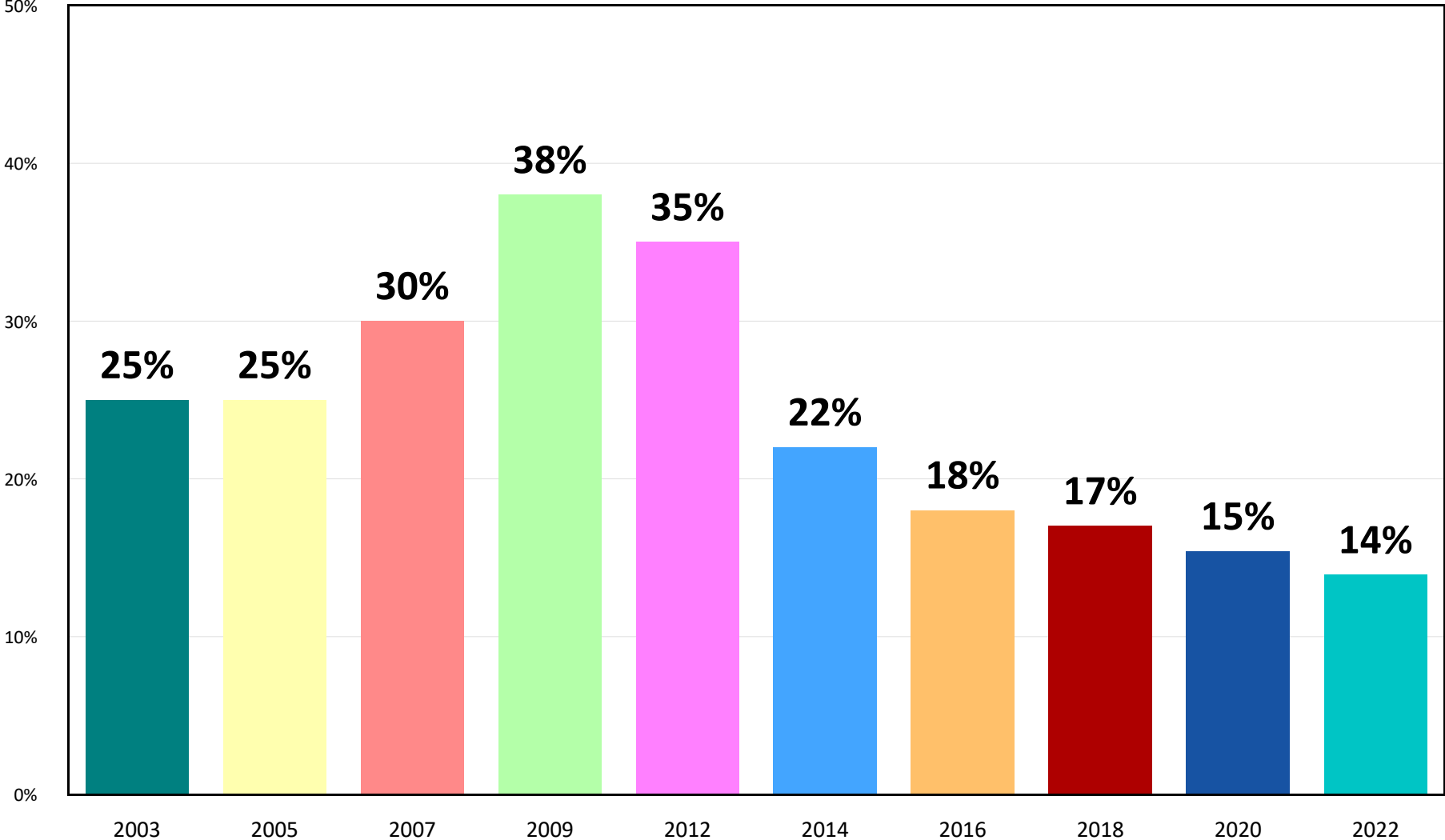
Q23a. What types of information have you seen or heard?

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

Category	Percentage
Television stories/ads	39%
Internet	39%
Newspapers/magazines/other print media	38%
City or County newsletters	37%
Social media	33%
Water bill inserts	33%
Brochures	28%
Community event	20%
Radio stories/ads	14%
Watershed festival	3%
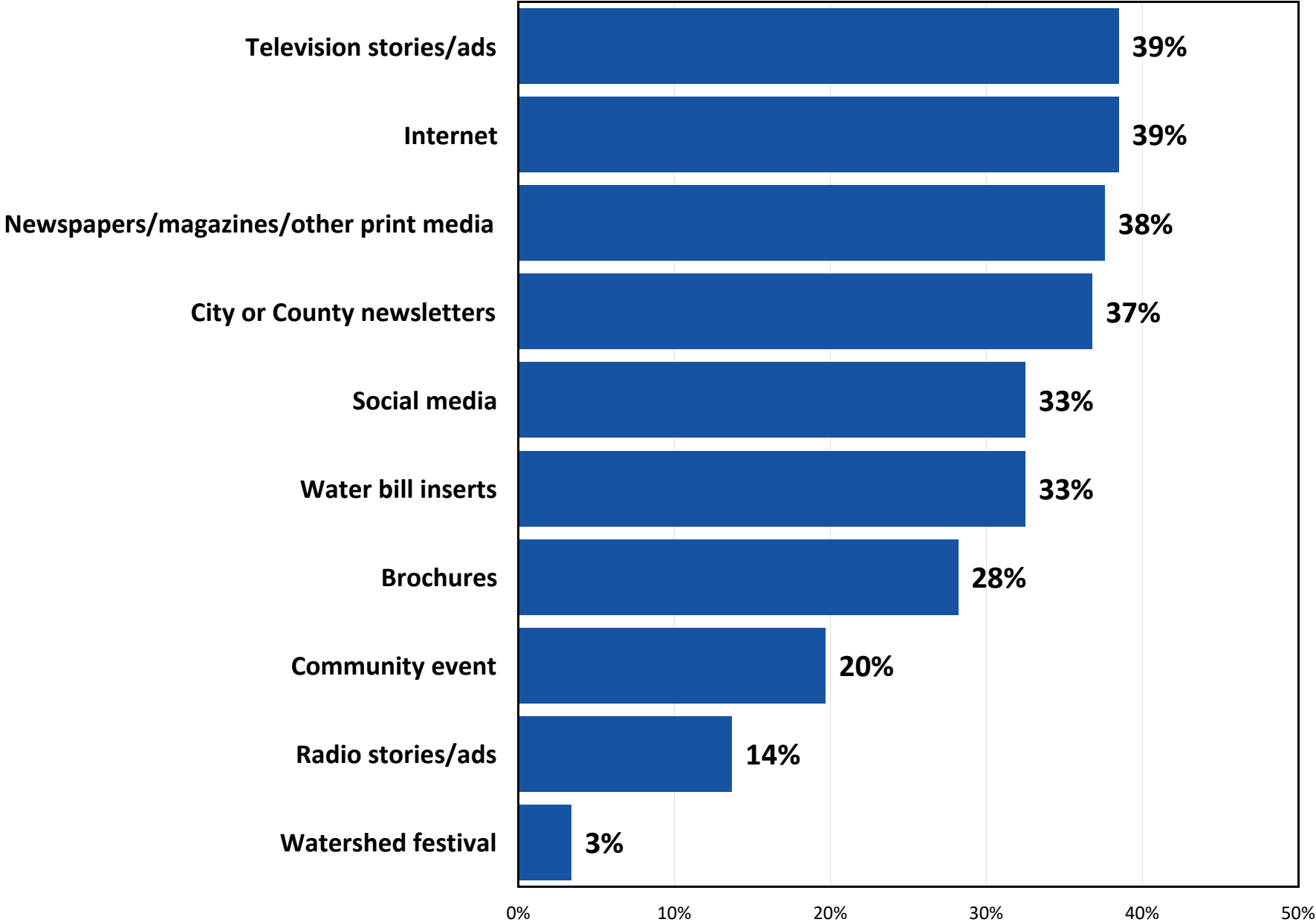
Trends: Q23a. Where Residents Had Seen or Heard Information About Water Quality in Lakes and Streams in the Kansas City Area: 2003 to 2022

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

Television stories/ads
- 39%
- 33%
- 43%
- 52%
- 15%
- 32%
- 37%
- 40%
- 40%
- **39%**

Internet
- 2%
- 5%
- 4%
- 8%
- 5%
- 13%
- 21%
- 20%
- 23%
- **39%**

Newspapers/magazines/other print media
- 59%
- 57%
- 47%
- 53%
- 18%
- 49%
- 48%
- 50%
- 38%
- **38%**

City or County newsletters
- 20%
- 31%
- 16%
- 22%
- 10%
- 37%
- 48%
- 34%
- 56%
- **37%**

Social media
- **Not previously asked**
- 5%
- 19%
- 16%
- **33%**

Legend:
- 2003
- 2005
- 2007
- 2009
- 2012
- 2014
- 2016
- 2018
- 2020
- **2022**

X-axis: 0% 10% 20% 30% 40% 50% 60%
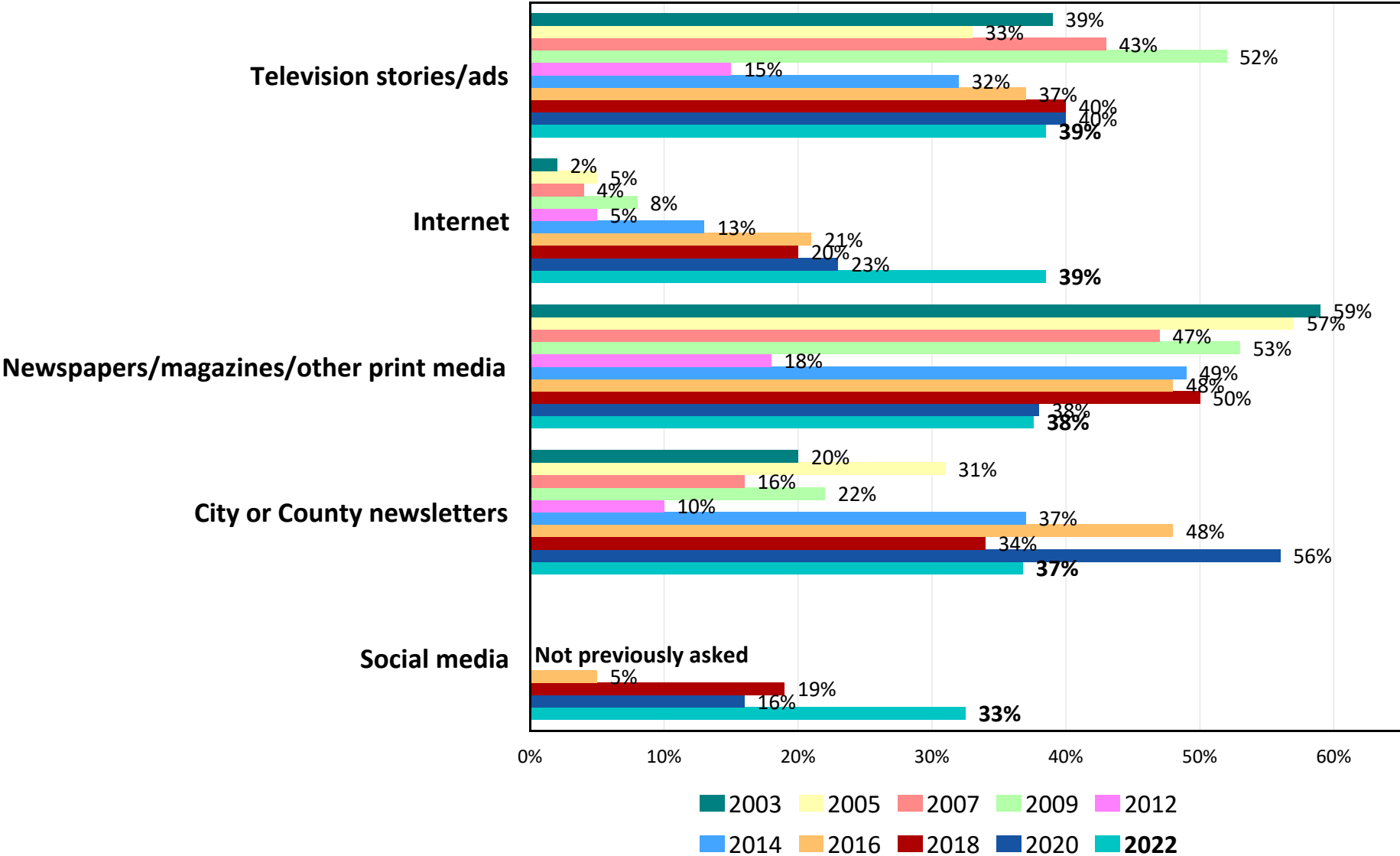
Trends: Q23a. (Cont.) Where Residents Had Seen or Heard Information About Water Quality in Lakes and Streams in the Kansas City Area: 2003 to 2022

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

Water bill inserts
- Not previously asked
- 54%
- 56%
- 62%
- 51%
- **33%**

Brochures
- 22%
- 24%
- 19%
- 15%
- 9%
- 22%
- 29%
- 13%
- 16%
- **28%**

Community event
- Not previously asked
- 10%
- 12%
- 3%
- 6%
- **20%**

Radio stories/ads
- 6%
- 8%
- 4%
- 13%
- 6%
- 9%
- 10%
- 14%
- 11%
- **14%**

Legend: 2003, 2005, 2007, 2009, 2012, 2014, 2016, 2018, 2020, **2022**
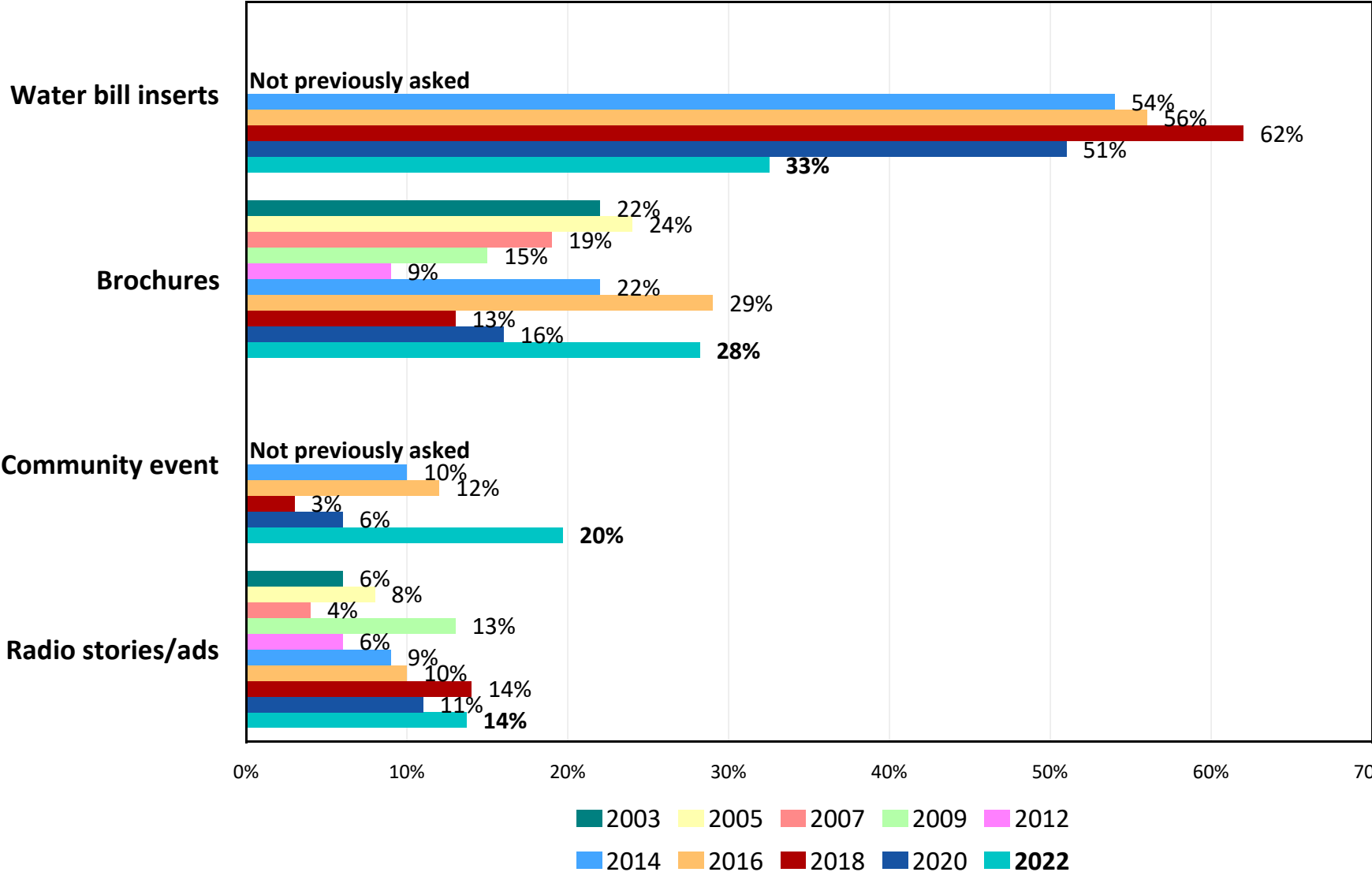
Q24. Have you done any of the following to manage how and when rain leaves your property?

by percentage of respondents who answered "yes"

Category	Percentage
Placed flower beds & other landscaping where they will absorb water	61%
Redirected downspout to vegetated area/retain water	47%
Installed permeable pavers or surfaces including sidewalks, driveways, patios	22%
Captured rain water in a rain barrel	17%
Disconnected downspout from standpipe	13%
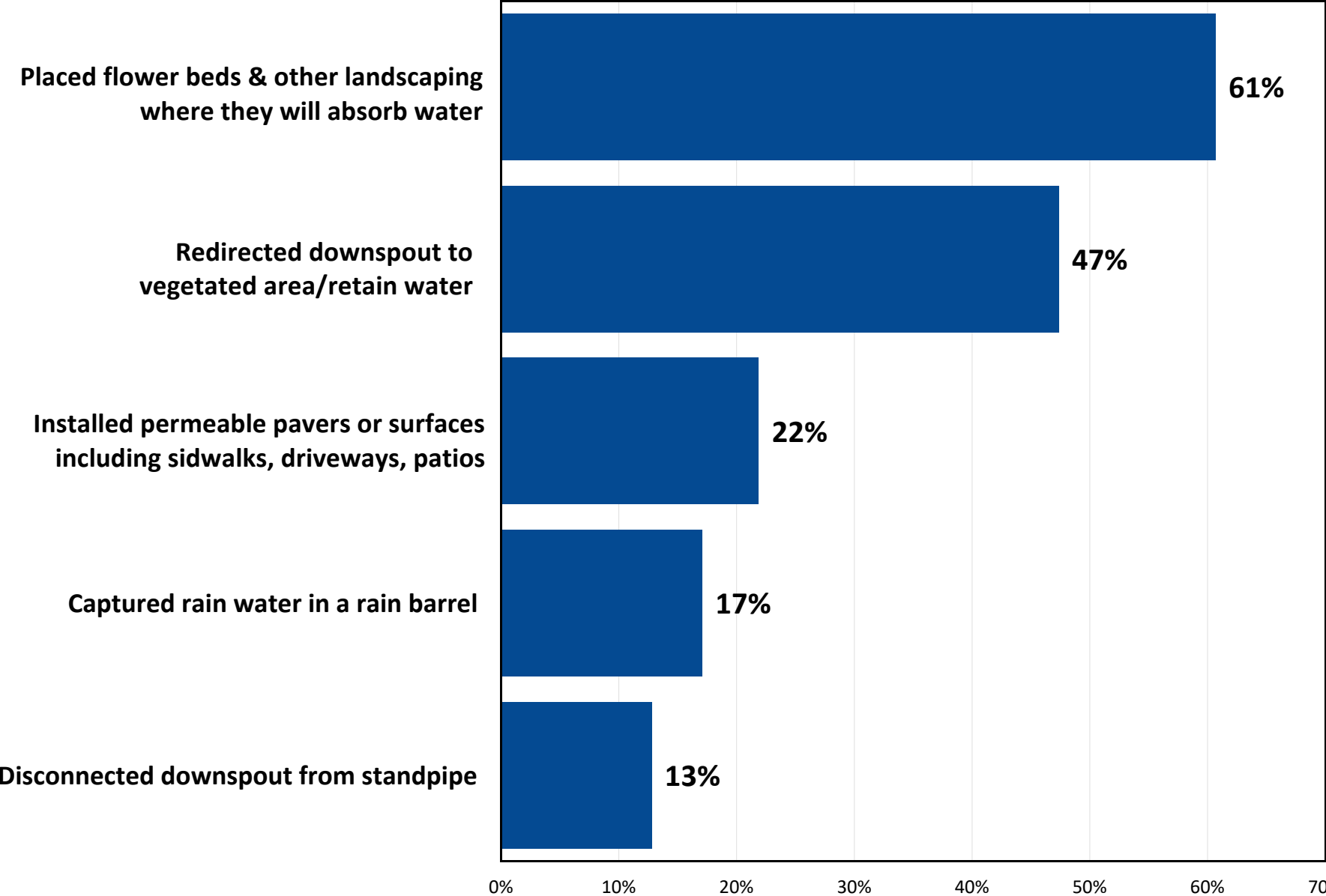
Trends: Q24. Have you done any of the following to manage how and when rain leaves your property?
2016 to 2022

by percentage of respondents who answered "yes"

Placed flower beds & other landscaping where they will absorb water
- 57%
- 53%
- 60%
- **61%**

Redirected downspout to vegetated area/retain water
- 48%
- 44%
- 52%
- **47%**

Installed permeable pavers or surfaces including sidewalks, driveways, patios
- 23%
- 23%
- 27%
- **22%**

Captured rain water in a rain barrel
- 17%
- 20%
- 18%
- **17%**

Disconnected downspout from standpipe
- 11%
- 13%
- 17%
- **13%**

Legend: 2016 2018 2020 **2022**
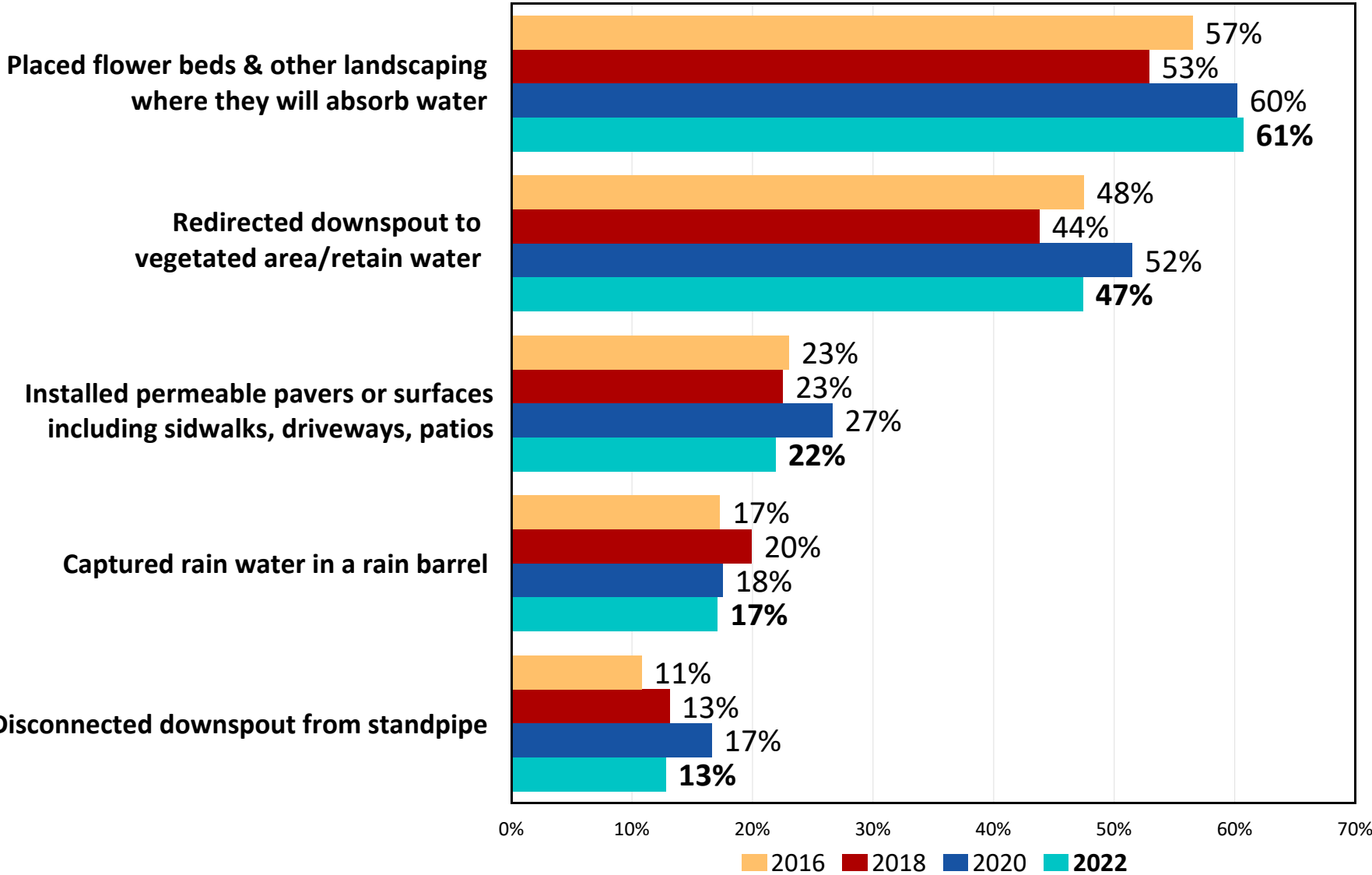
Q25. How supportive would you be of having cities or counties adopt ordinances or participate in practices that protect streams and wildlife habitat in your community?

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

	Very Supportive	Supportive	Not Sure	Not Supportive	Not Supportive at All
Require inclusion of native trees & plants	44%	40%	13%	2%	1%
Adopt rigorous storm drainage standards	36%	45%	15%	2%	2%
Increase setback distances from natural stream systems for fences/buildings	25%	46%	25%	3%	1%
Invest in stream restoration/restoration of natural areas	25%	46%	26%	2%	2%
Provide tax incentives for developers who choose to exceed minimum stormwater drainage standards	25%	42%	21%	8%	5%
Provide reimbursement programs for residents who want to collect stormwater in rain barrels	25%	36%	27%	9%	4%
Reduce allowances for impervious/paved surfaces on new developments	19%	31%	44%	4%	2%

Demographics: Q26. Age of Respondents

by percentage of respondents

- 18-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65 years or older
- Not provided
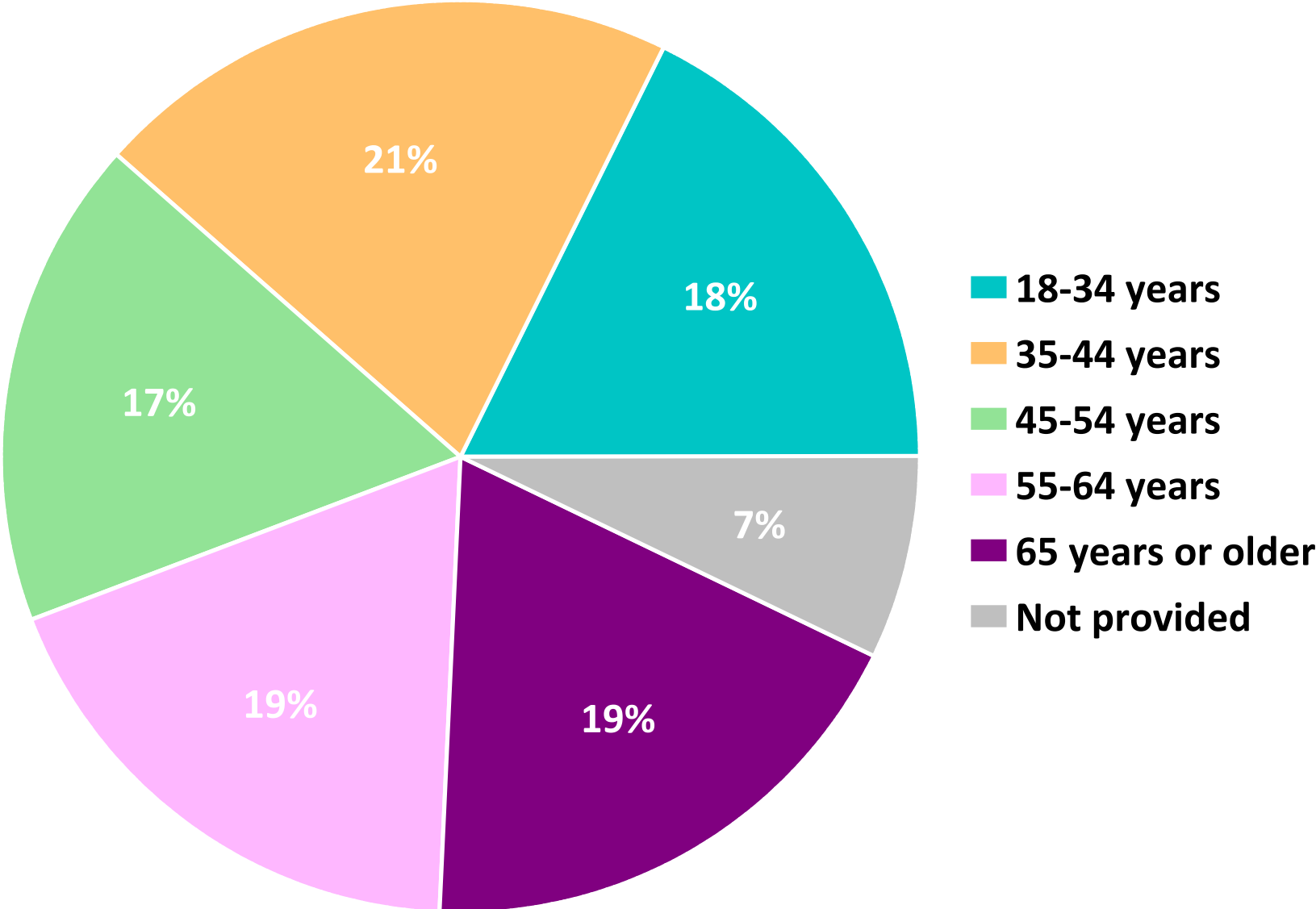
Demographics: Q27. County of Residence

by percentage of respondents

34% Jackson
30% Johnson
12% Clay
8% Wyandotte
6% Platte
5% Cass
3% Leavenworth
1% Miami
1% Ray

Legend:
- Jackson
- Johnson
- Clay
- Wyandotte
- Platte
- Cass
- Leavenworth
- Miami
- Ray
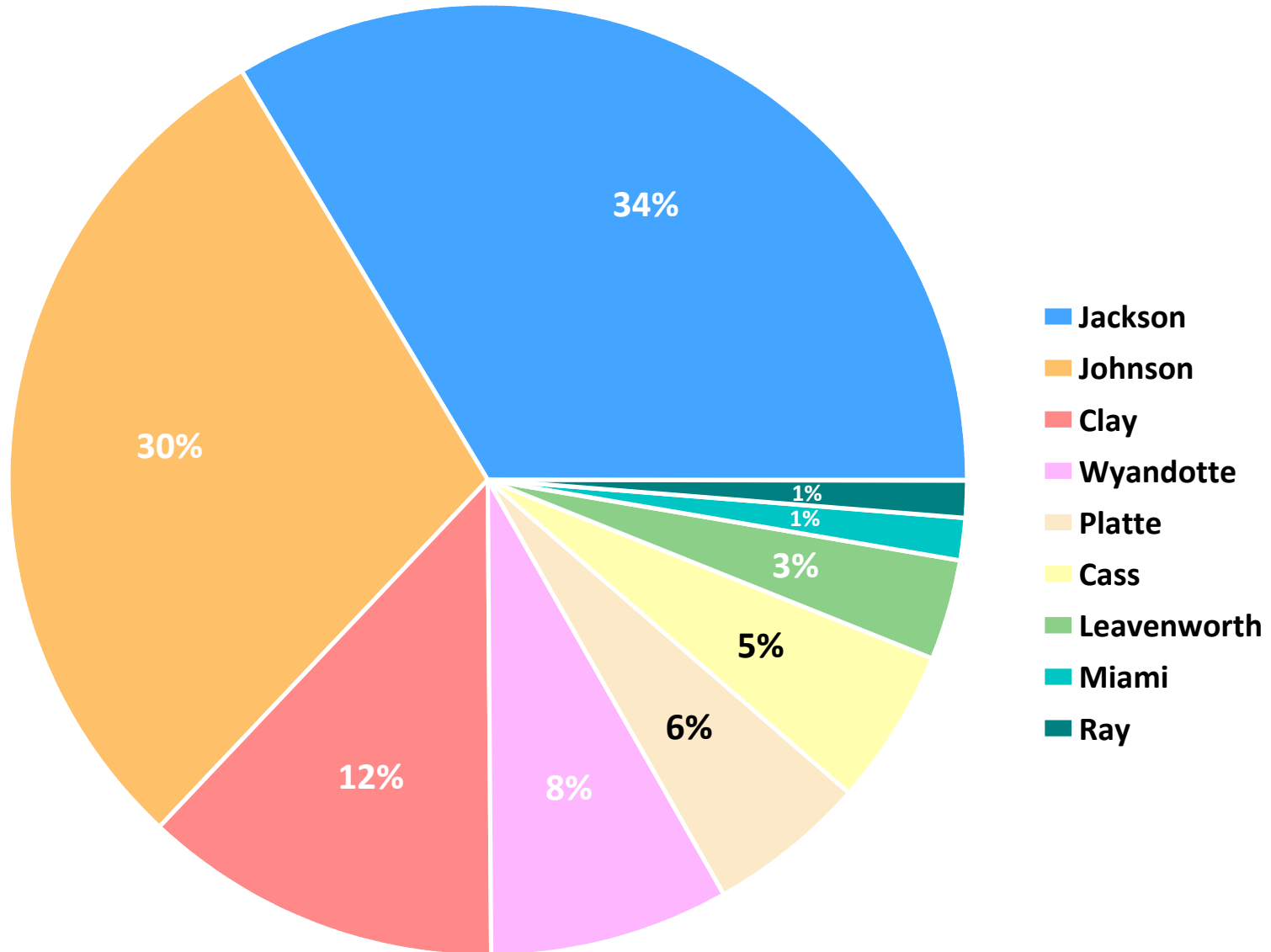
Demographics: Q28. Are you Hispanic or Latino?

by percentage of respondents

- Yes
- No
- Not provided

10%

89%

1%
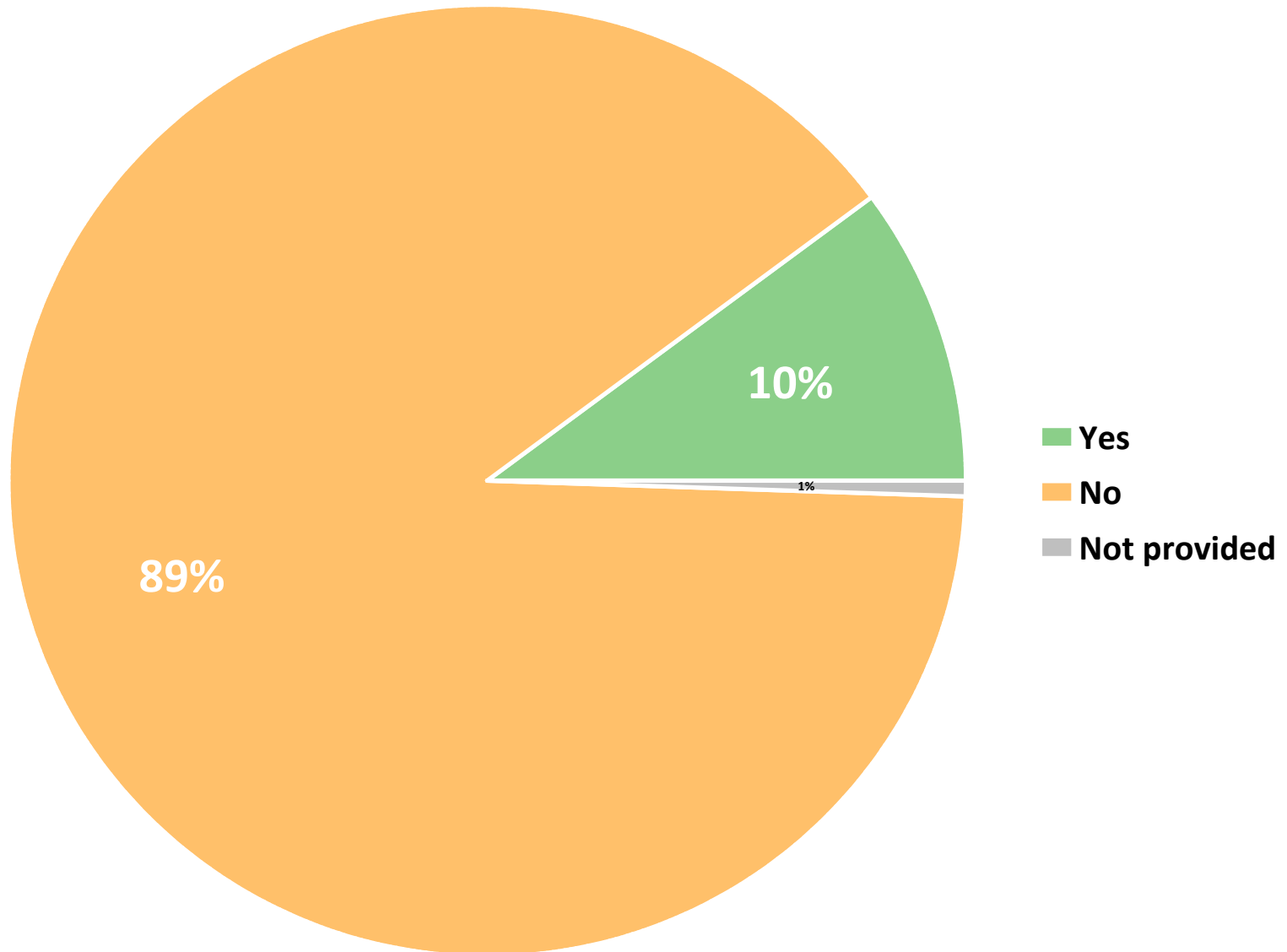
Demographics: Q29. Race/Ethnicity of Respondents

by percentage of respondents

Legend:
- White
- Black/African American
- Asian/Pacific Islander
- American Indian or Alaska Native
- Native Hawaiian/other Pacific Islander
- Other

80.3%
13.5%
3.3%
1.3%
1.3%
0.2%
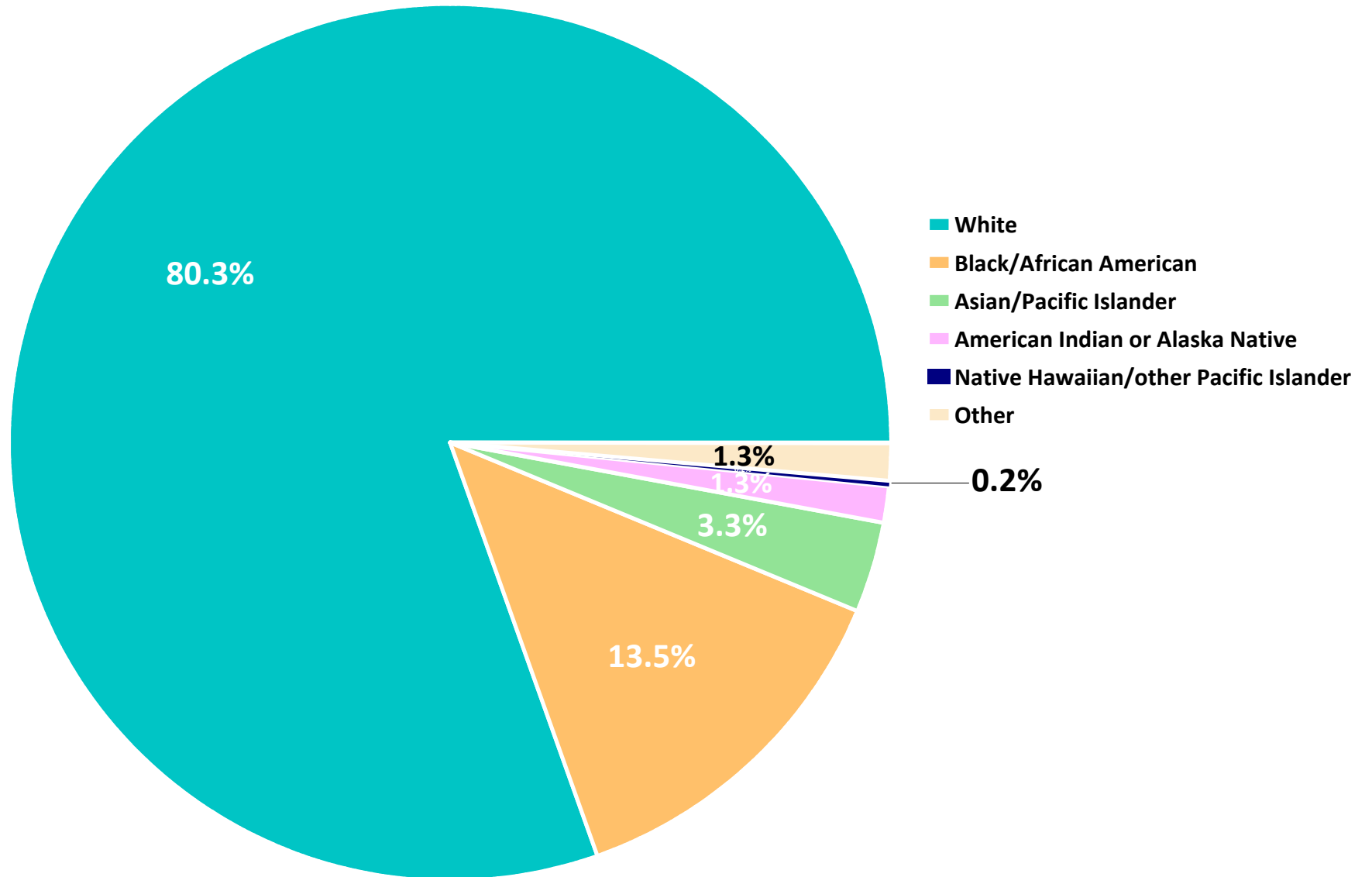
Demographics: Q30. Gender of Respondents

by percentage of respondents

52.4%

0.6% **0.4%**

46.6%

■ **Male**

■ **Female**

■ **Other**

■ **Not provided**
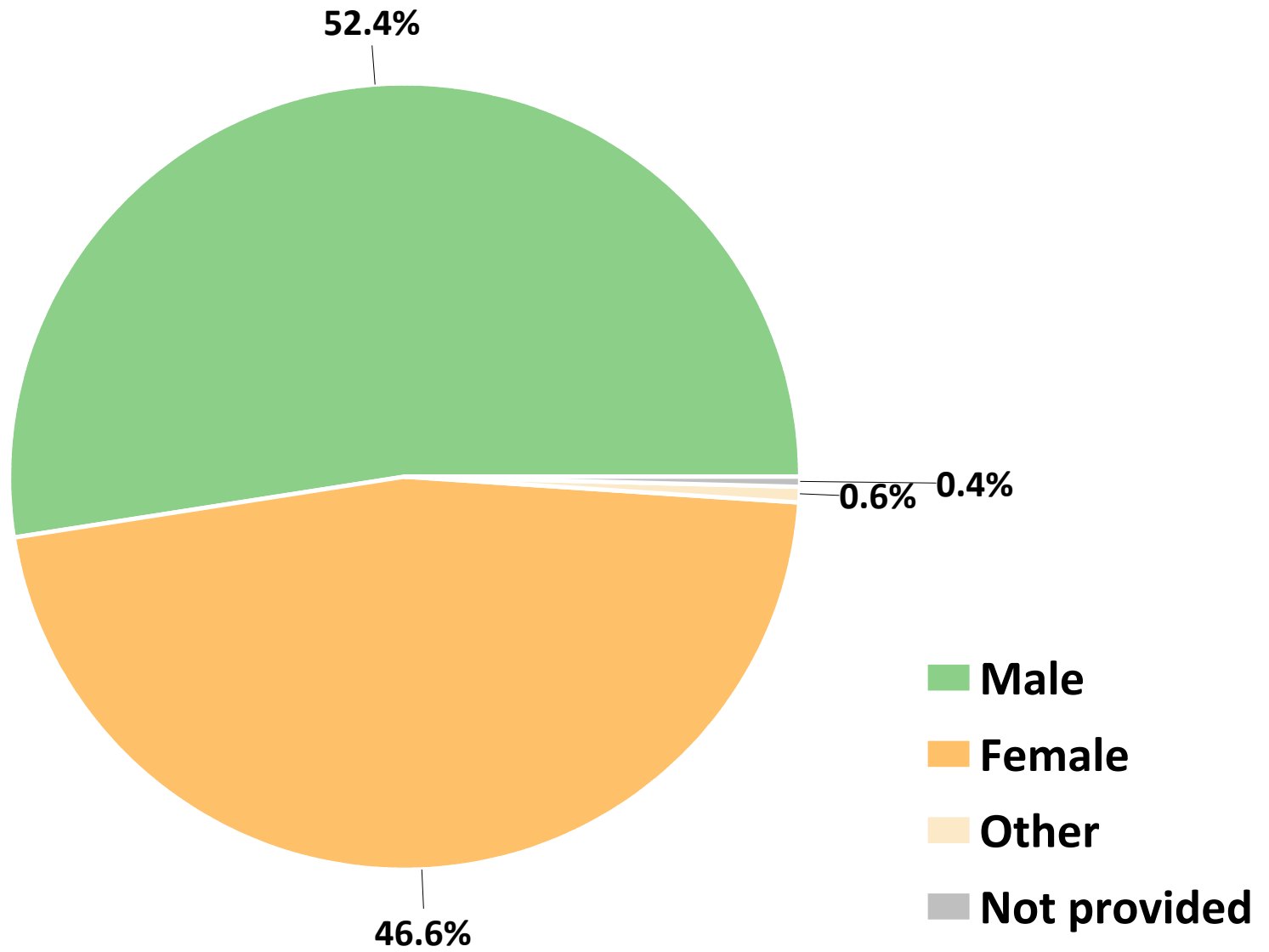
Demographics: Q31. Total Annual Household Income

by percentage of respondents

Legend:
- Under $25K
- $25K to $49,999
- $50K to $74,999
- $75K to $99,999
- $100K to $124,999
- $125K+
- Not provided
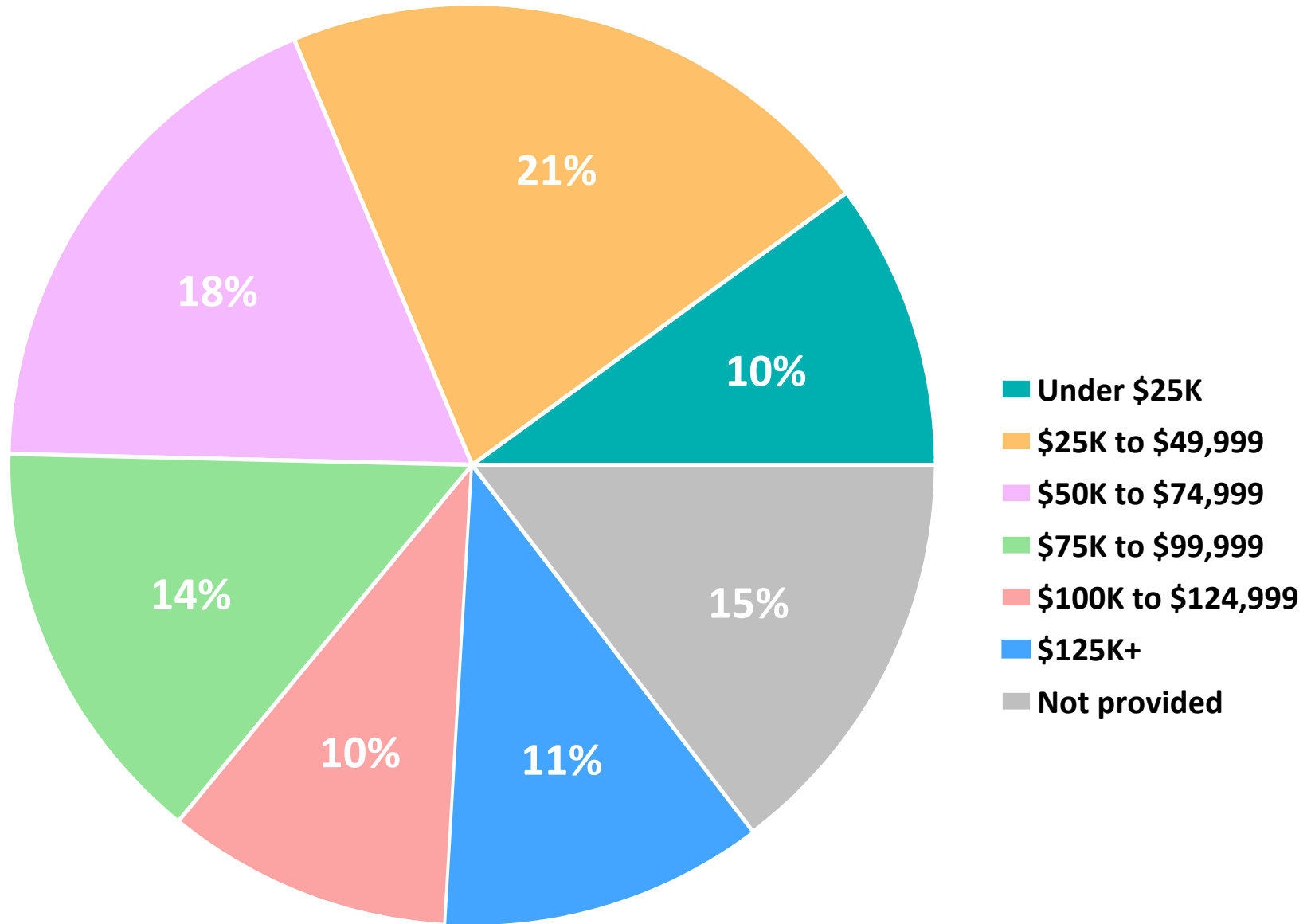
Section 2
GIS Mapping

Interpreting the 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 <u>POSITIVE</u> 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 <u>NEUTRAL</u> ratings. Shades of neutral generally indicate that residents thought the quality-of-service delivery is adequate.

- **ORANGE/RED** shades indicate <u>NEGATIVE</u> 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

(Boundaries by County)

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Q1-01. Air quality

Rating

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- No Response

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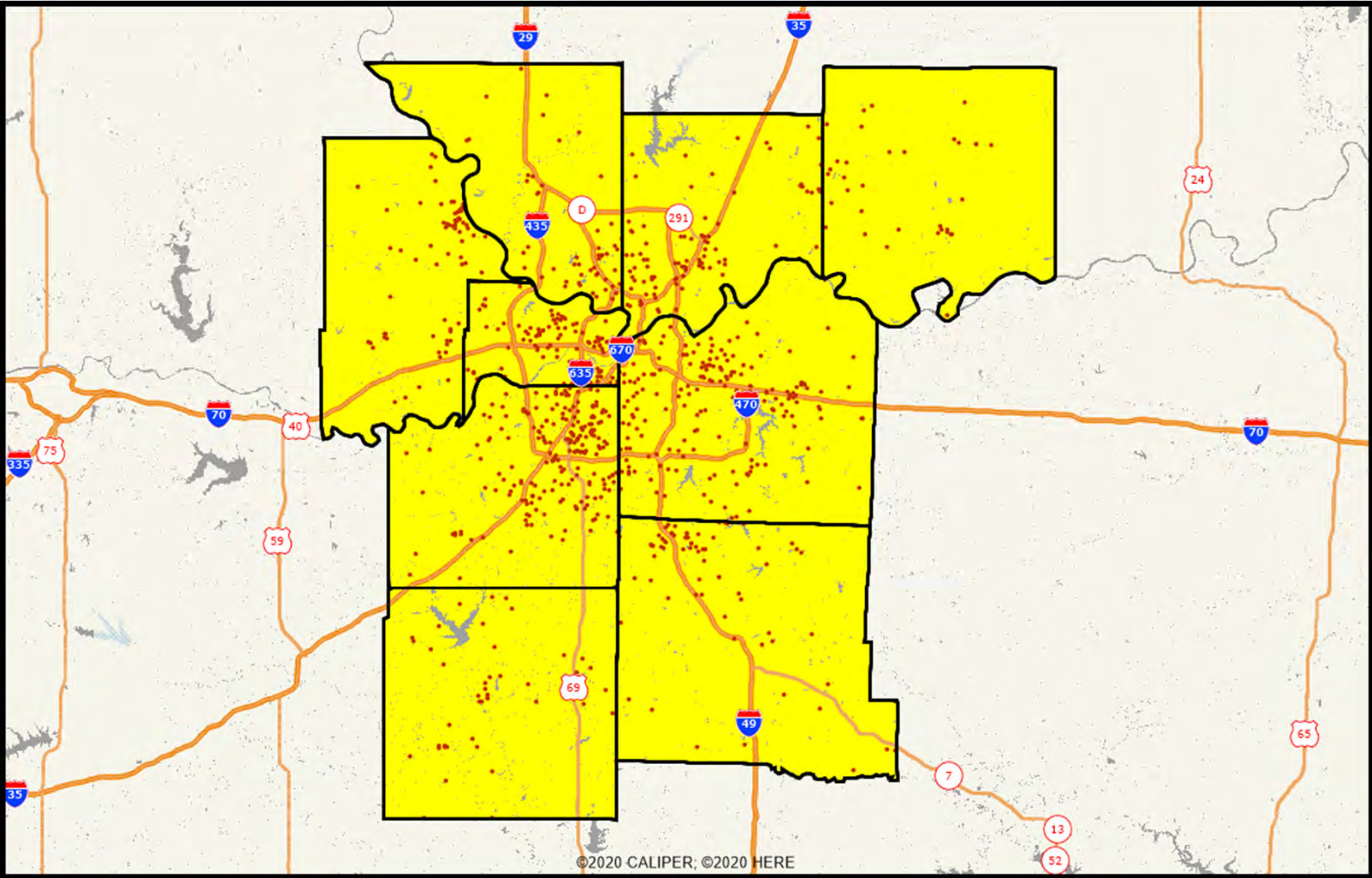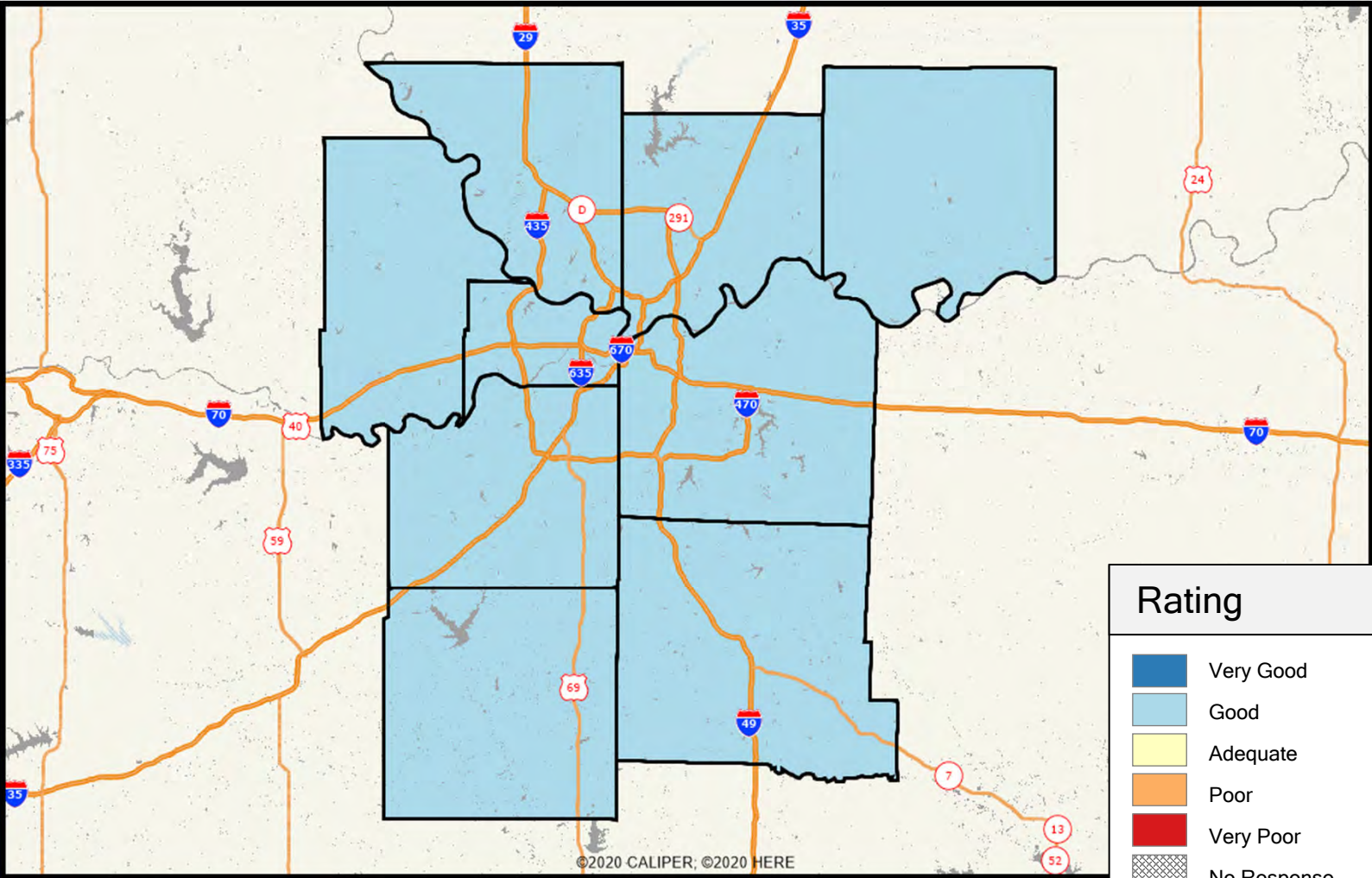
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Q1-02. Economic development and job creation

Rating
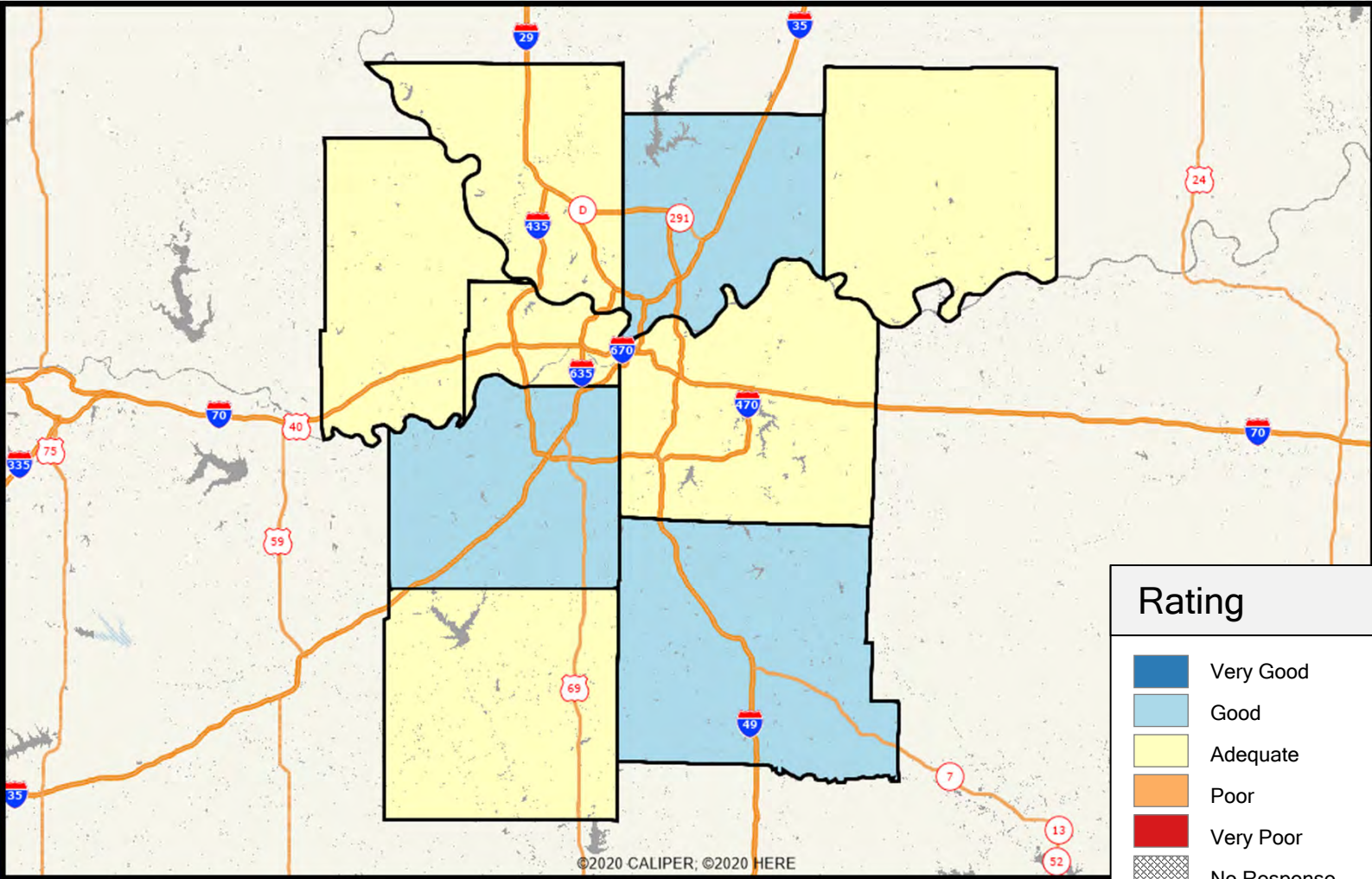
- ■ Very Good
- ■ Good
- ■ Adequate
- ■ Poor
- ■ Very Poor
- ▦ No Response

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Q1-03. Efforts to minimize the impacts of flooding

Rating
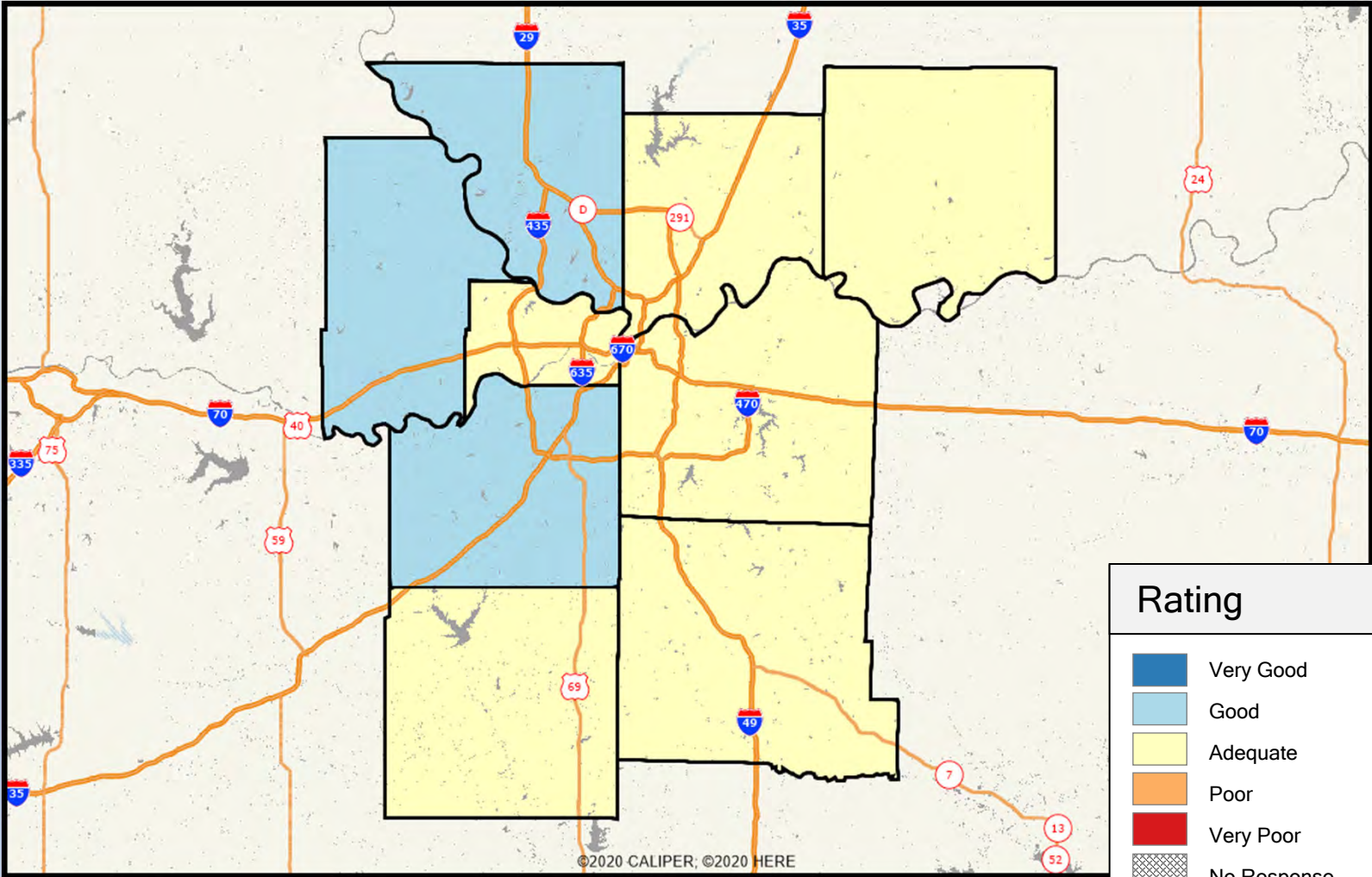
- Very Good
- Good
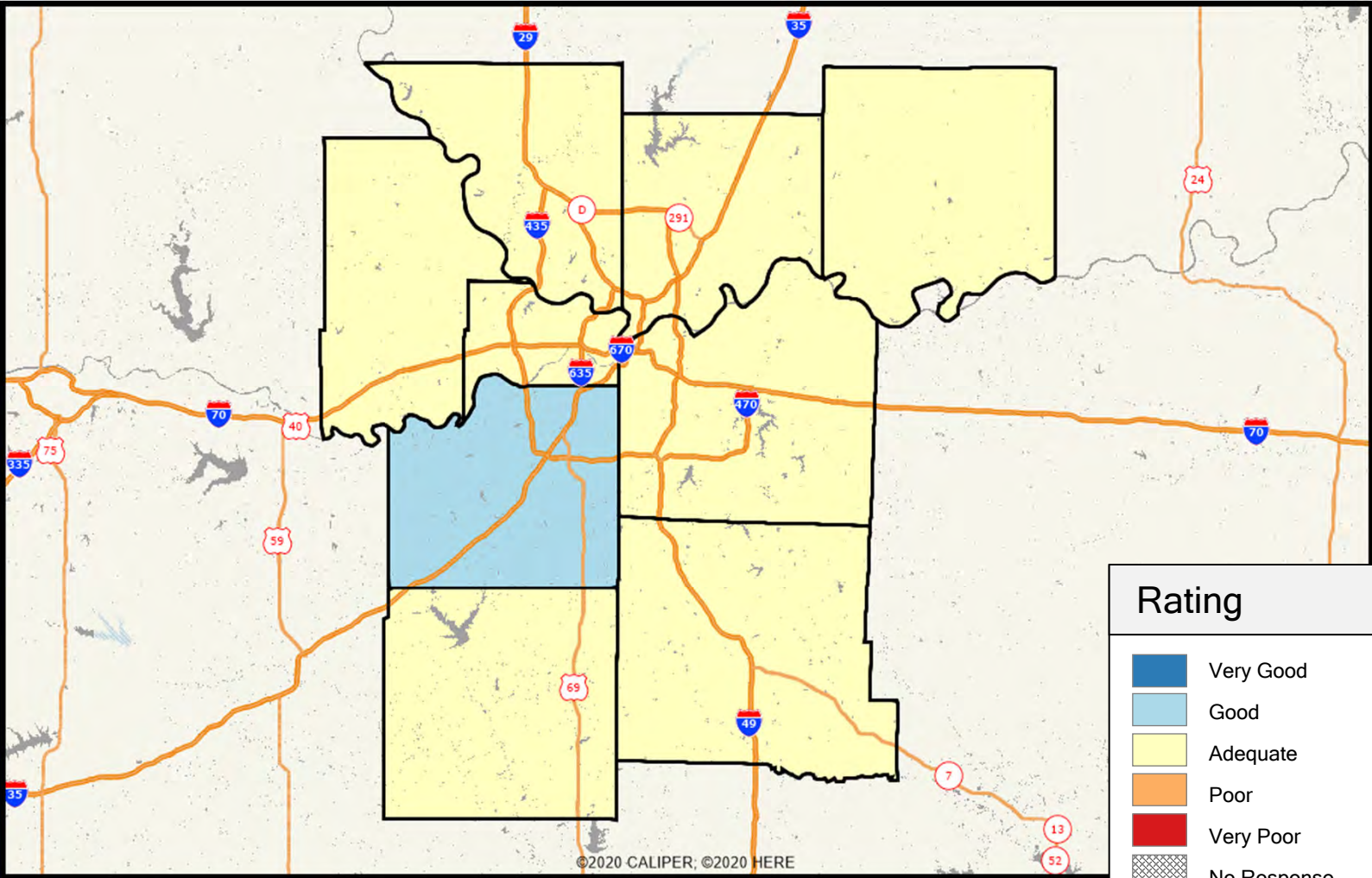- Adequate
- Poor
- Very Poor
- No Response

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Q1-04. Level of safety from crime in neighborhoods
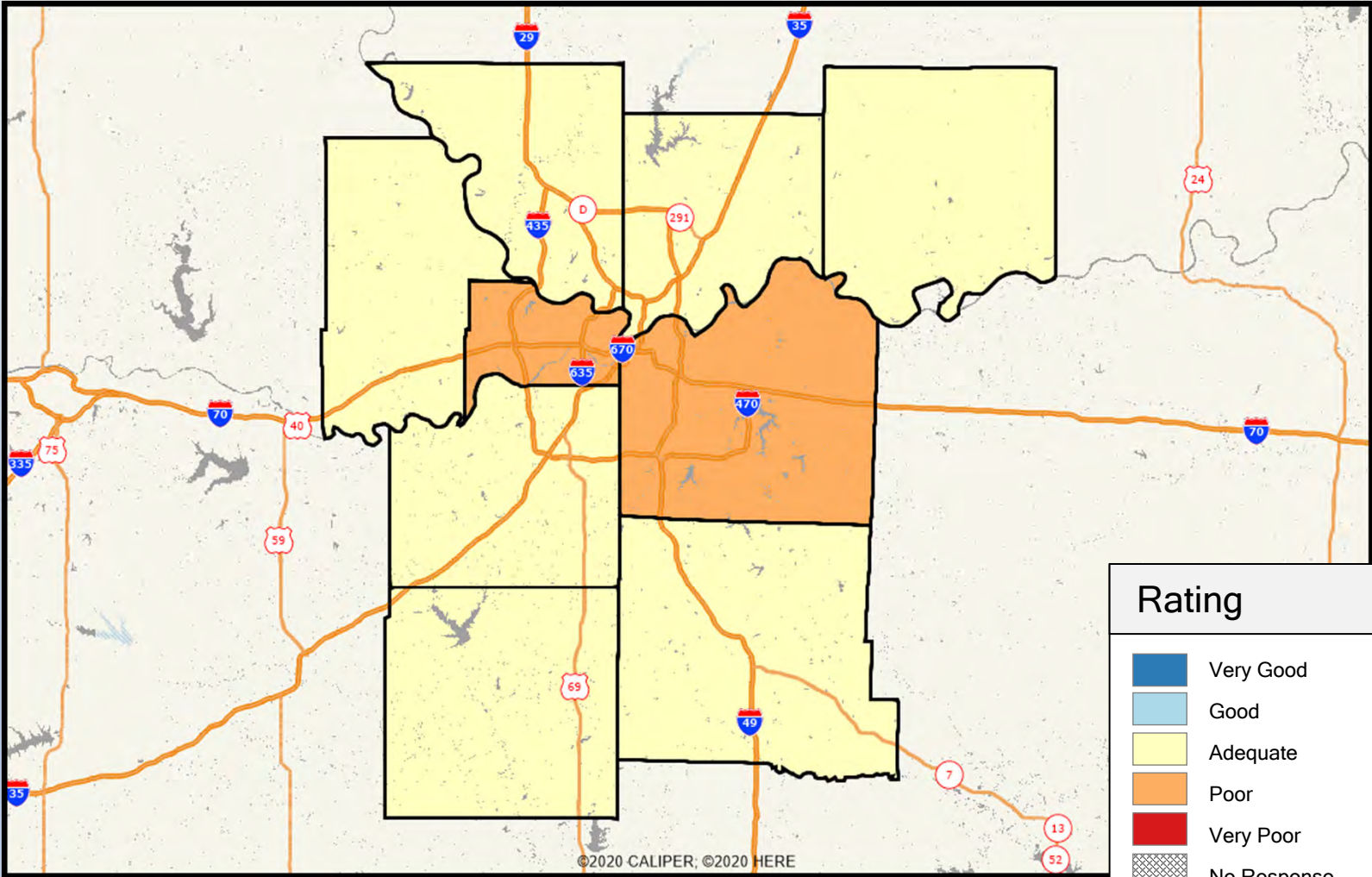
Rating

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- No Response

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Q1-05. Local governmental services
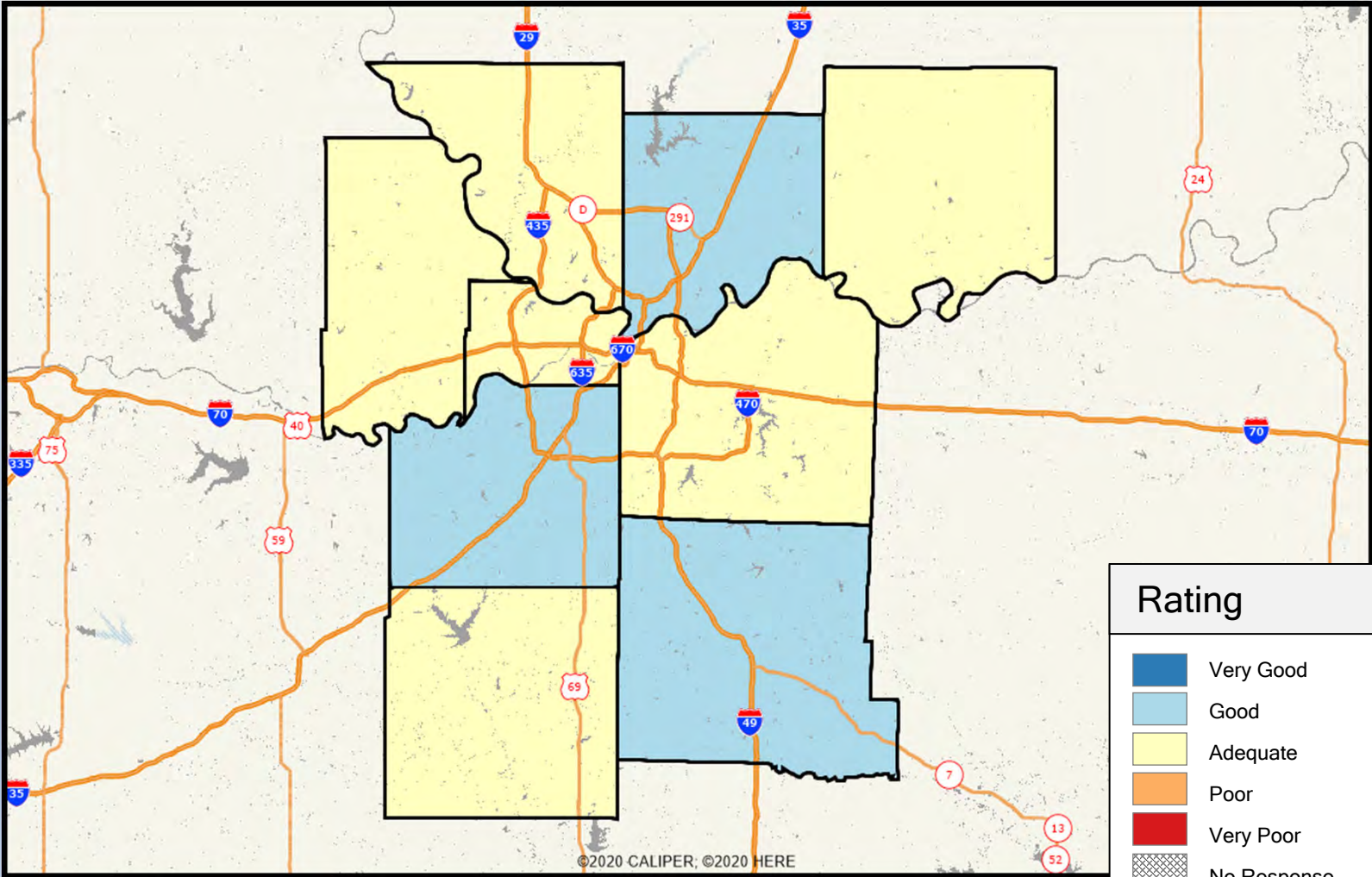
Q1-06. Opportunities for health and fitness
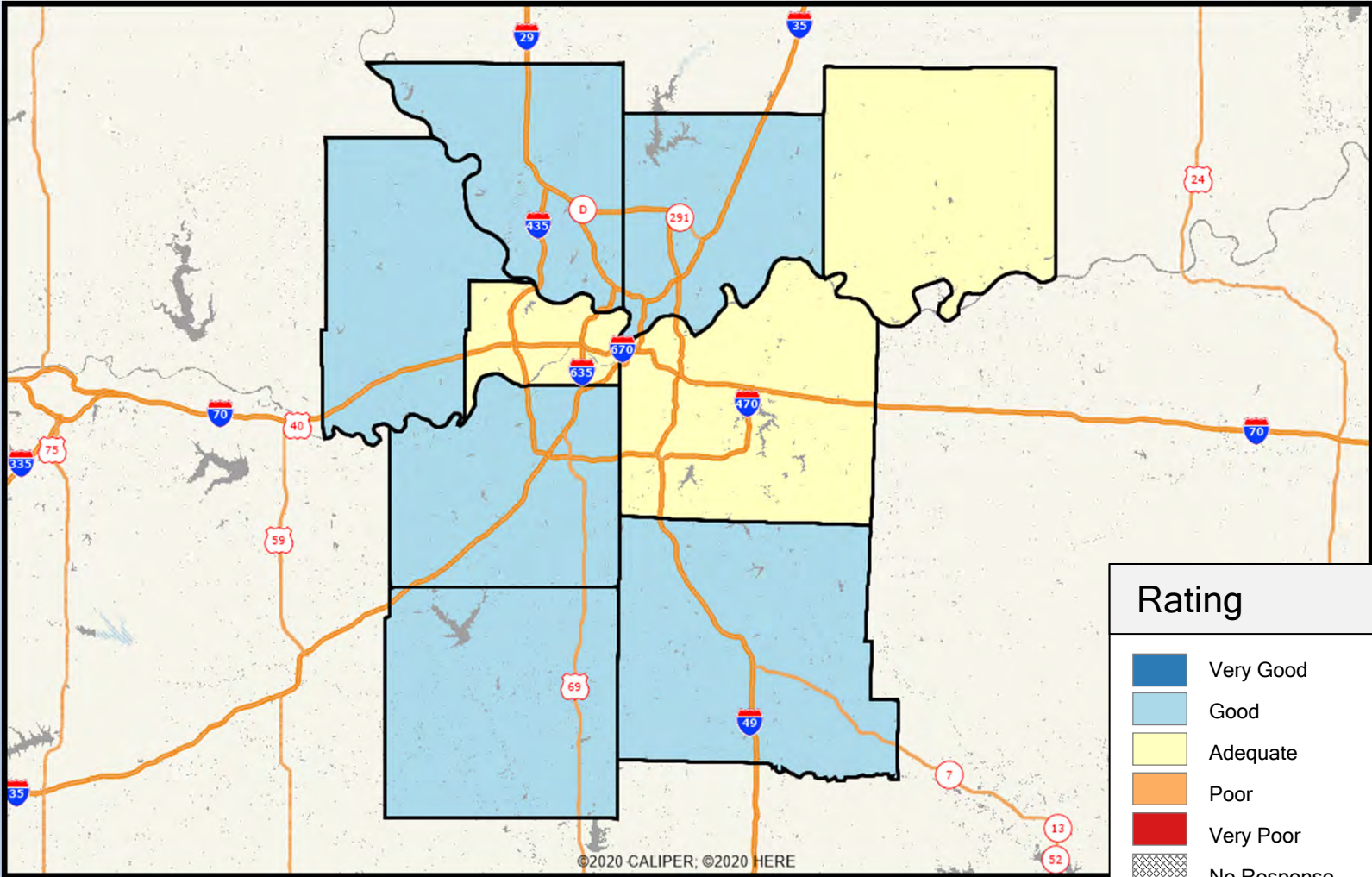
Q1-07. Public education (K-12)

Rating

![dark blue]	Very Good
![light blue]	Good
![yellow]	Adequate
![orange]	Poor
![red]	Very Poor
![hatched]	No Response

©2020 CALIPER; ©2020 HERE
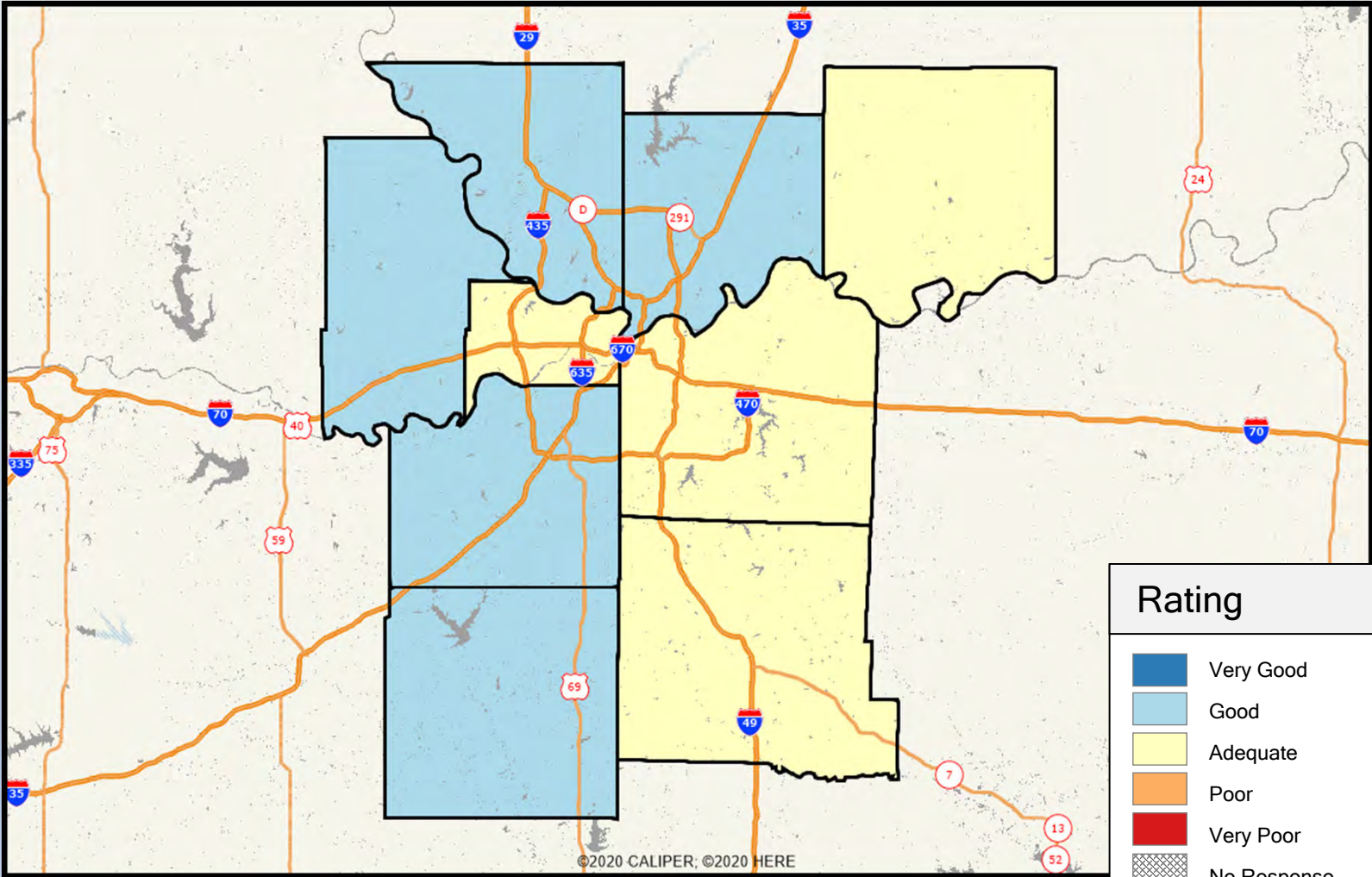
ETC INSTITUTE

Q1-08. Recycling programs

Rating

![blue]	Very Good
![lightblue]	Good
![yellow]	Adequate
![orange]	Poor
![red]	Very Poor
![hatch]	No Response
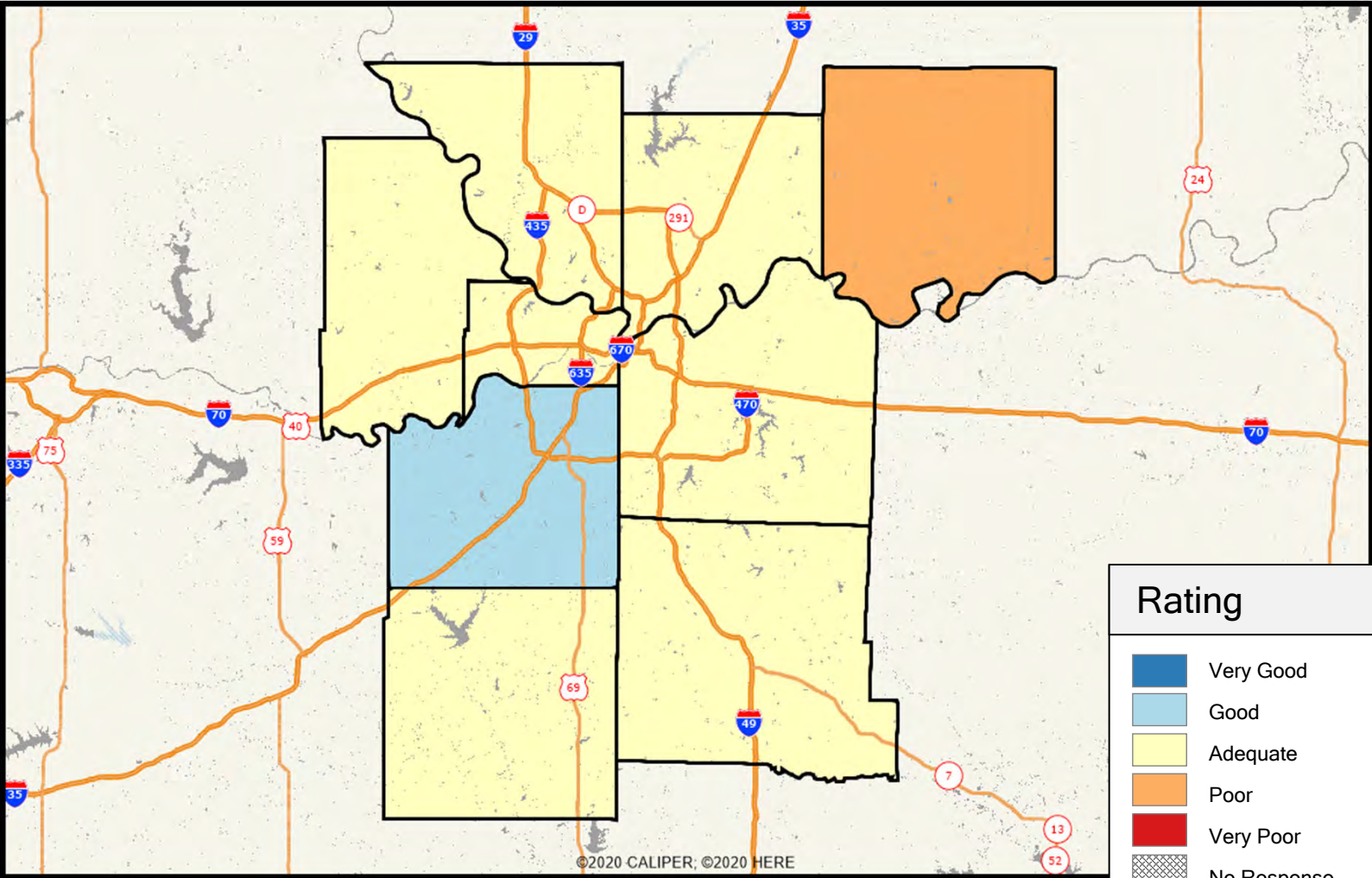
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Q1-09. Regional efforts to acquire and protect natural areas
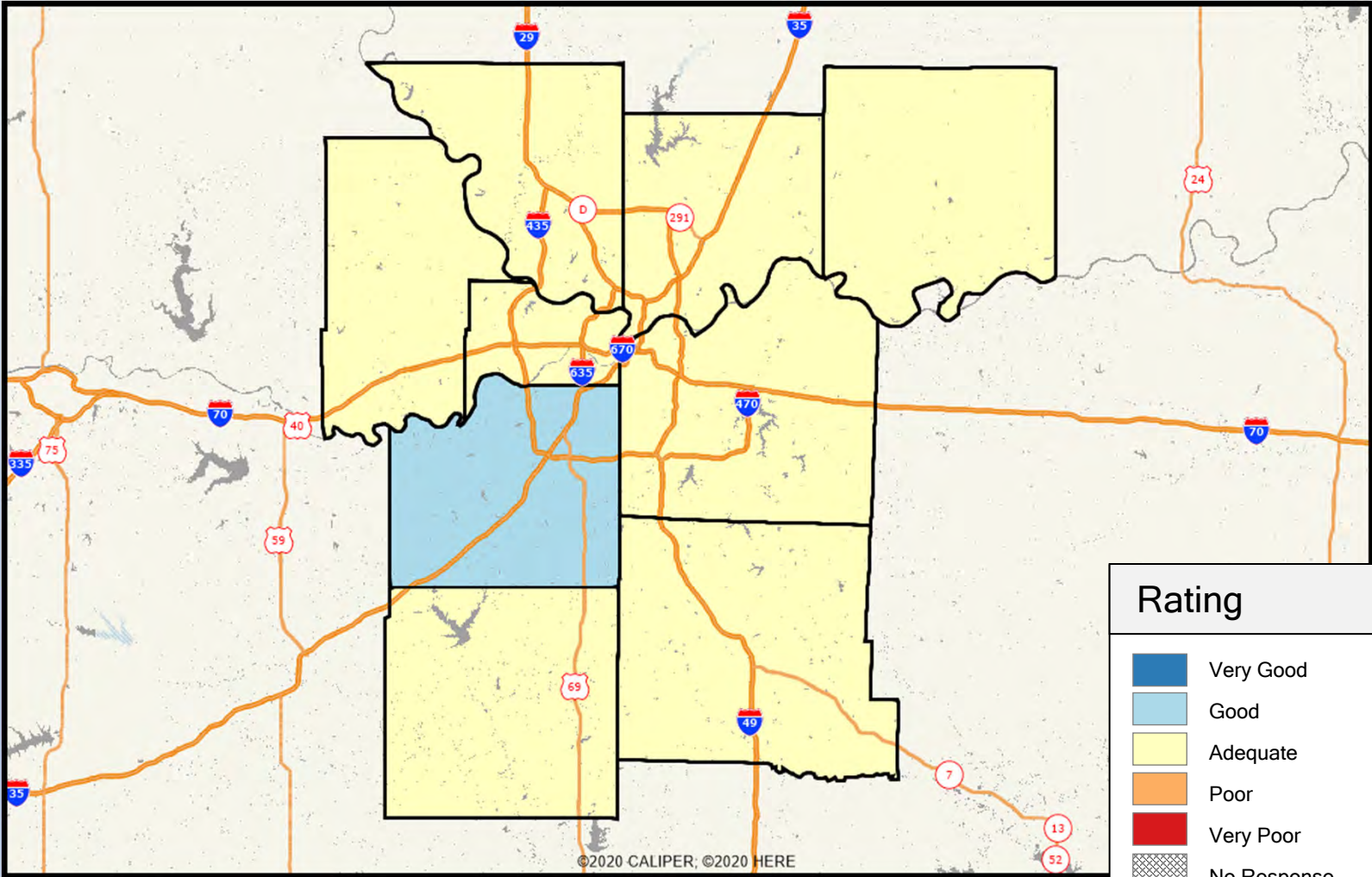
Rating

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- No Response

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Q1-10. Water quality in lakes, streams, and rivers

Rating

- Very Good
- Good
- Adequate
- Poor
- Very Poor
- No Response

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Q1-11. Climate resilience

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

Frequency

- Seldom or never
- Some of the time
- Somewhat frequently
- Most of the time
- All of the time
- No Response

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

Frequency

- Seldom or never
- Some of the time
- Somewhat frequently
- Most of the time
- All of the time
- No Response

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

Concern

- ▮ Very concerned
- ▮ Somewhat concerned
- ▮ Neutral
- ▮ Not sure
- ▮ Not concerned
- ▦ No Response

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

Quality

- Getting much worse
- Getting somewhat worse
- Staying about the same
- Getting somewhat better
- Getting much better
- No Response

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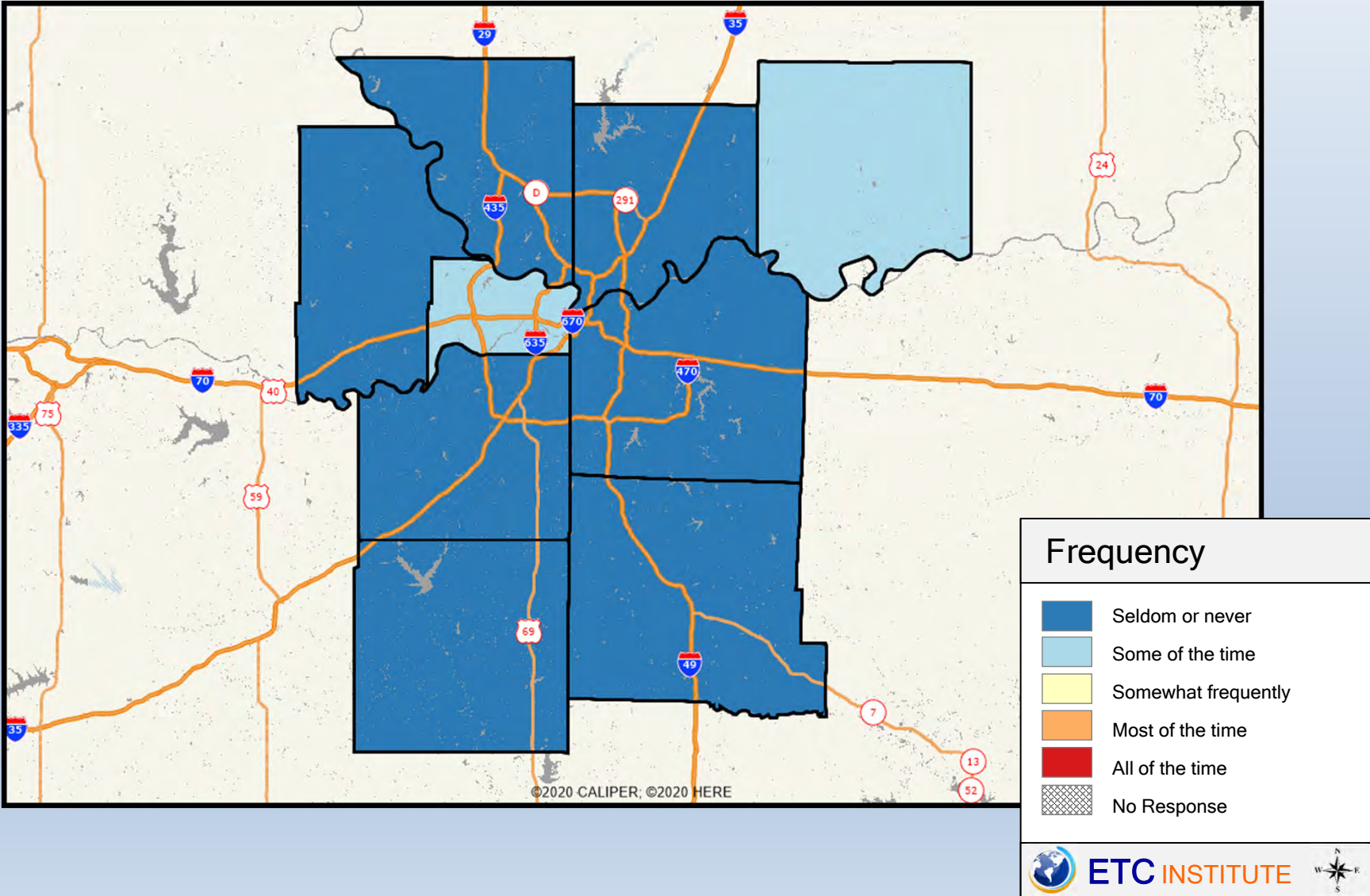
Q12. Have you or other members of your household disposed of yard waste in the street, a stormwater drain, a lake, or stream during the past year?
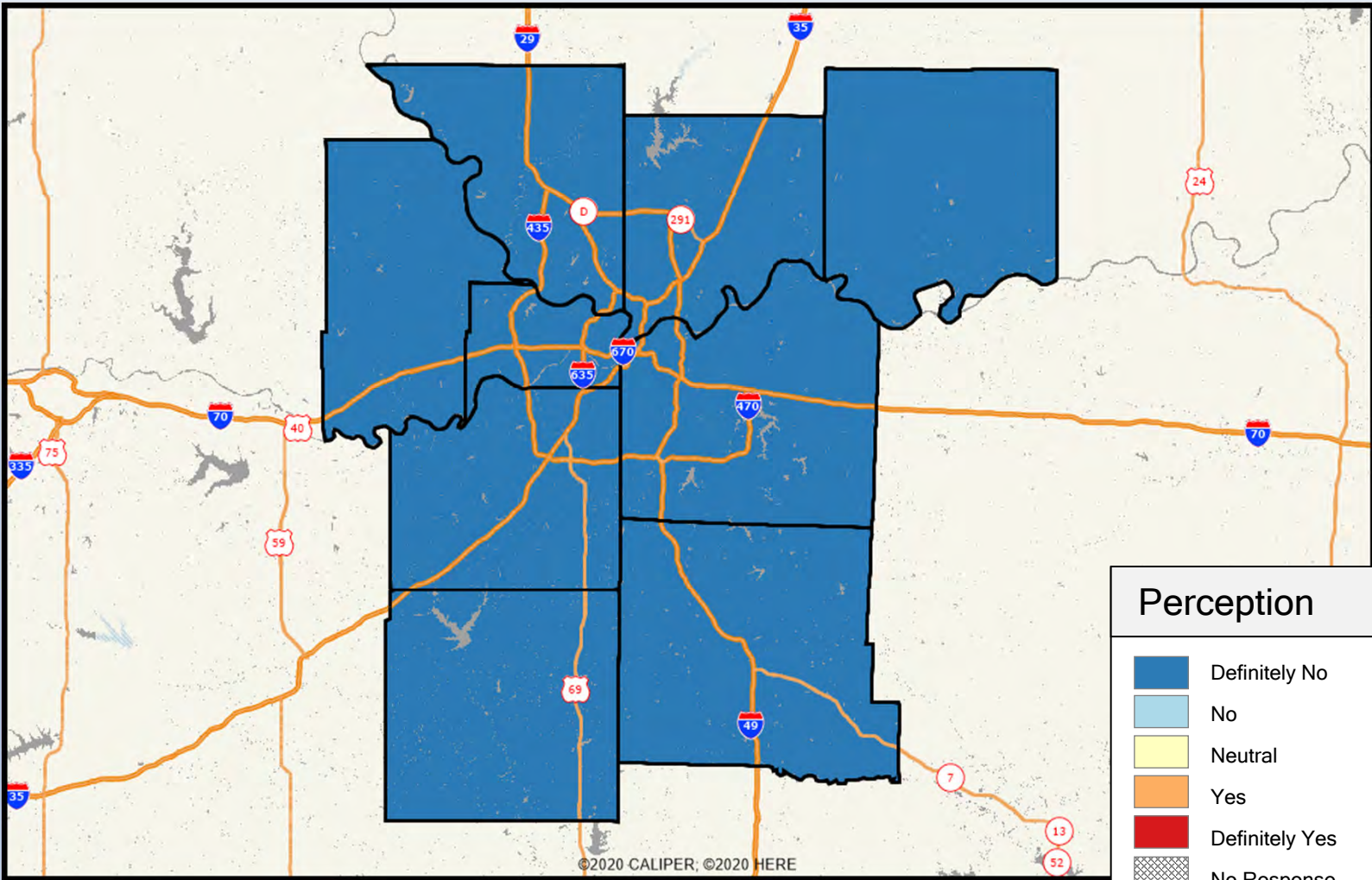
Perception

- Definitely No
- No
- Neutral
- Yes
- Definitely Yes
- No Response

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Q13. Have you or other members of your household dumped paint, motor oil, or other household waste into the street, a stormwater drain, a lake, or stream during the past year?
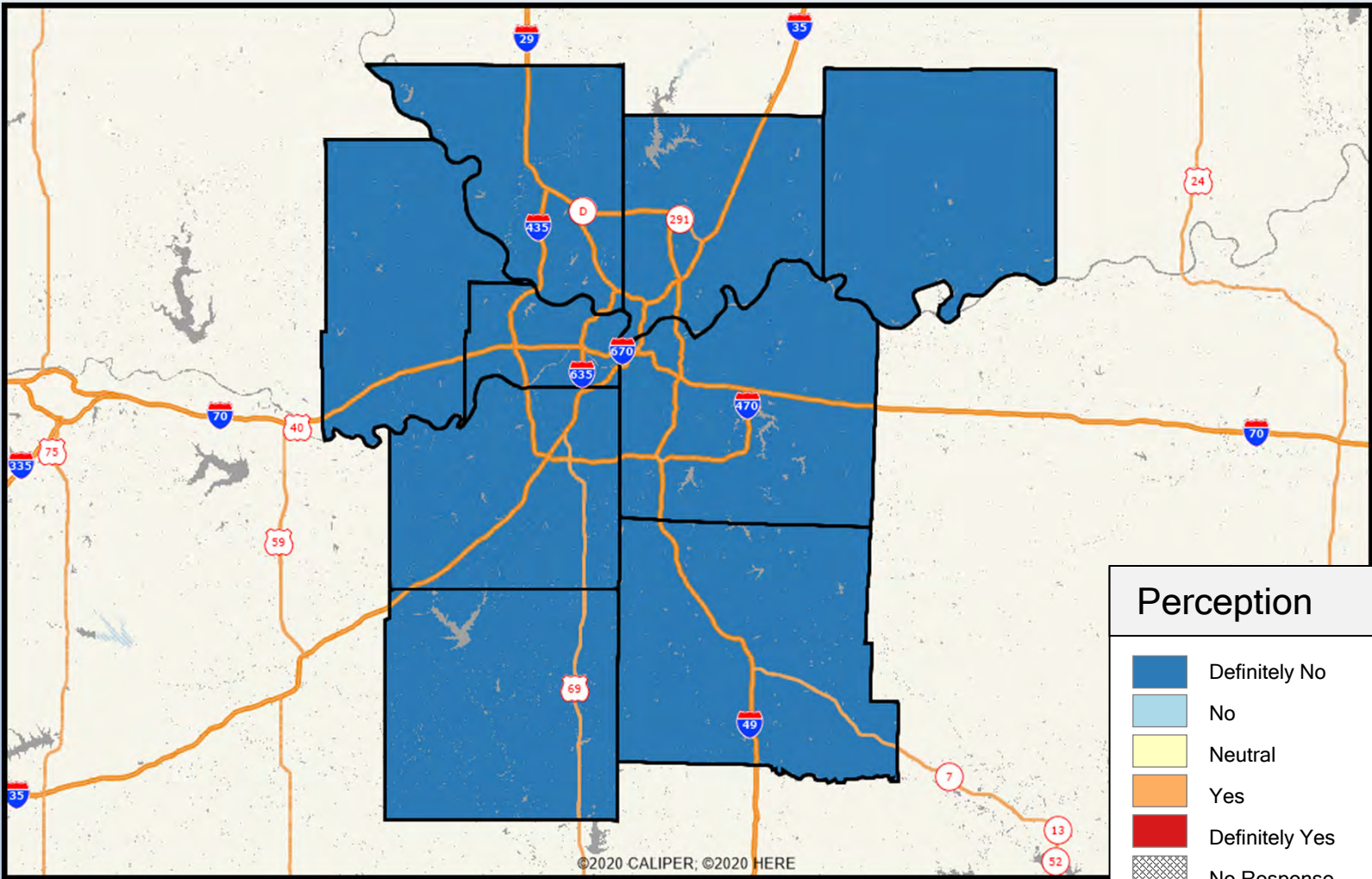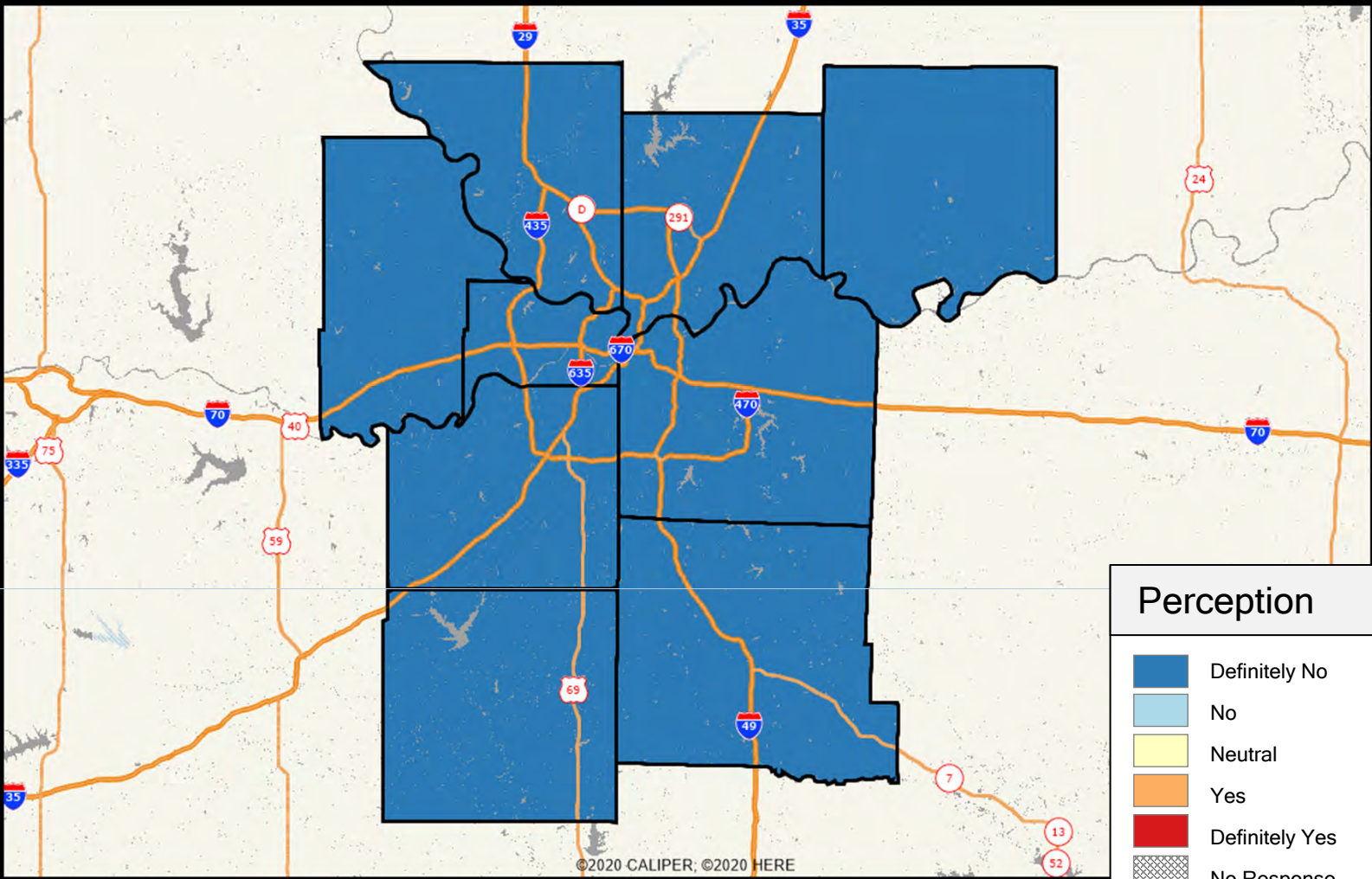

Perception

- Definitely No
- No
- Neutral
- Yes
- Definitely Yes
- No Response

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Q14. Have you or other members of your household littered or dumped debris along or in a lake or stream during the past year?
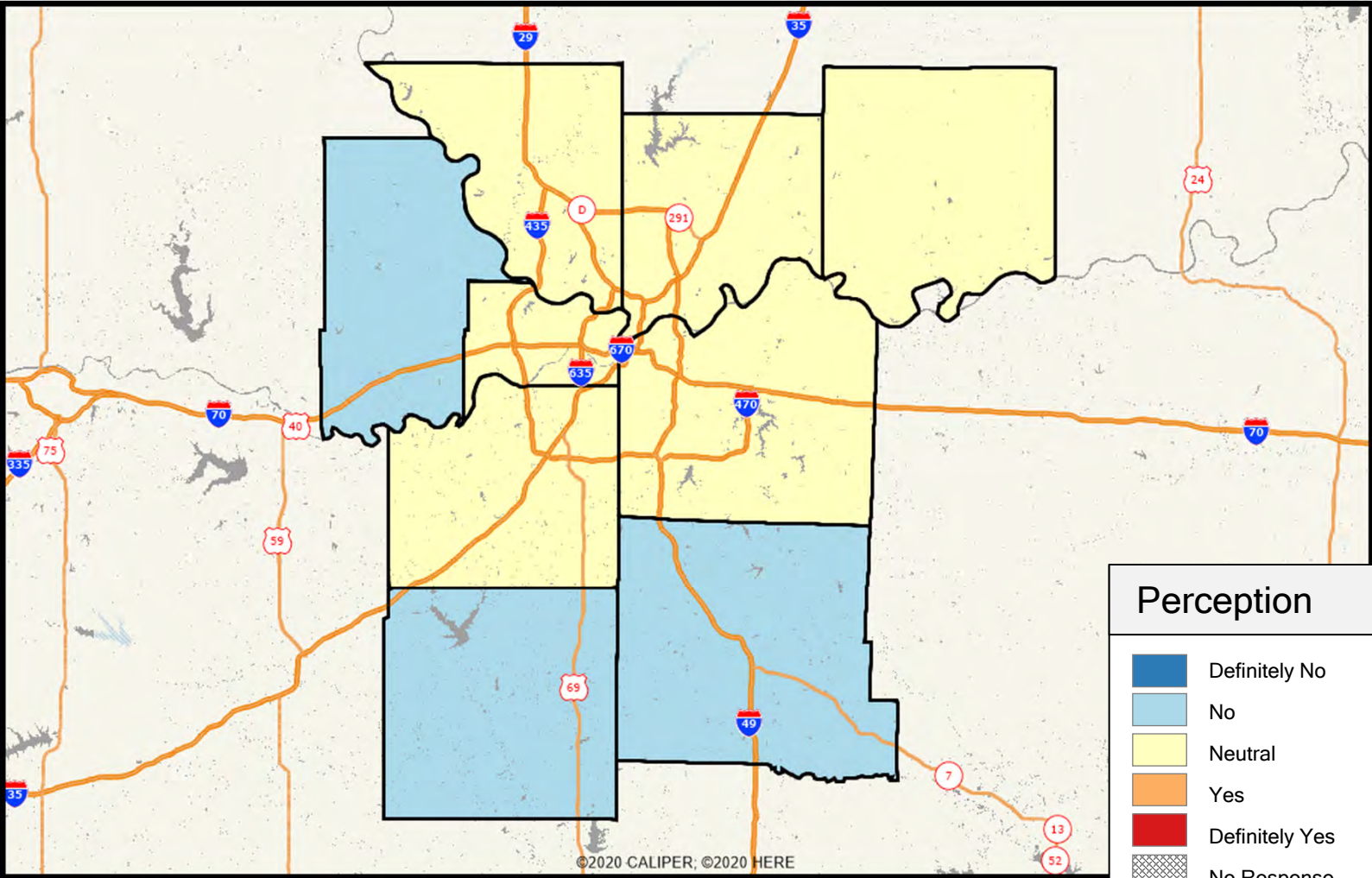

Perception

- Definitely No
- No
- Neutral
- Yes
- Definitely Yes
- No Response

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Q15. Do you think it is safe to eat fish that are caught in lakes and streams near your home?

Perception

- Definitely No
- No
- Neutral
- Yes
- Definitely Yes
- No Response

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Q16. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area?
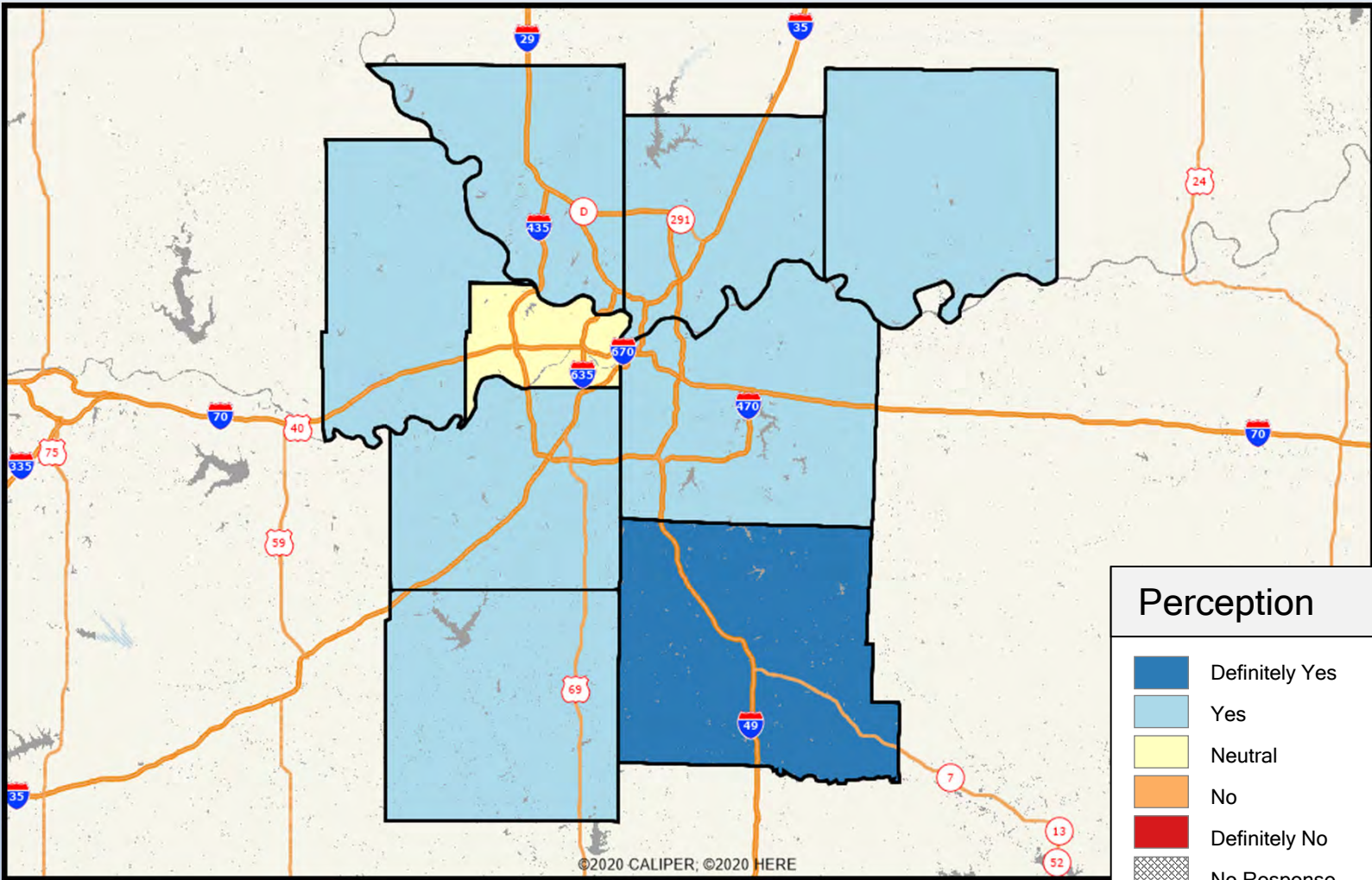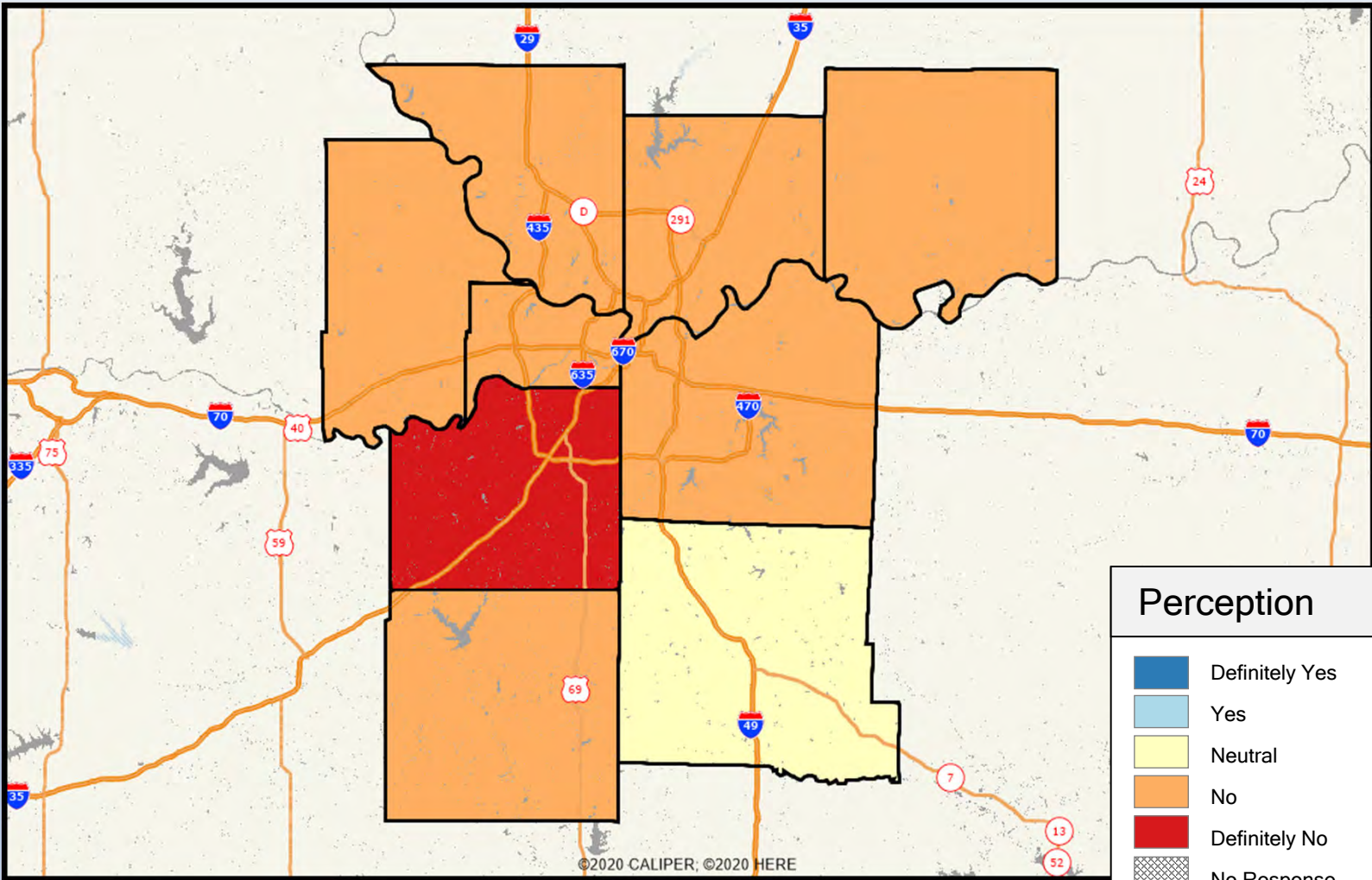

Perception

- **Definitely Yes**
- Yes
- Neutral
- No
- Definitely No
- No Response

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Q17. 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?
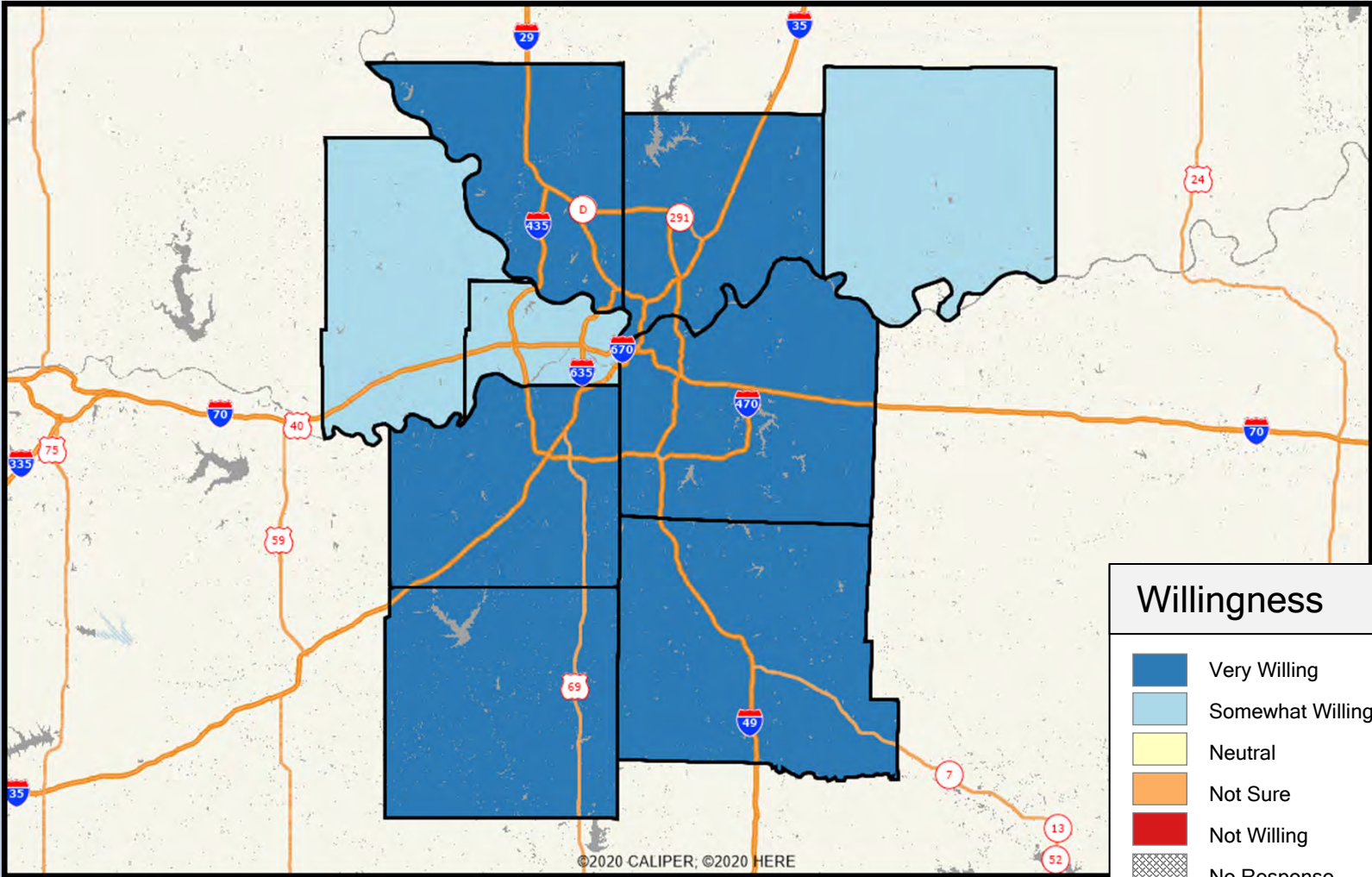

Perception

- Definitely Yes
- Yes
- Neutral
- No
- Definitely No
- No Response

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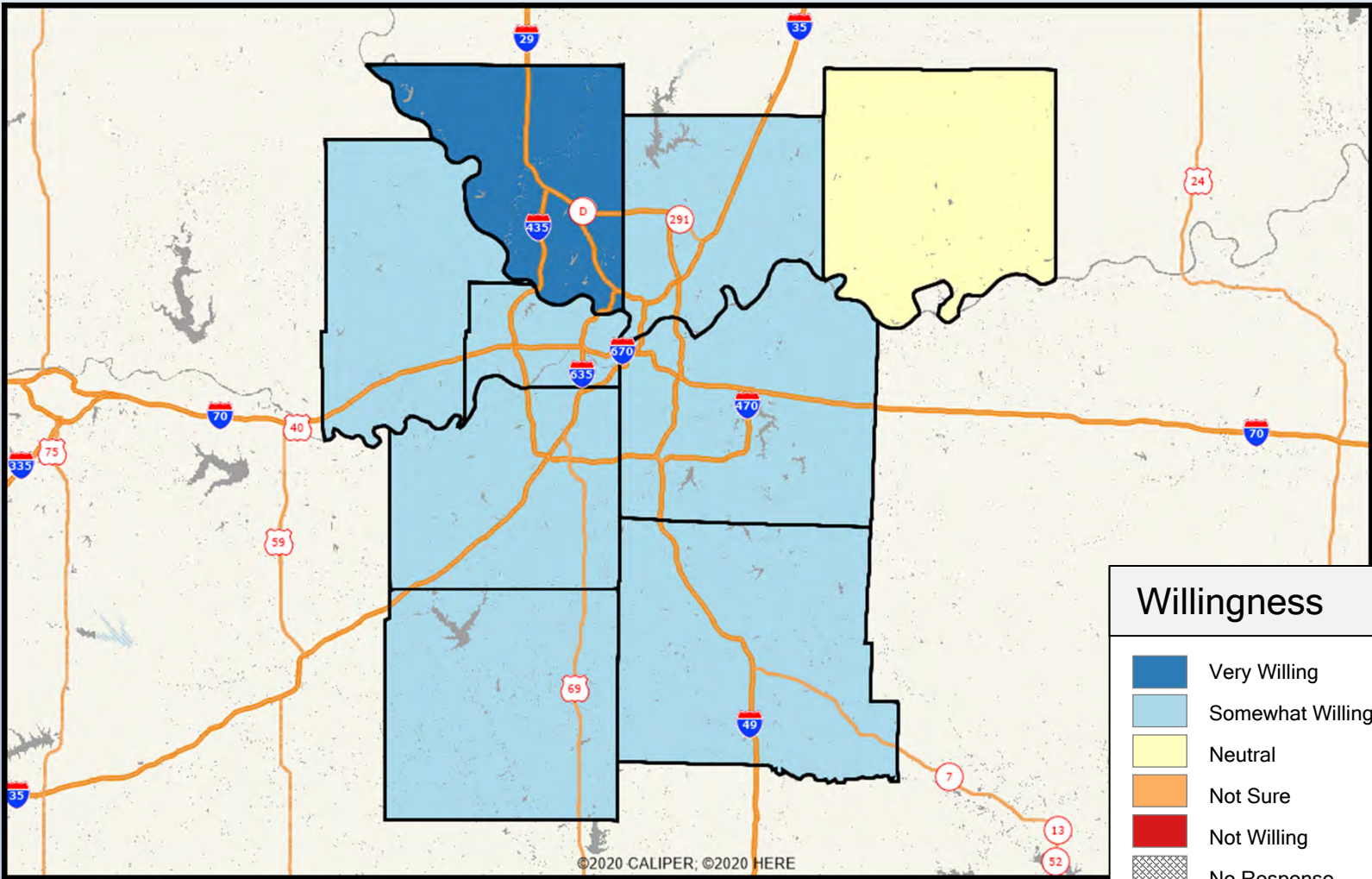# Q18-1. Use environmentally friendly products on your lawn

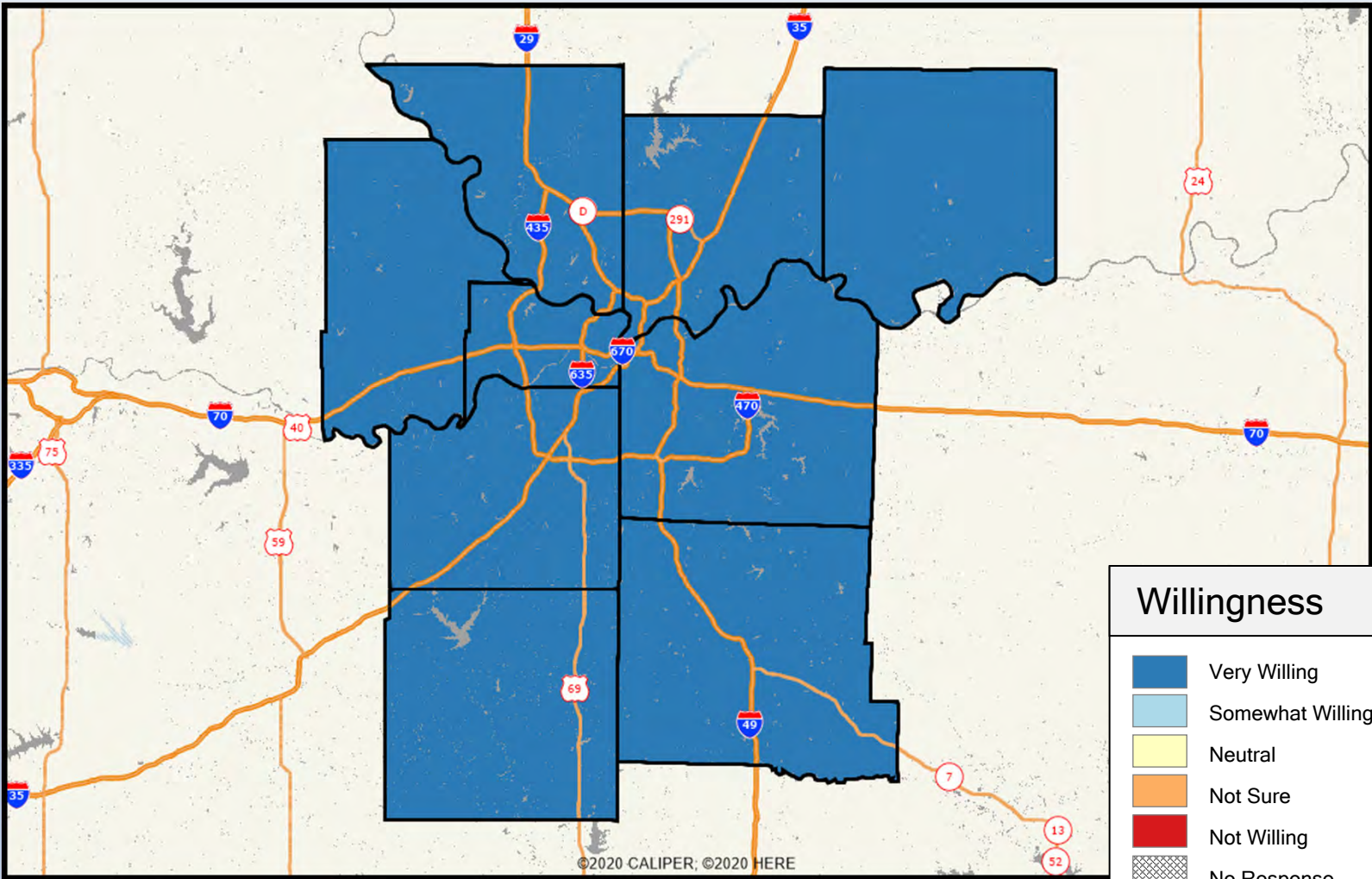# Q18-2. Pick up trash in your community

Willingness

- Very Willing
- Somewhat Willing
- Neutral
- Not Sure
- Not Willing
- No Response

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Q18-3. Take household hazardous waste, such as paint and motor oil to a disposal facility

Willingness

- ■ Very Willing
- ■ Somewhat Willing
- ■ Neutral
- ■ Not Sure
- ■ Not Willing
- ▨ No Response

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Q18-4. Manage yard waste

Willingness

- Very Willing
- Somewhat Willing
- Neutral
- Not Sure
- Not Willing
- No Response
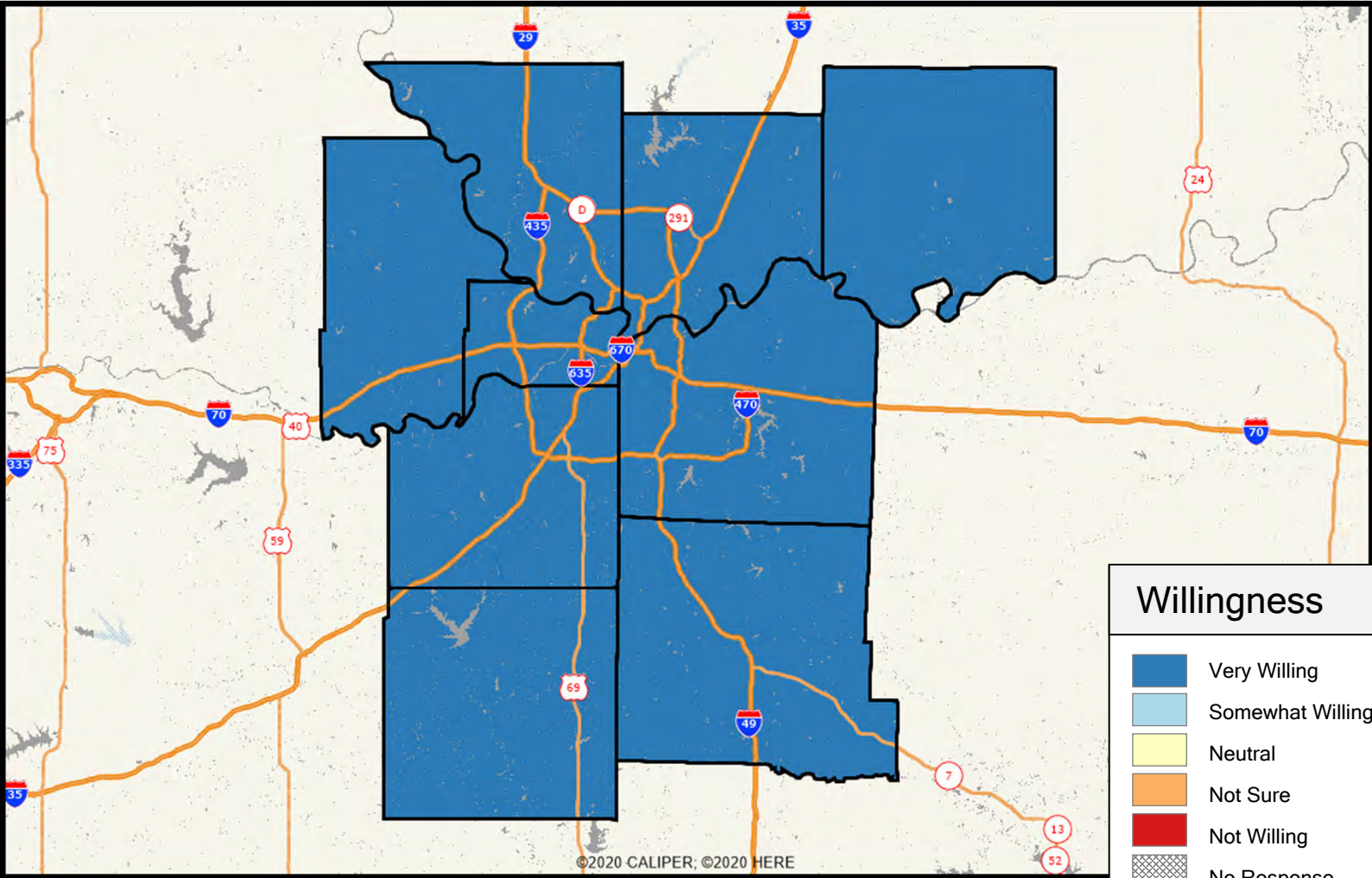
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Q18-5. Pick up and dispose of your pet's waste
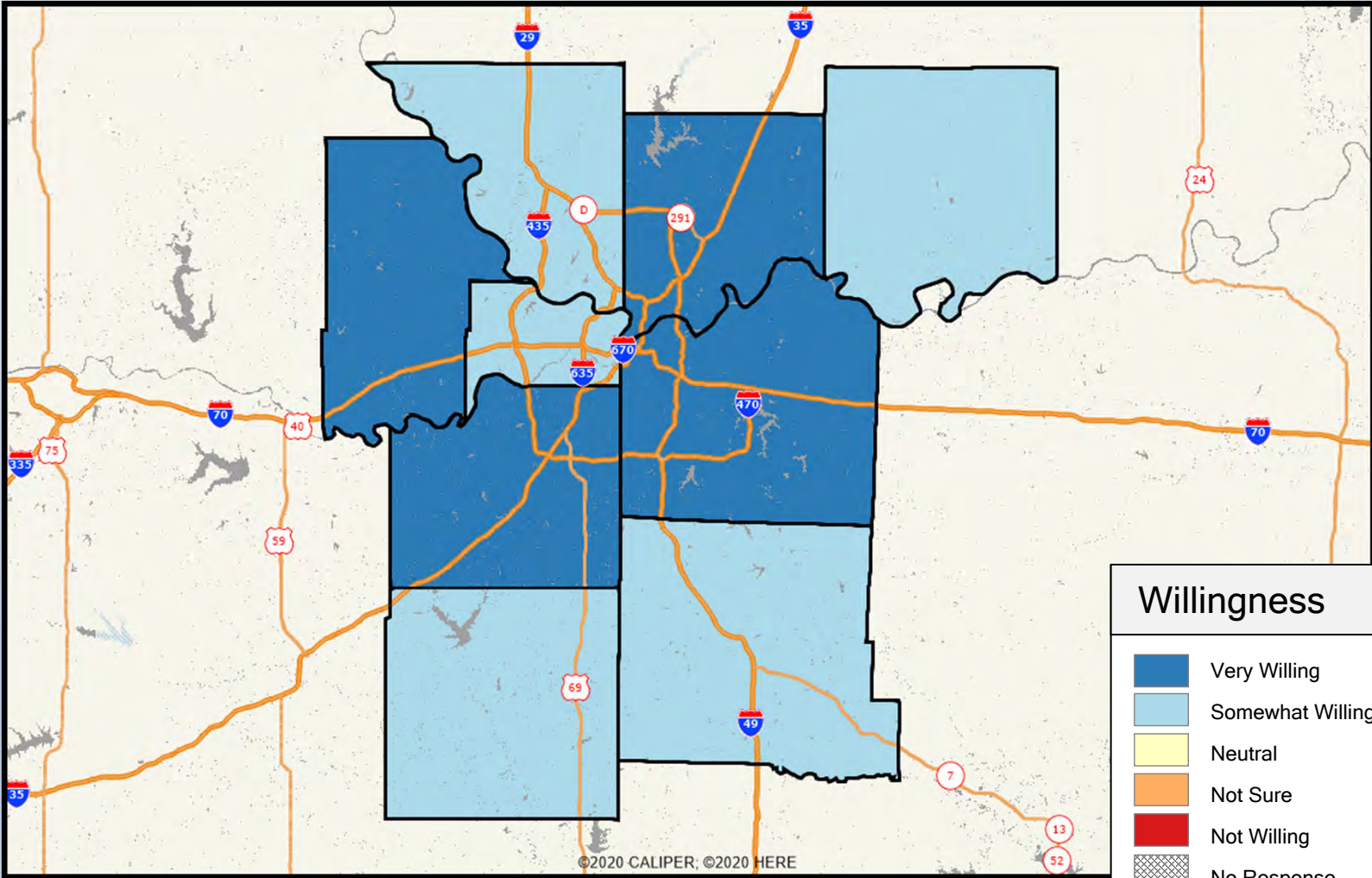
Willingness

- Very Willing
- Somewhat Willing
- Neutral
- Not Sure
- Not Willing
- No Response

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Q18-6. Report illegal dumping
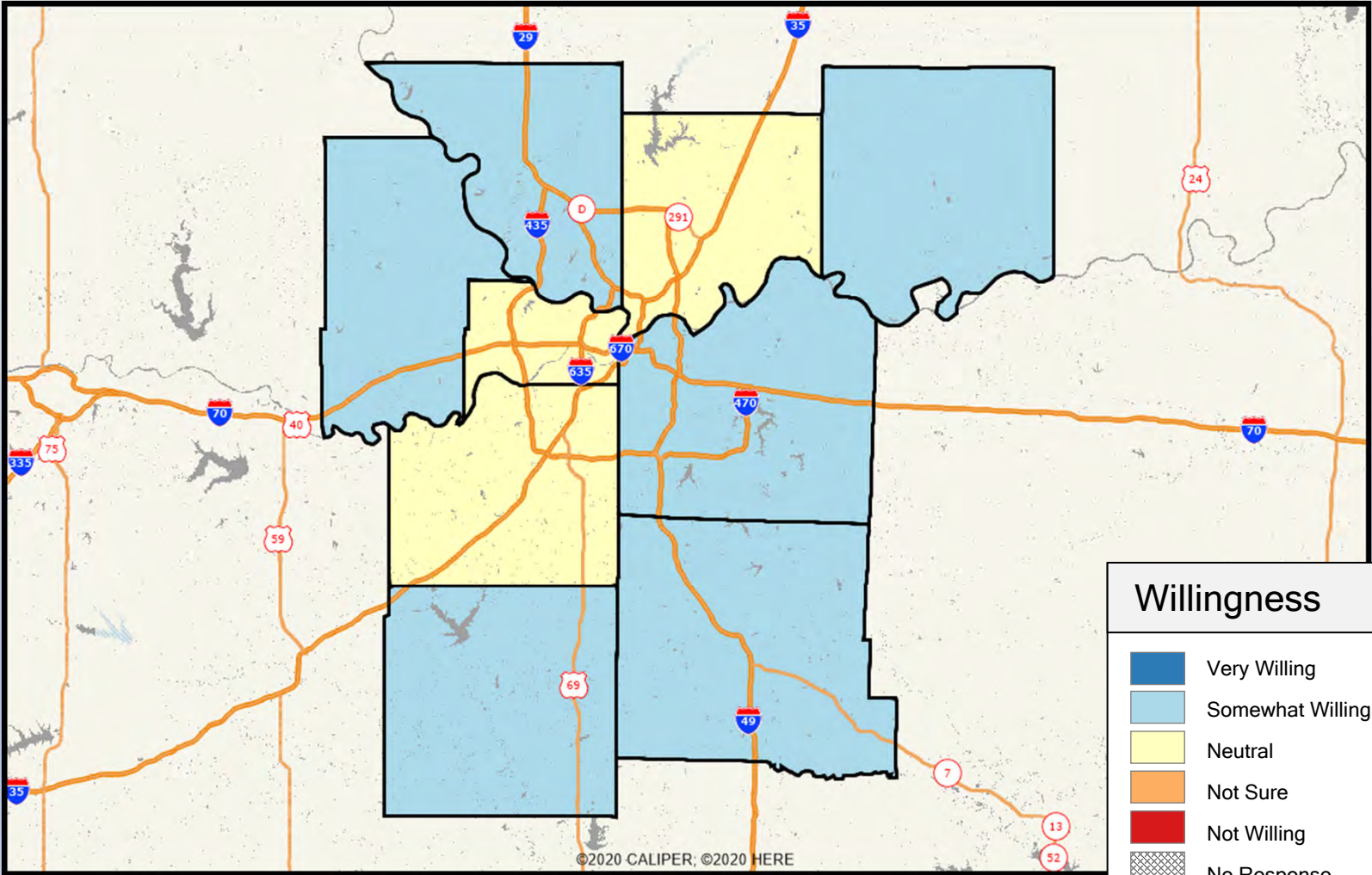
Willingness

- Very Willing
- Somewhat Willing
- Neutral
- Not Sure
- Not Willing
- No Response

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Q19-1. Swim in lakes and streams in the Kansas City area
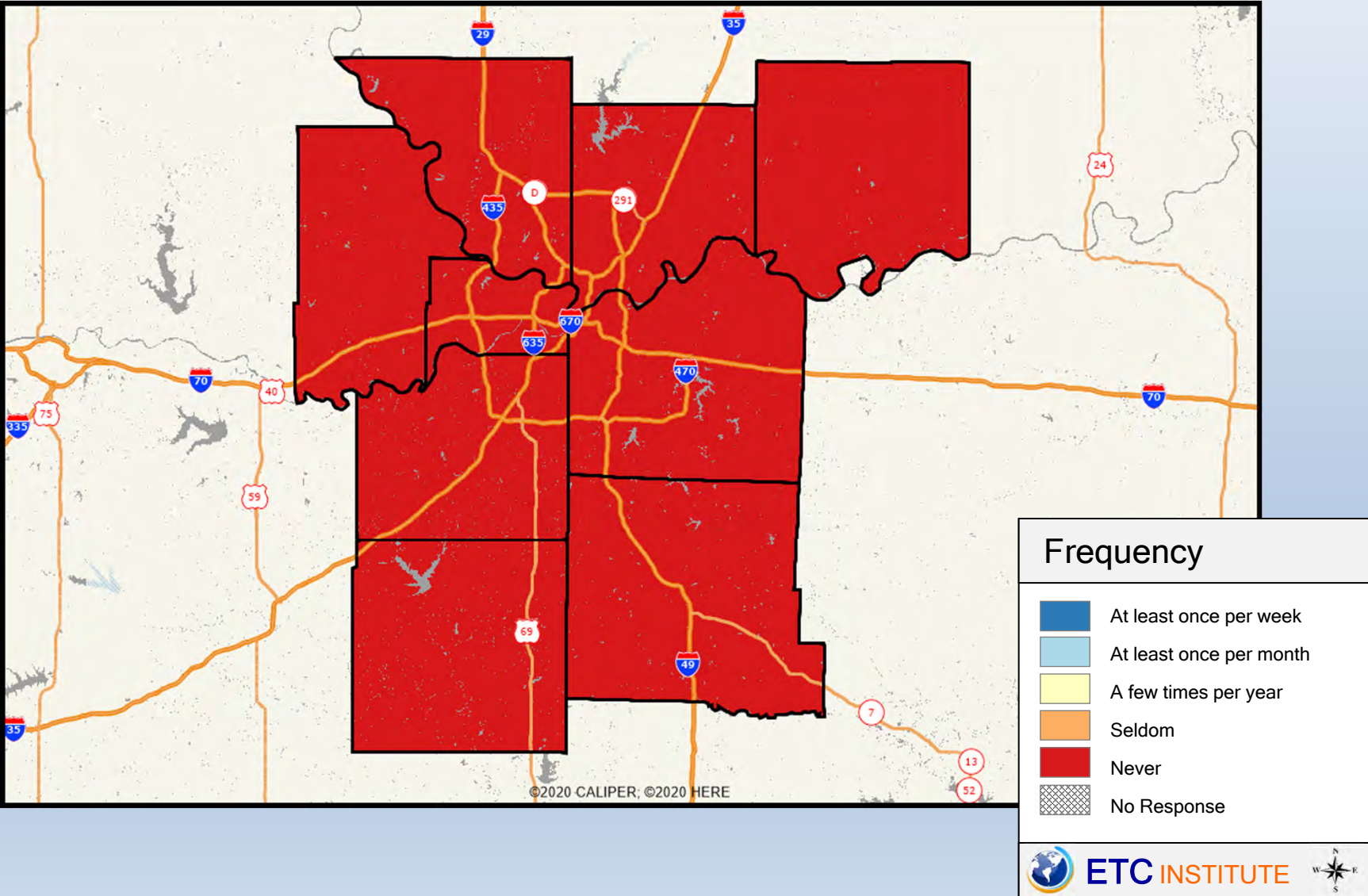
Frequency

- At least once per week
- At least once per month
- A few times per year
- Seldom
- Never
- No Response

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Q19-2. Walk or bike along lakes and streams in the Kansas City area

Frequency

- At least once per week
- At least once per month
- A few times per year
- Seldom
- Never
- No Response

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Q19-3. Let your children play in creeks or streams near your home
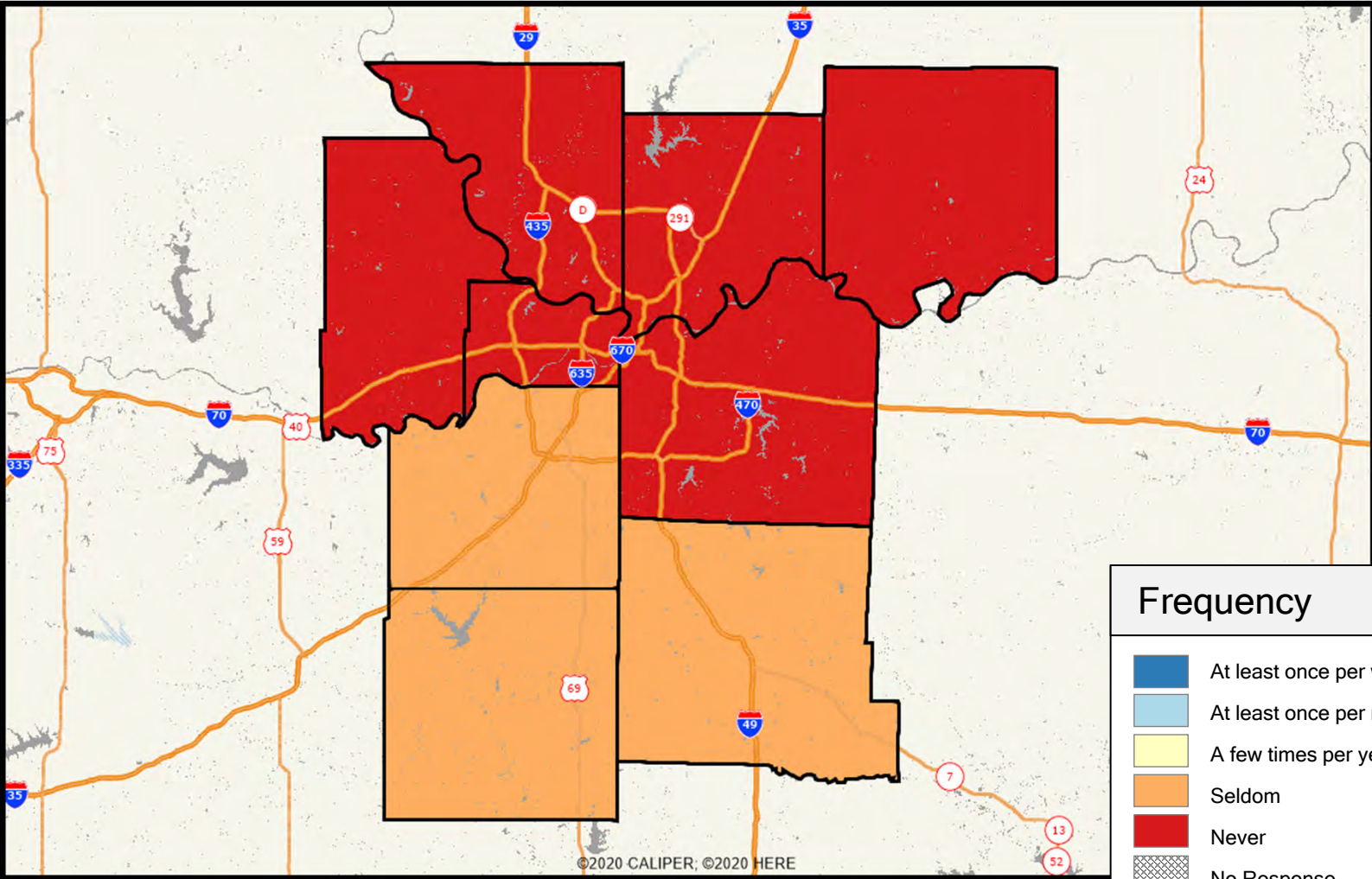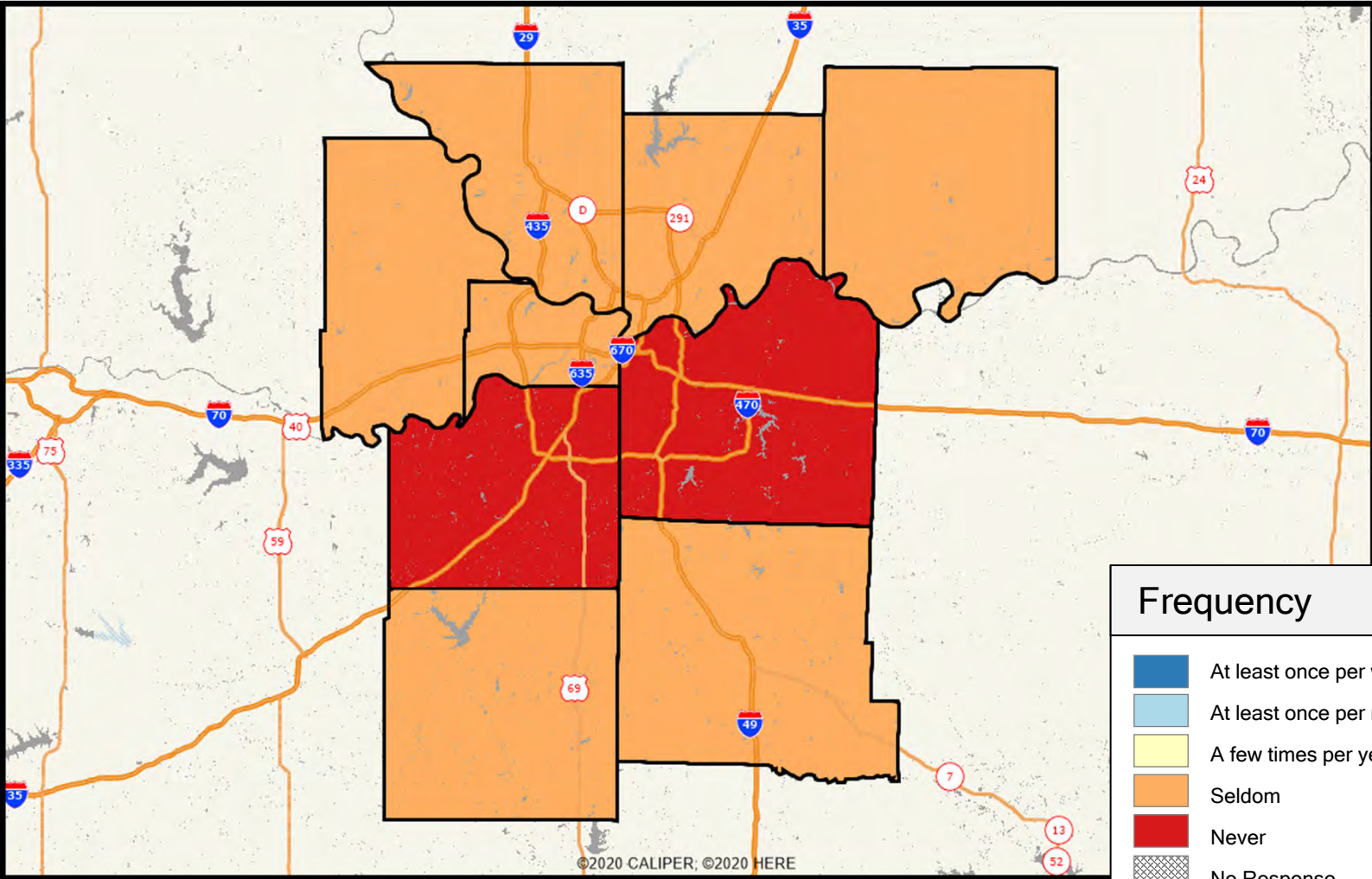
Q19-4. Fish in lakes or streams near your home

Q20-01. The quality of local streams where I live affects my quality of life

Agreement

▮	Strongly Agree
▮	Agree
▮	Neutral
▮	Disagree
▮	Strongly Disagree
▓	No Response

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Q20-02. The quality of local streams where I live affects property values
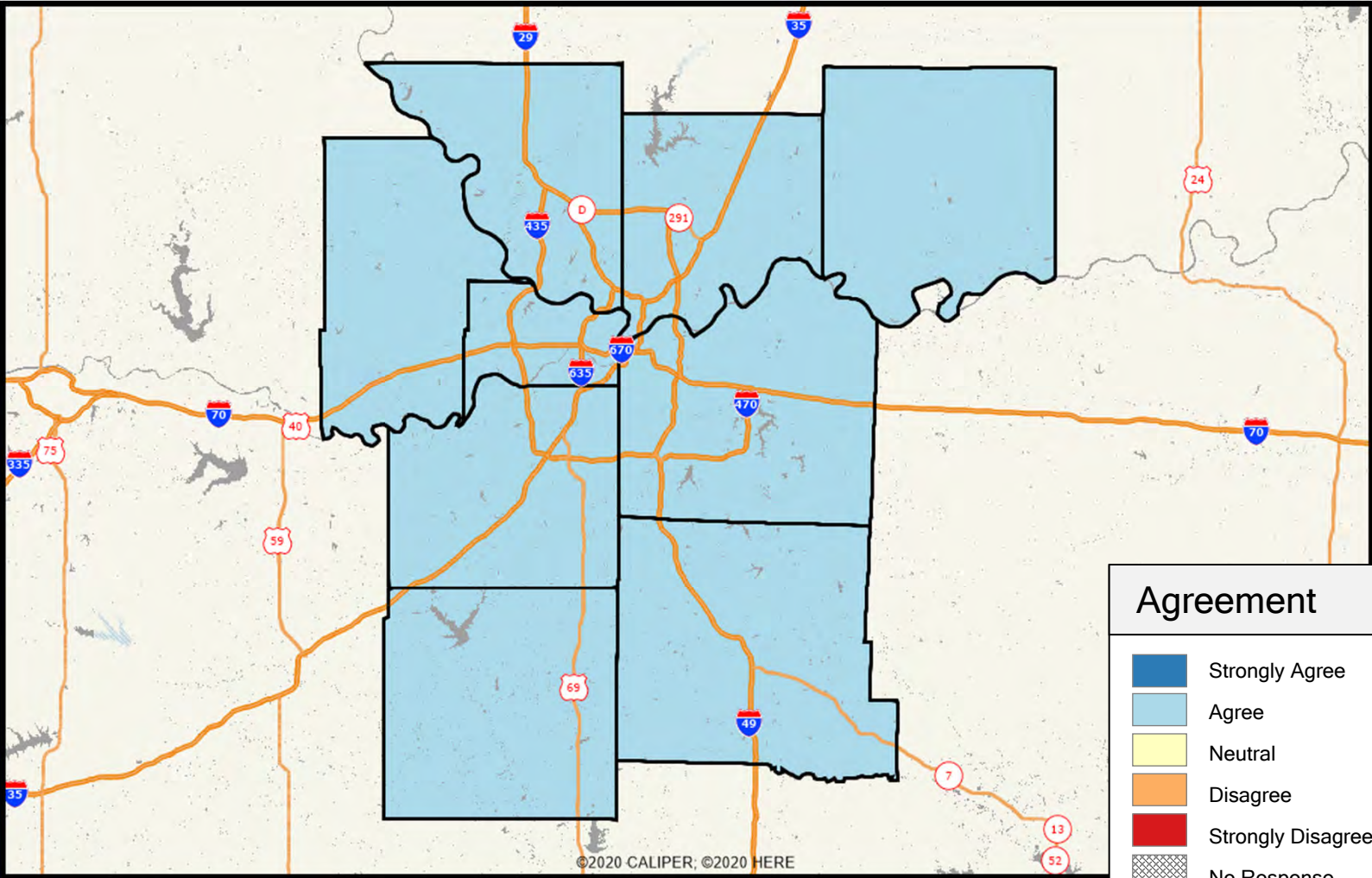
Q20-03. The quality of local streams where I live affects drinking water quality

Agreement

- ■ Strongly Agree
- ■ Agree
- ■ Neutral
- ■ Disagree
- ■ Strongly Disagree
- ▨ No Response

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Q20-04. I think it is important to improve the quality of water in lakes and streams in my community

Agreement

- ■ Strongly Agree
- ■ Agree
- ■ Neutral
- ■ Disagree
- ■ Strongly Disagree
- ▨ No Response

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Q20-05. I have confidence in my community's ability to address flooding related problems

Agreement

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

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Q20-06. I would be willing to pay more for a property in a community that focuses on protecting water quality by conserving natural areas

Agreement

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

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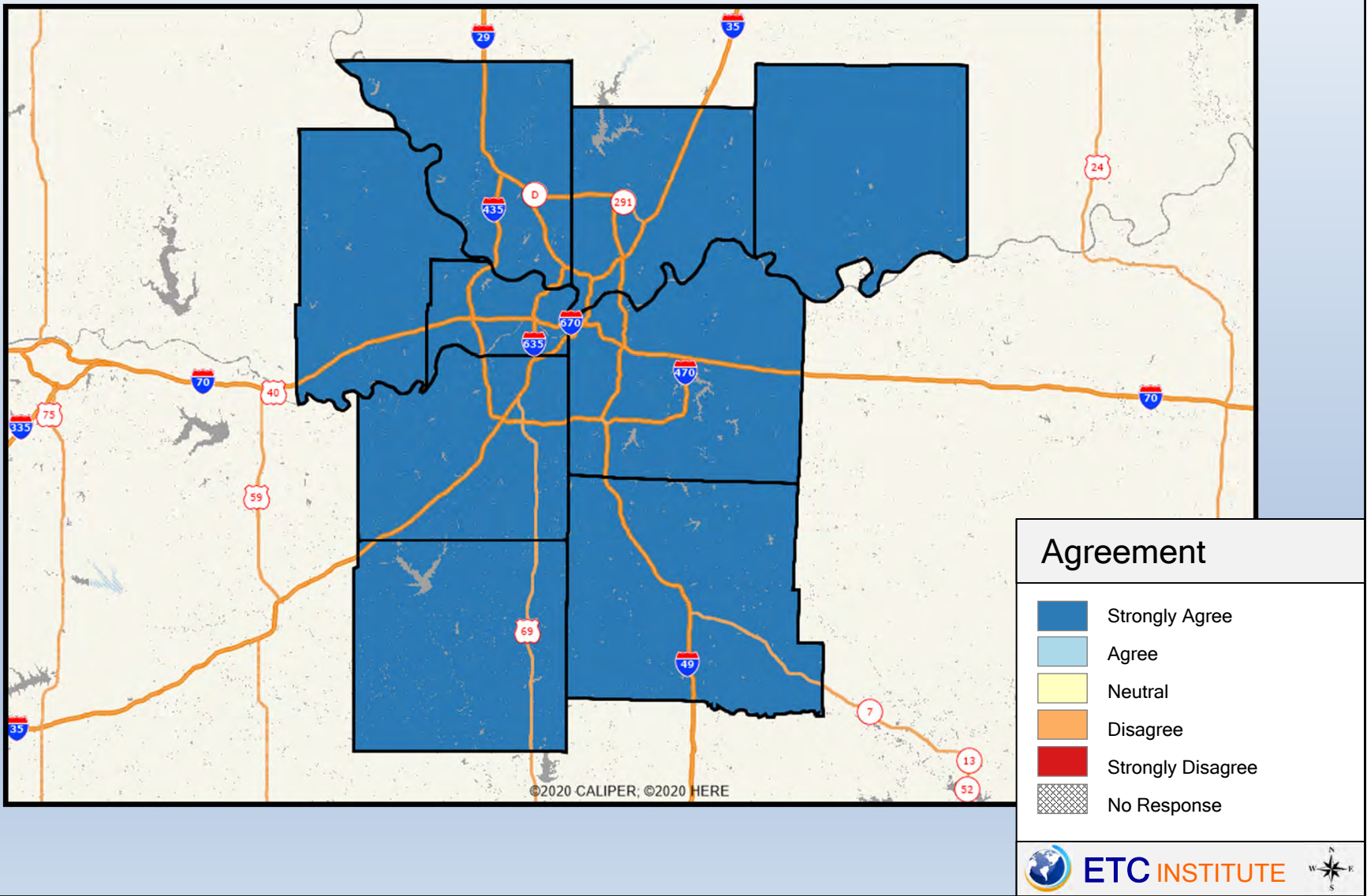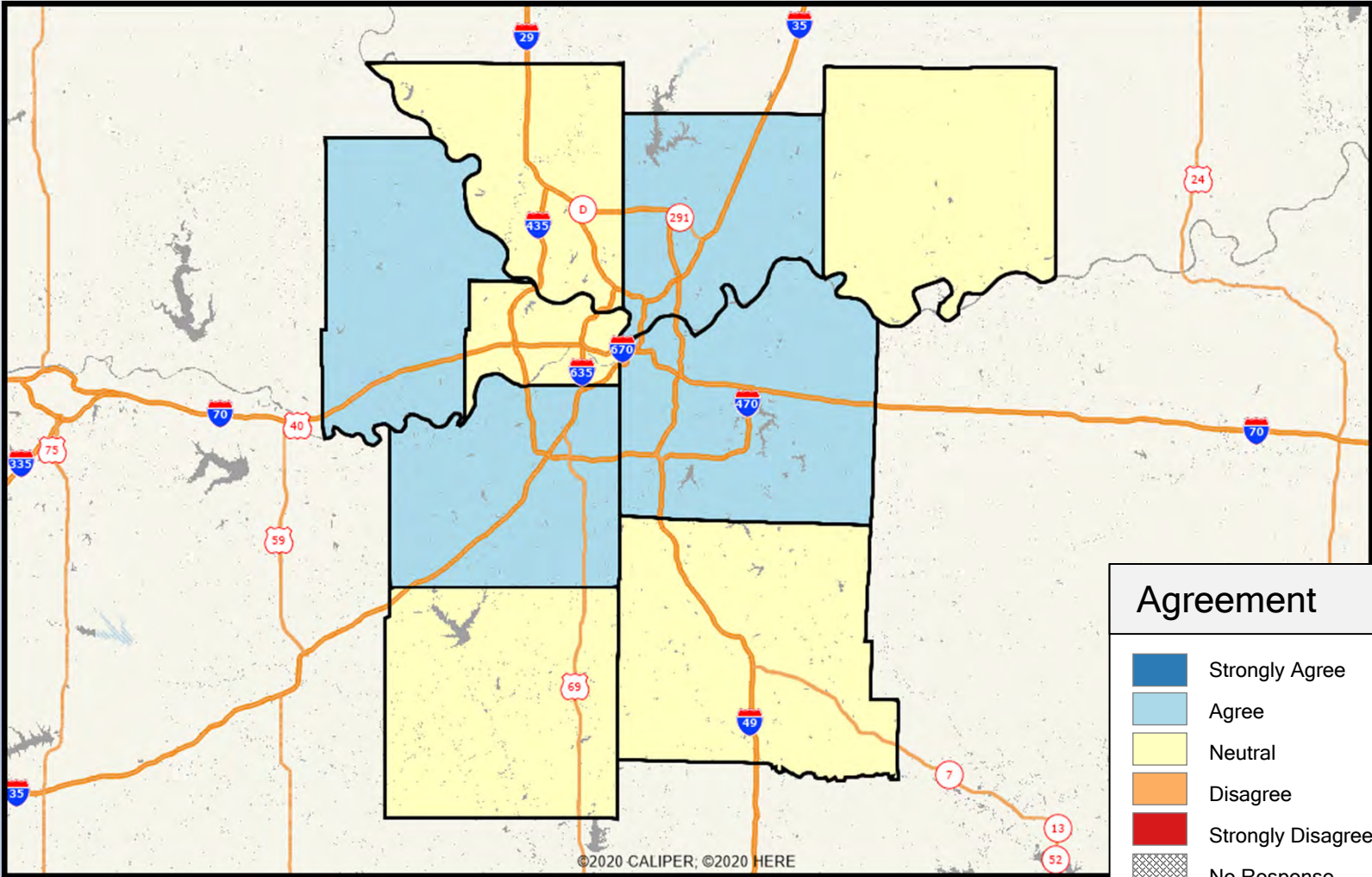
Q20-07. I would be willing to pay more in utilities to improve the quality of water in lakes and streams in the community where I live

Agreement

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

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Q20-08. 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

Agreement

- ■ Strongly Agree
- ■ Agree
- ■ Neutral
- ■ Disagree
- ■ Strongly Disagree
- ▨ No Response

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Q20-09. I would support my local government working with other cities and counties to improve water quality

Agreement

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

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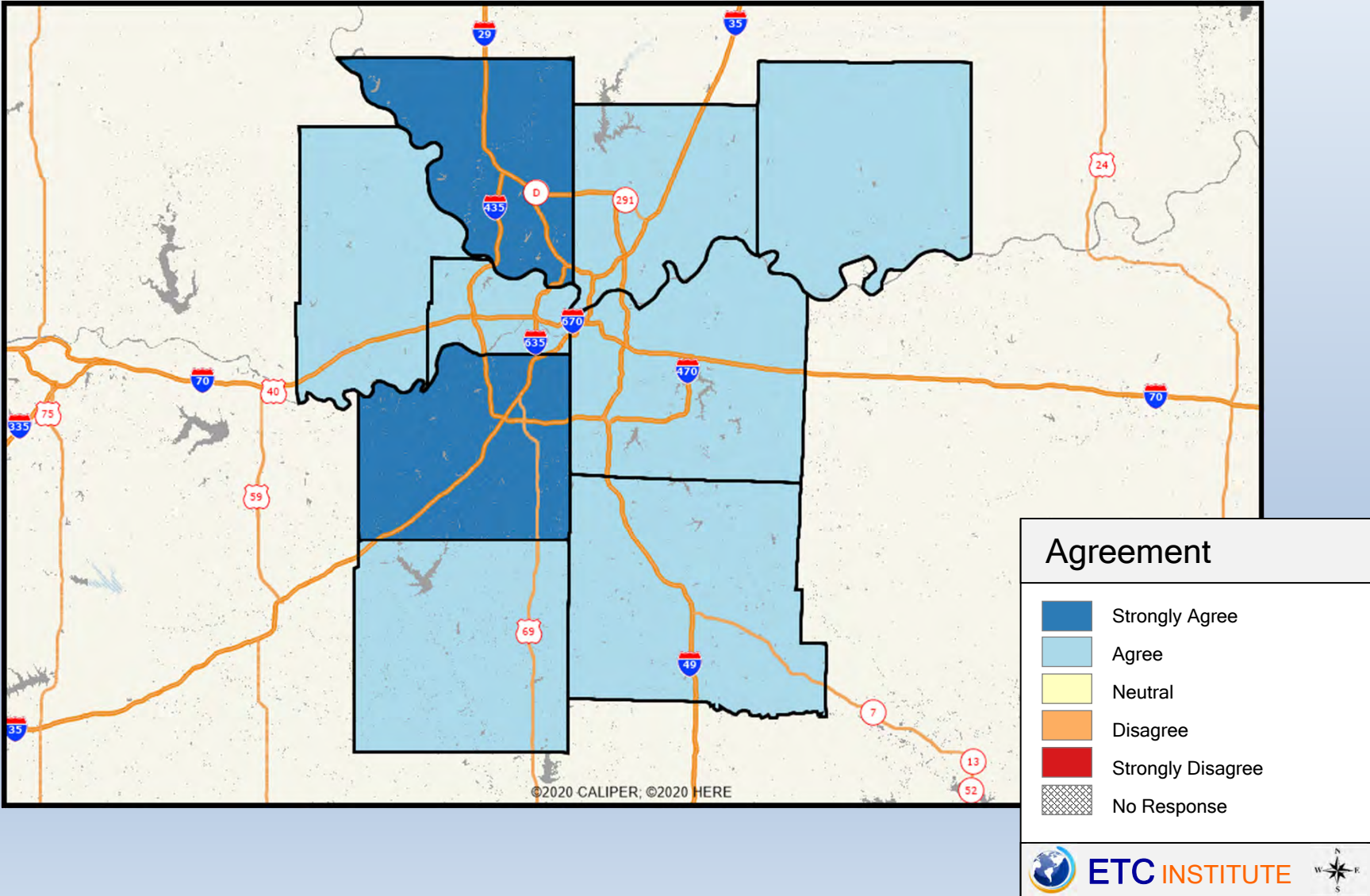
Q20-10. I would support my local government allocating resources to improve water quality
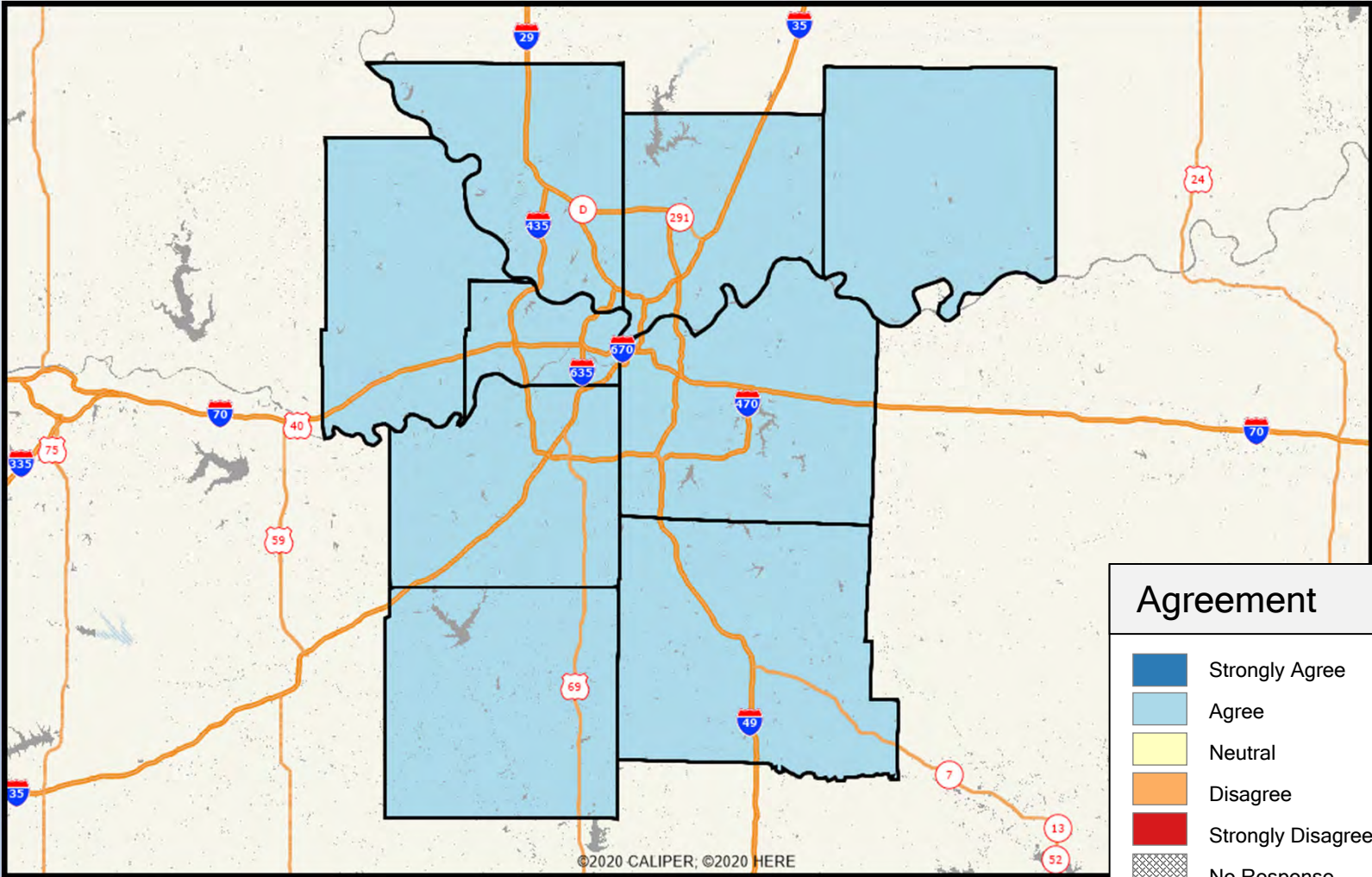
Agreement

■	Strongly Agree
■	Agree
■	Neutral
■	Disagree
■	Strongly Disagree
▦	No Response

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Q20-11. Public entities should be doing more to directly implement protection and restoration of urban waterways

Agreement

- **Strongly Agree** (dark blue)
- **Agree** (light blue)
- **Neutral** (yellow)
- **Disagree** (orange)
- **Strongly Disagree** (red)
- **No Response** (hatched)

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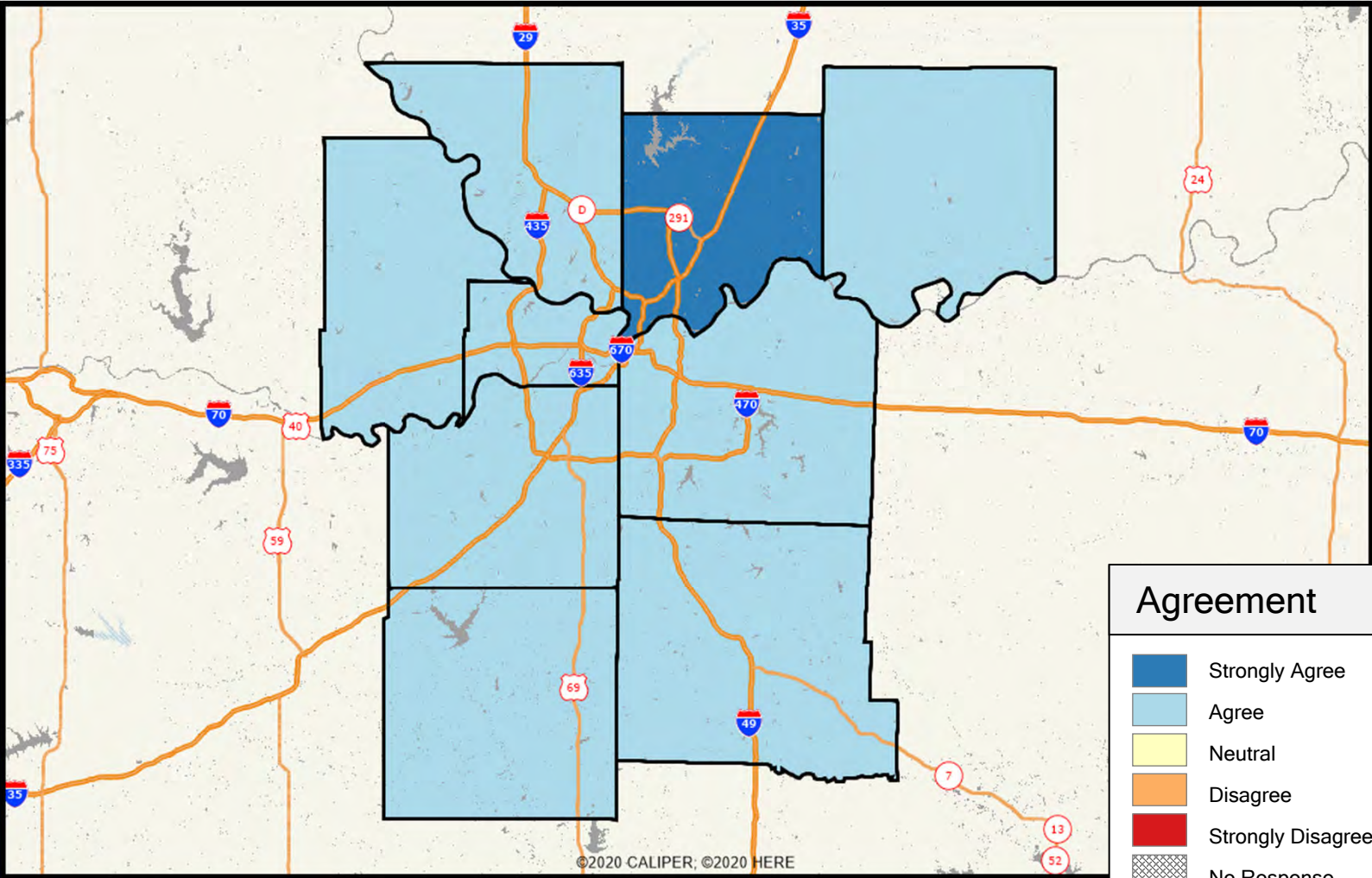
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Q24-1. Captured rainwater in a rain barrel
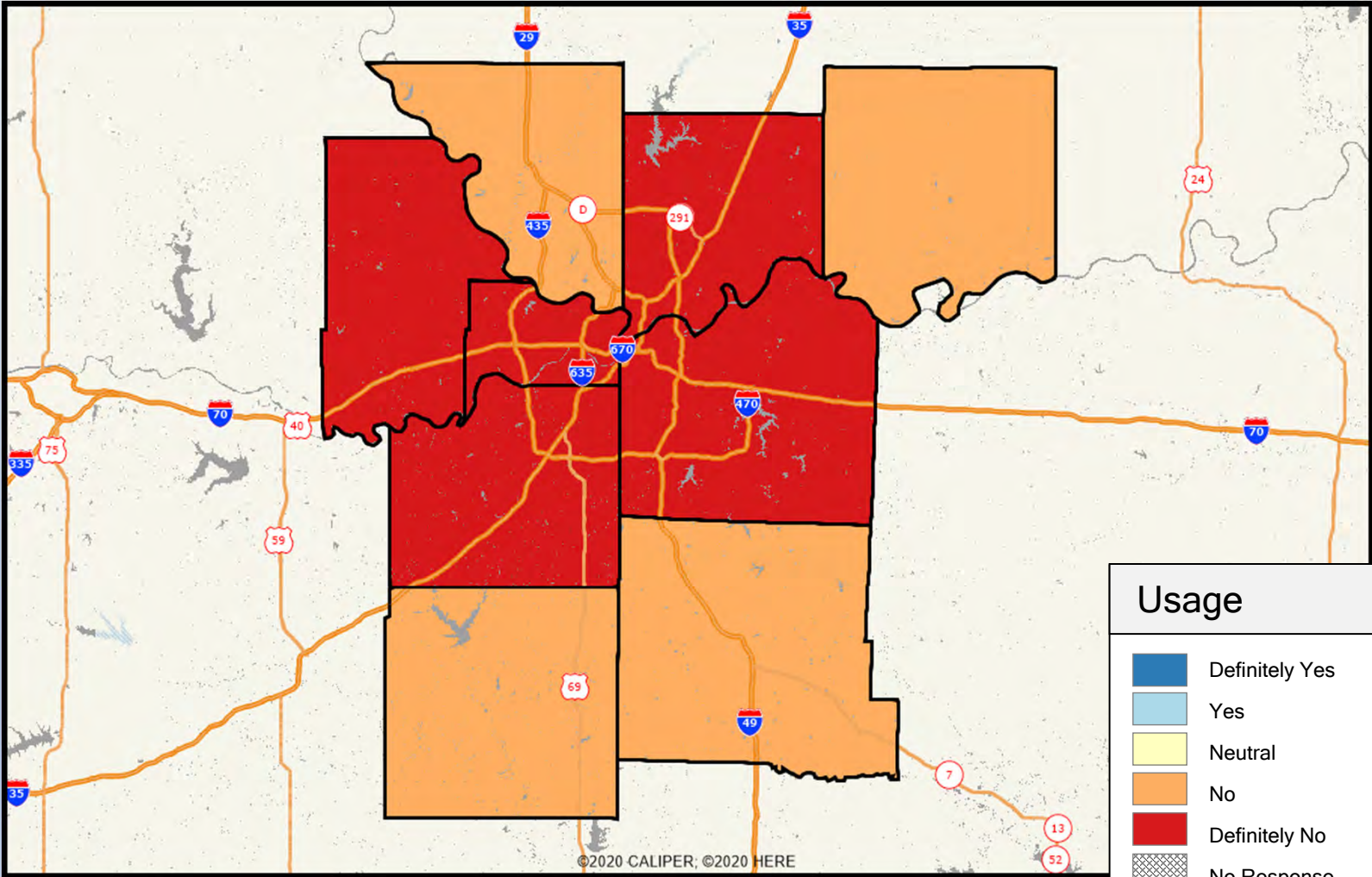
Usage

- Definitely Yes
- Yes
- Neutral
- No
- Definitely No
- No Response

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Q24-2. 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
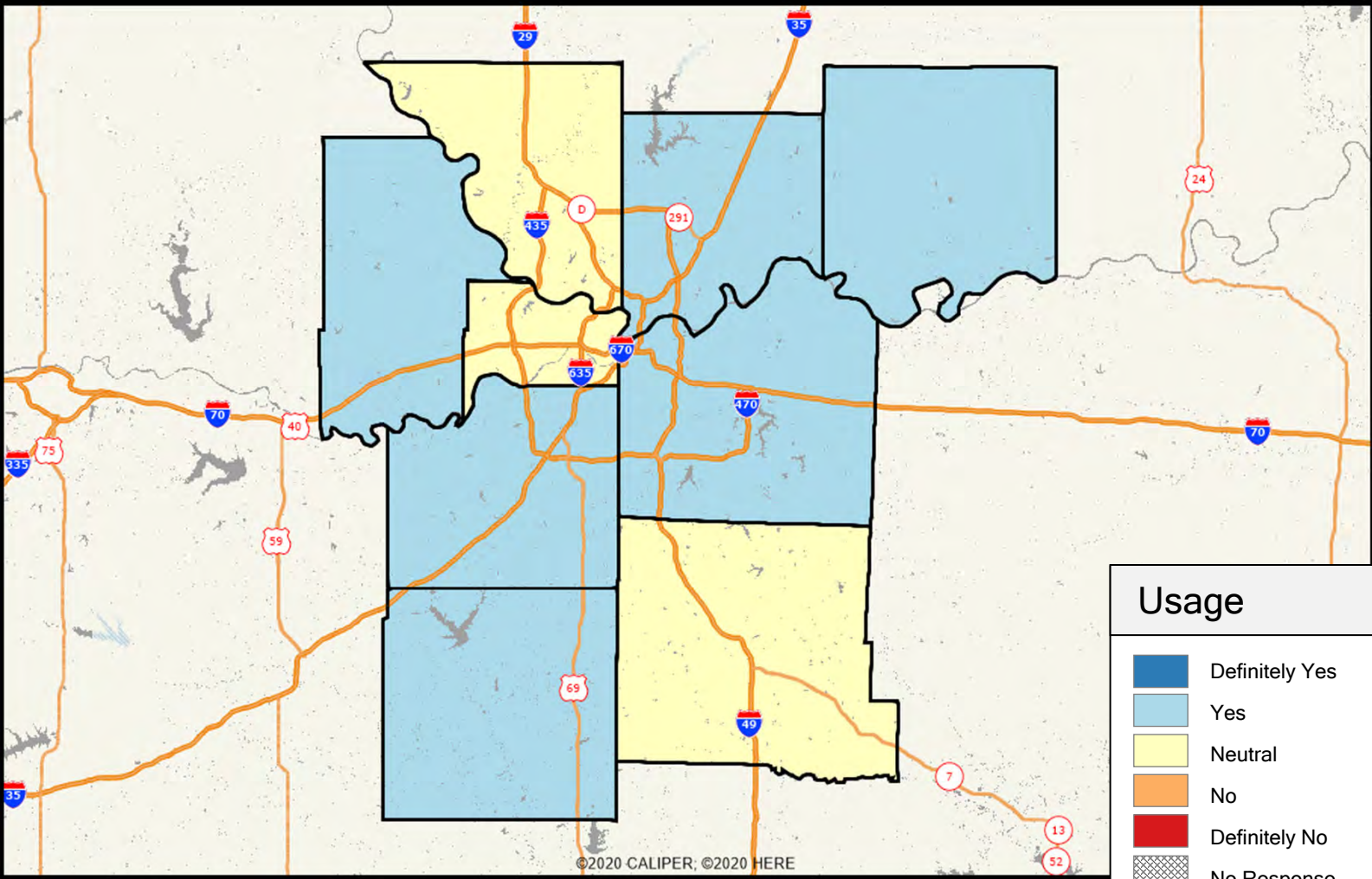
Usage

- ■ Definitely Yes
- ■ Yes
- ■ Neutral
- ■ No
- ■ Definitely No
- ▨ No Response

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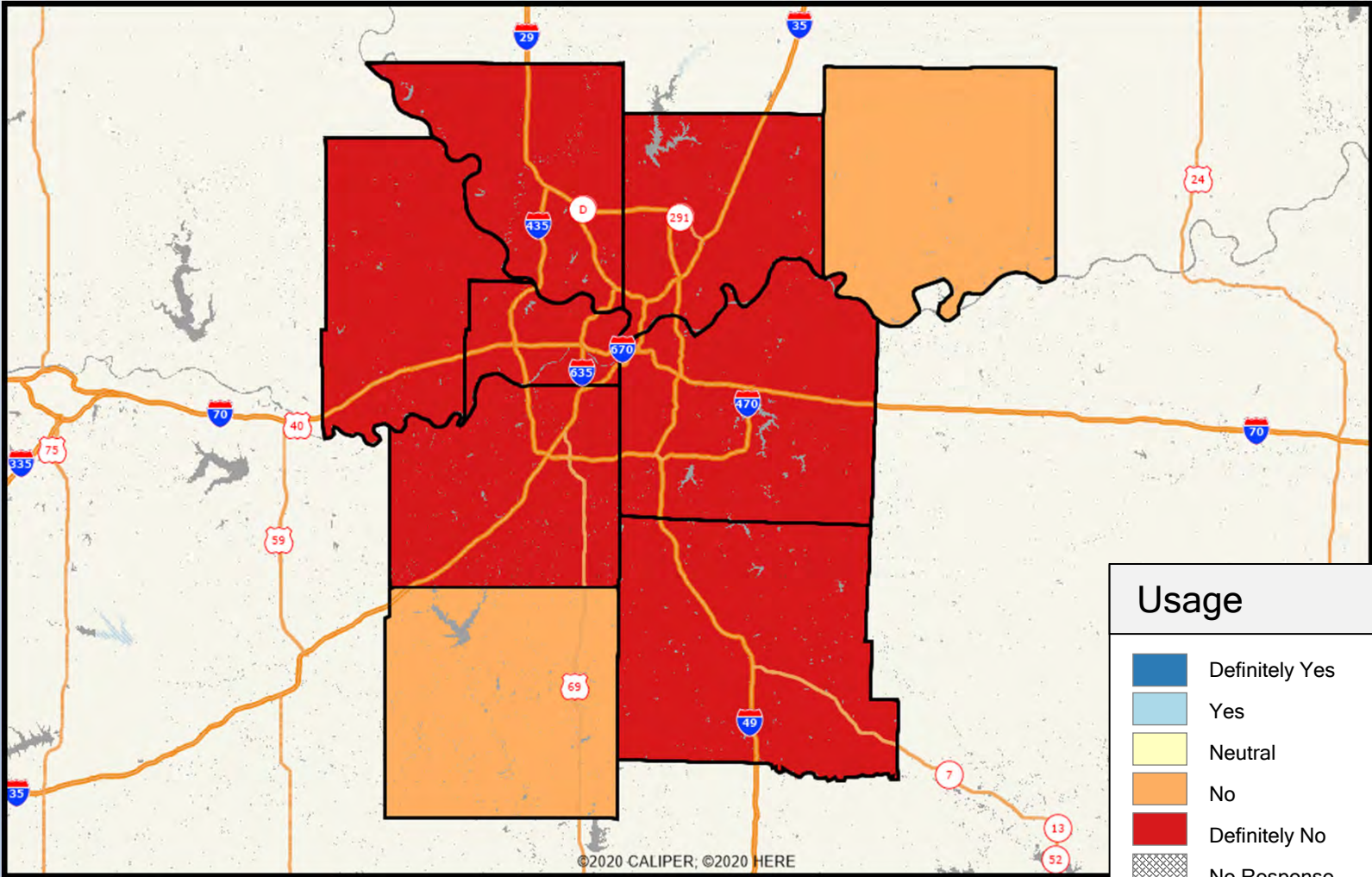
Q24-3. Disconnected downspout from standpipe

Q24-4. Redirected downspout to vegetated area or retain water on property

Usage

- Definitely Yes
- Yes
- Neutral
- No
- Definitely No
- No Response

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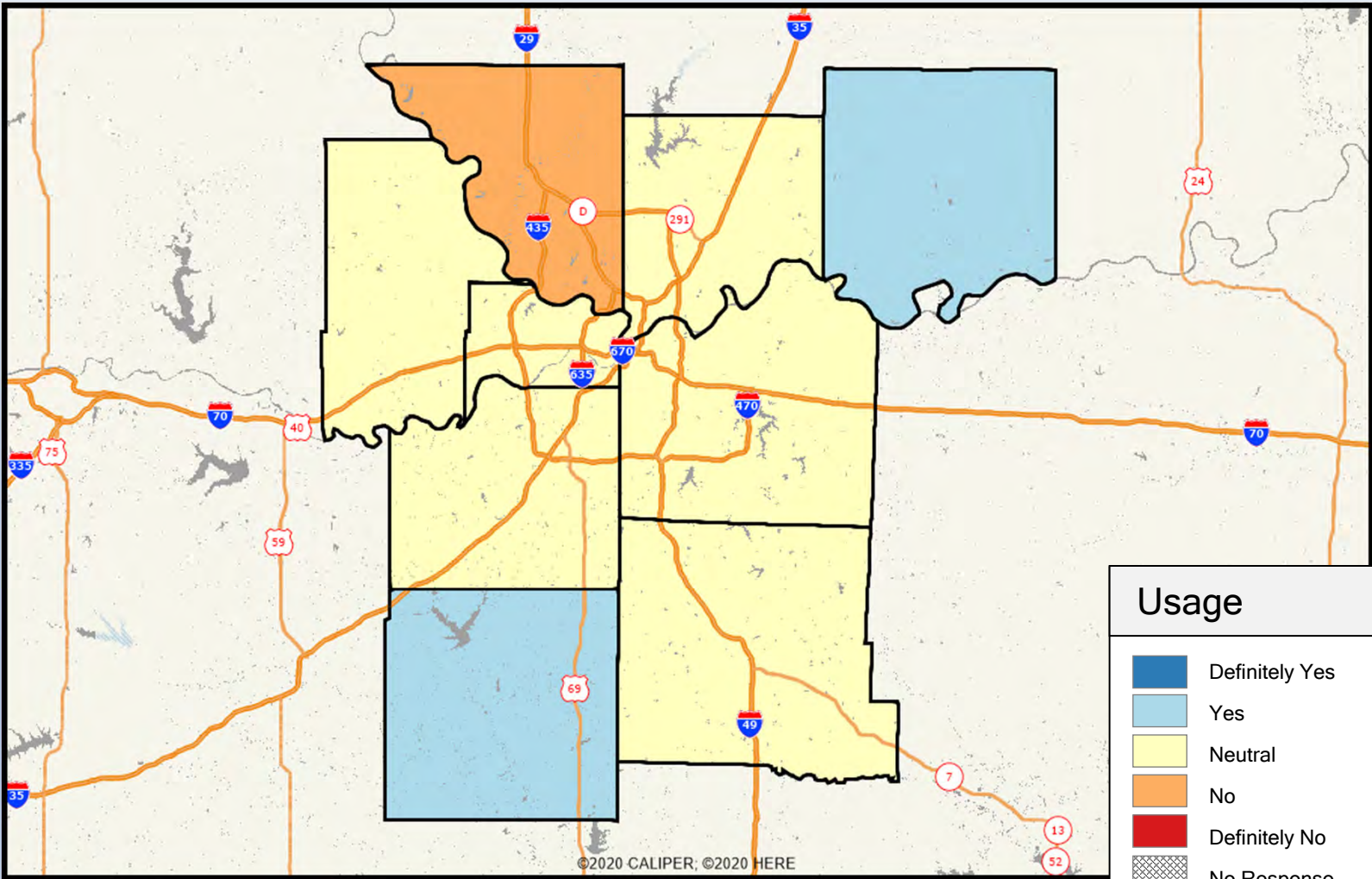
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Q24-5. Installed permeable pavers or surfaces including sidewalks, driveways, patios
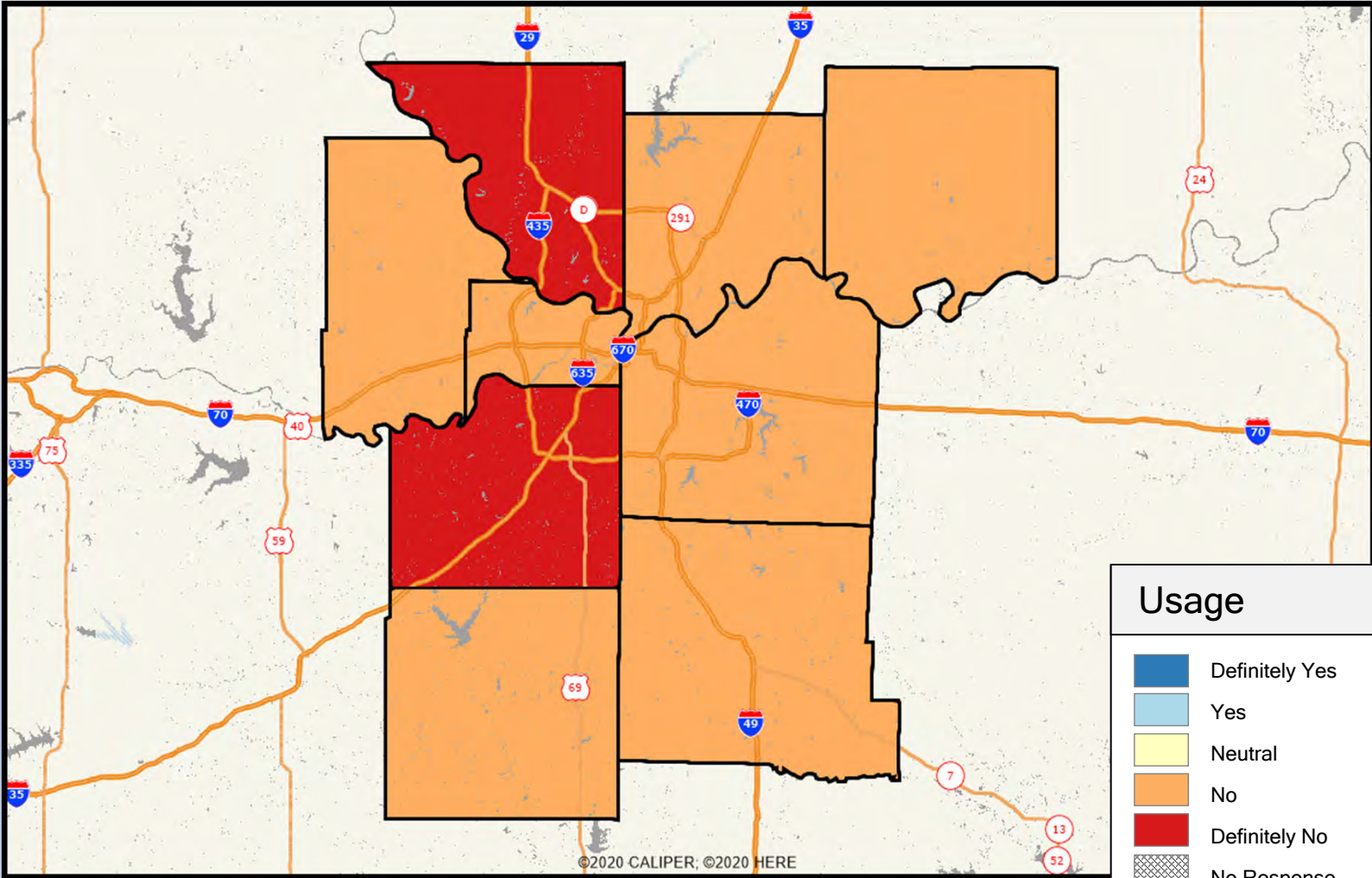
Usage

- Definitely Yes
- Yes
- Neutral
- No
- Definitely No
- No Response

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Q25-1. Invest in stream restoration and the restoration of natural areas around water bodies
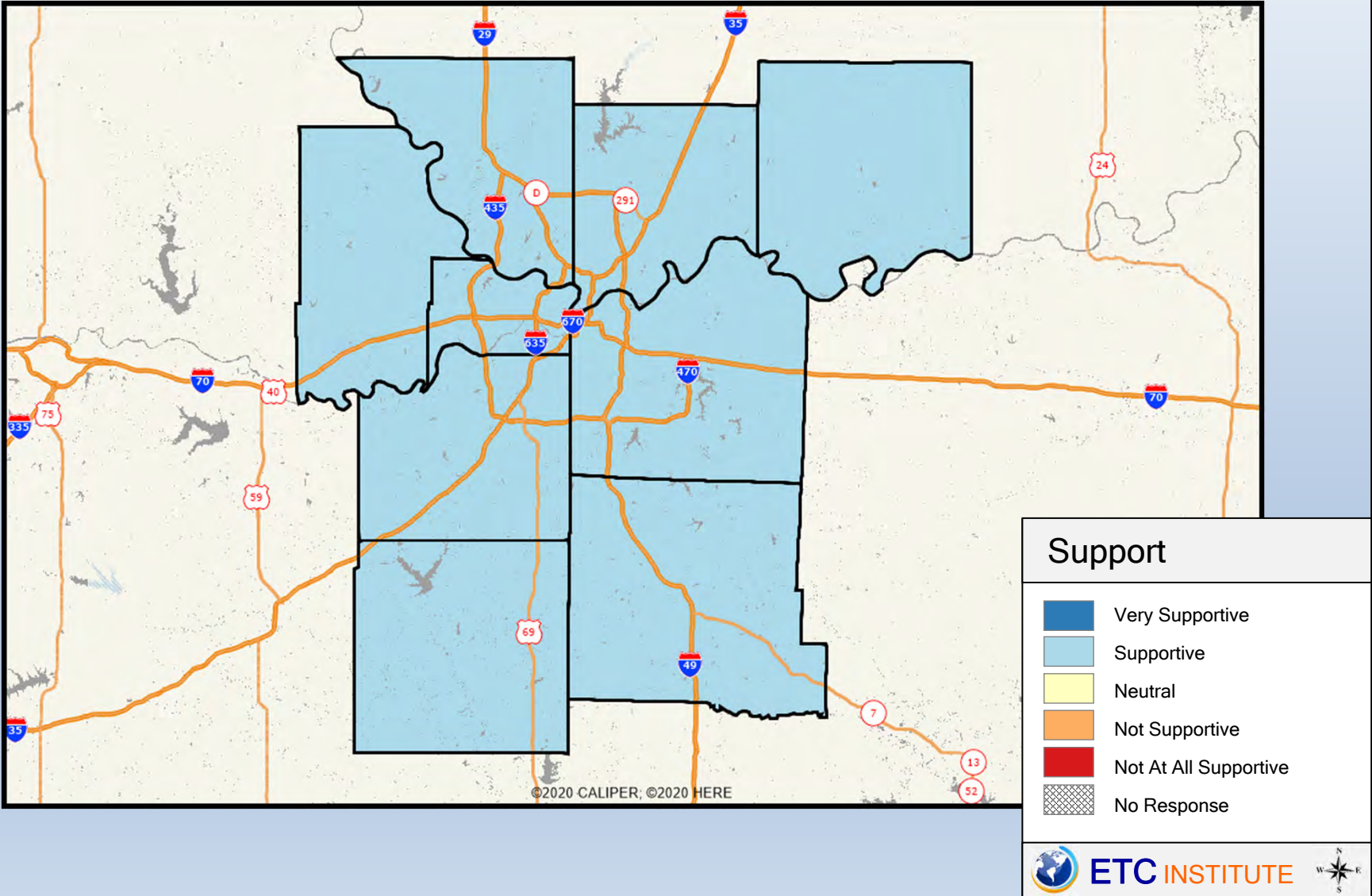
Q25-2. Reduce allowances for impervious or paved surfaces on new developments
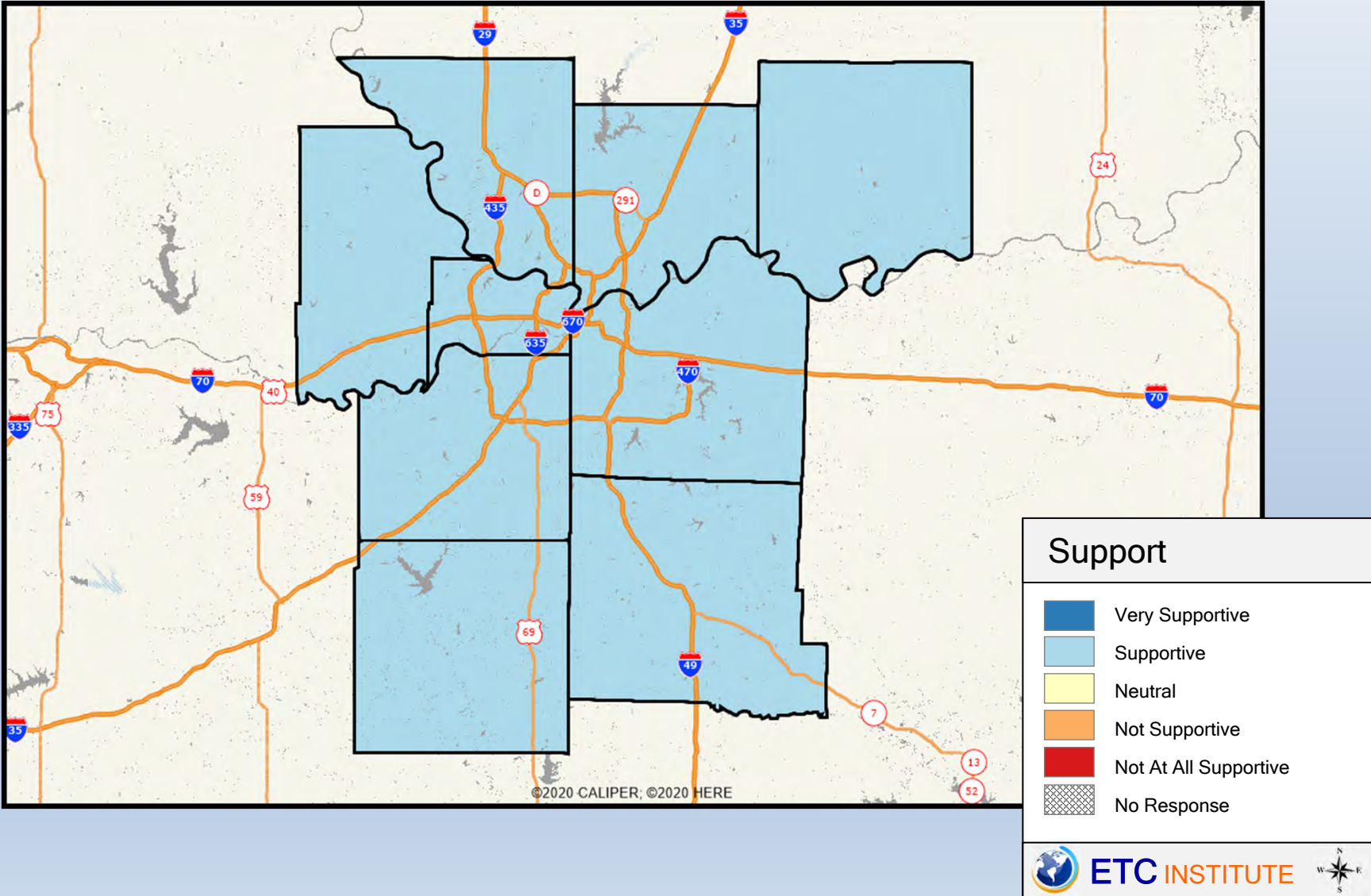
Q25-3. Increase setback distances from natural stream systems for fences and buildings
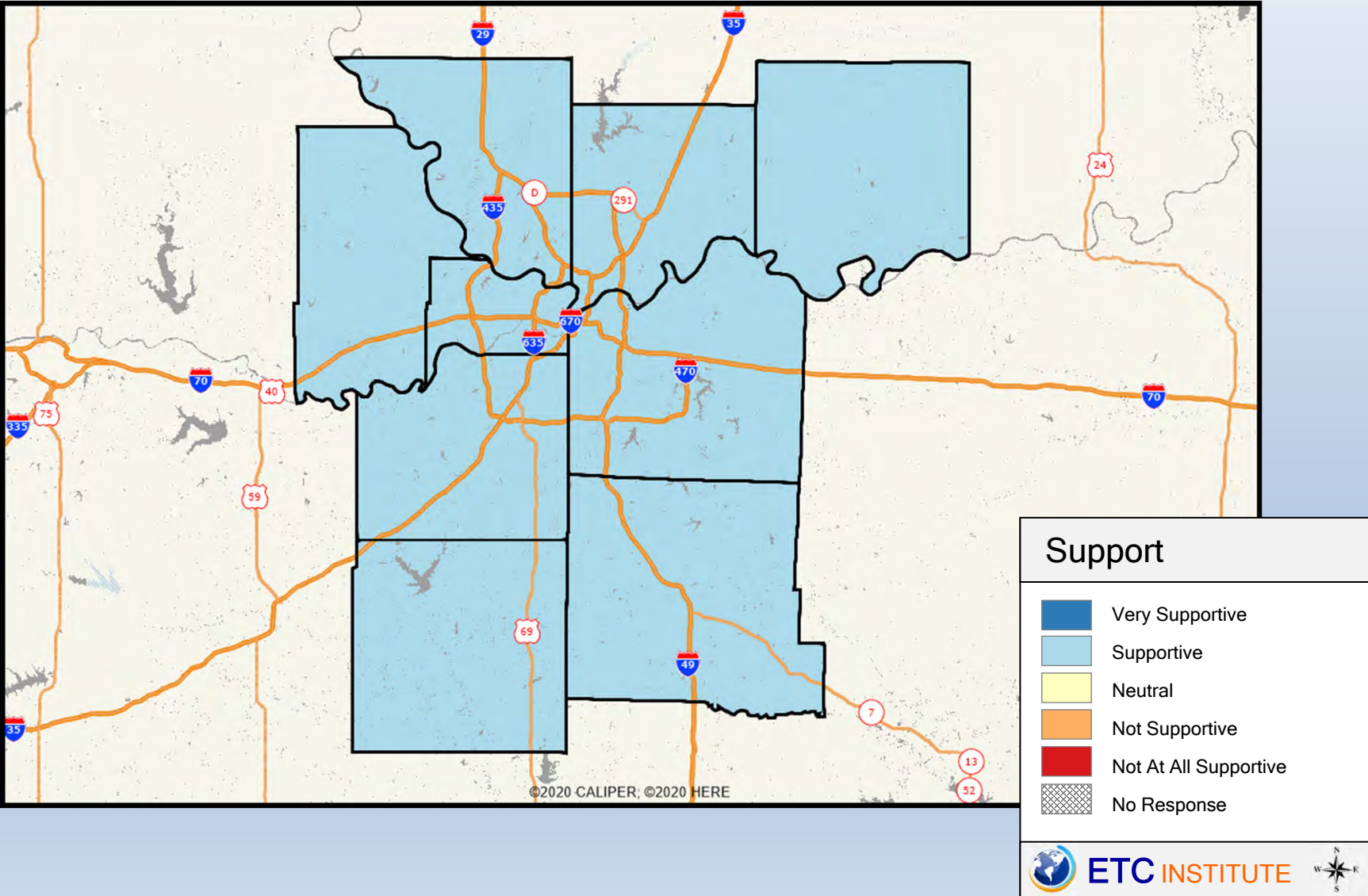
Q25-4. Require the inclusion of native trees and plants in routine civic landscape design for things like medians and rights of way

Support

- Very Supportive
- Supportive
- Neutral
- Not Supportive
- Not At All Supportive
- No Response

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Q25-5. Provide reimbursement programs for residents who want to collect stormwater in rain barrels

Support

- Very Supportive
- Supportive
- Neutral
- Not Supportive
- Not At All Supportive
- No Response

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Q25-6. Adopt rigorous storm drainage standards for new development to reduce flood risks, protect water quality and conserve natural resources

Support

- Very Supportive
- Supportive
- Neutral
- Not Supportive
- Not At All Supportive
- No Response

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Q25-7. Provide tax incentives for developers who choose to exceed minimum stormwater drainage standards

Support

- ■ Very Supportive
- ■ Supportive
- ■ Neutral
- ■ Not Supportive
- ■ Not At All Supportive
- ▨ No Response

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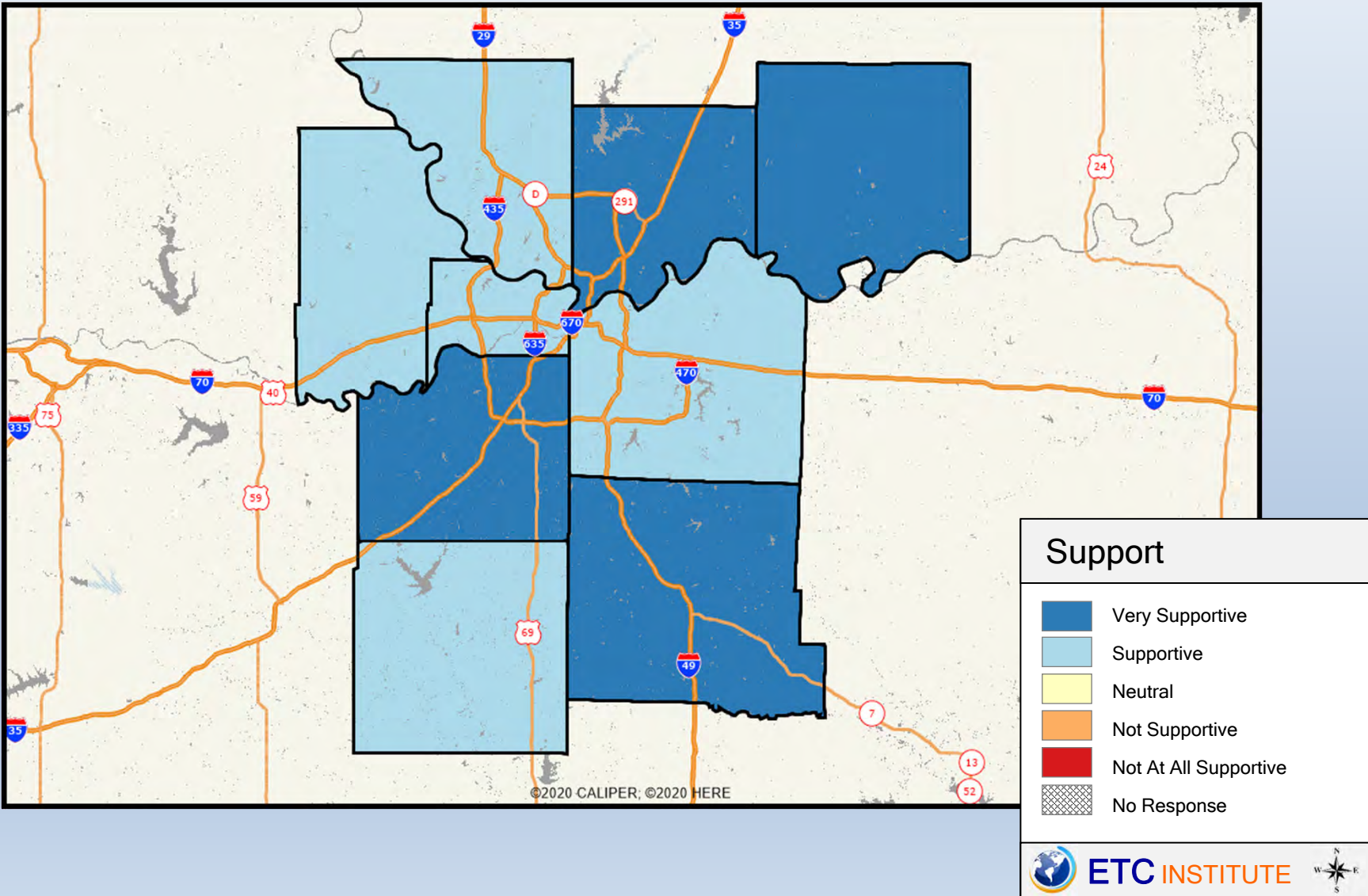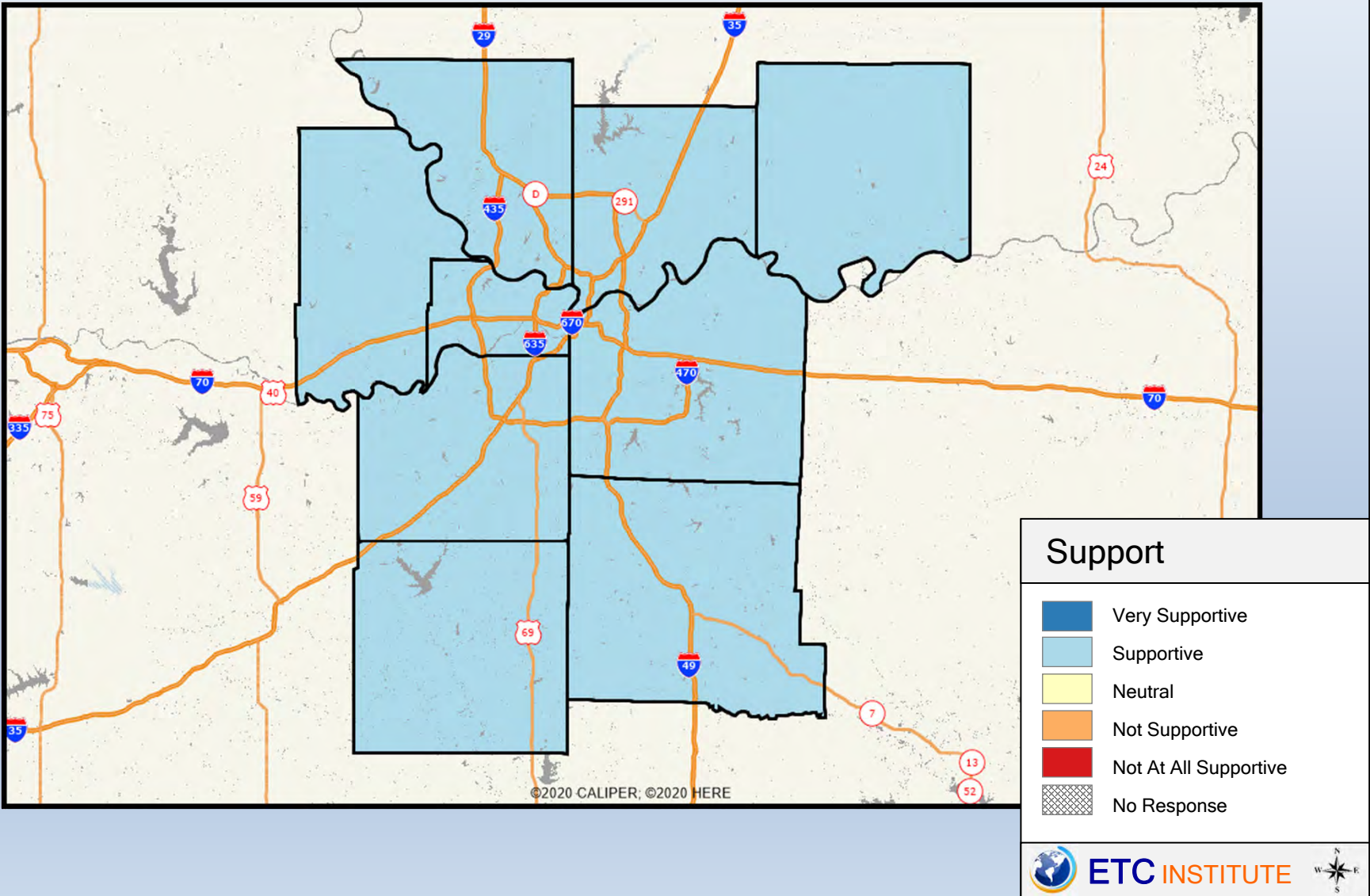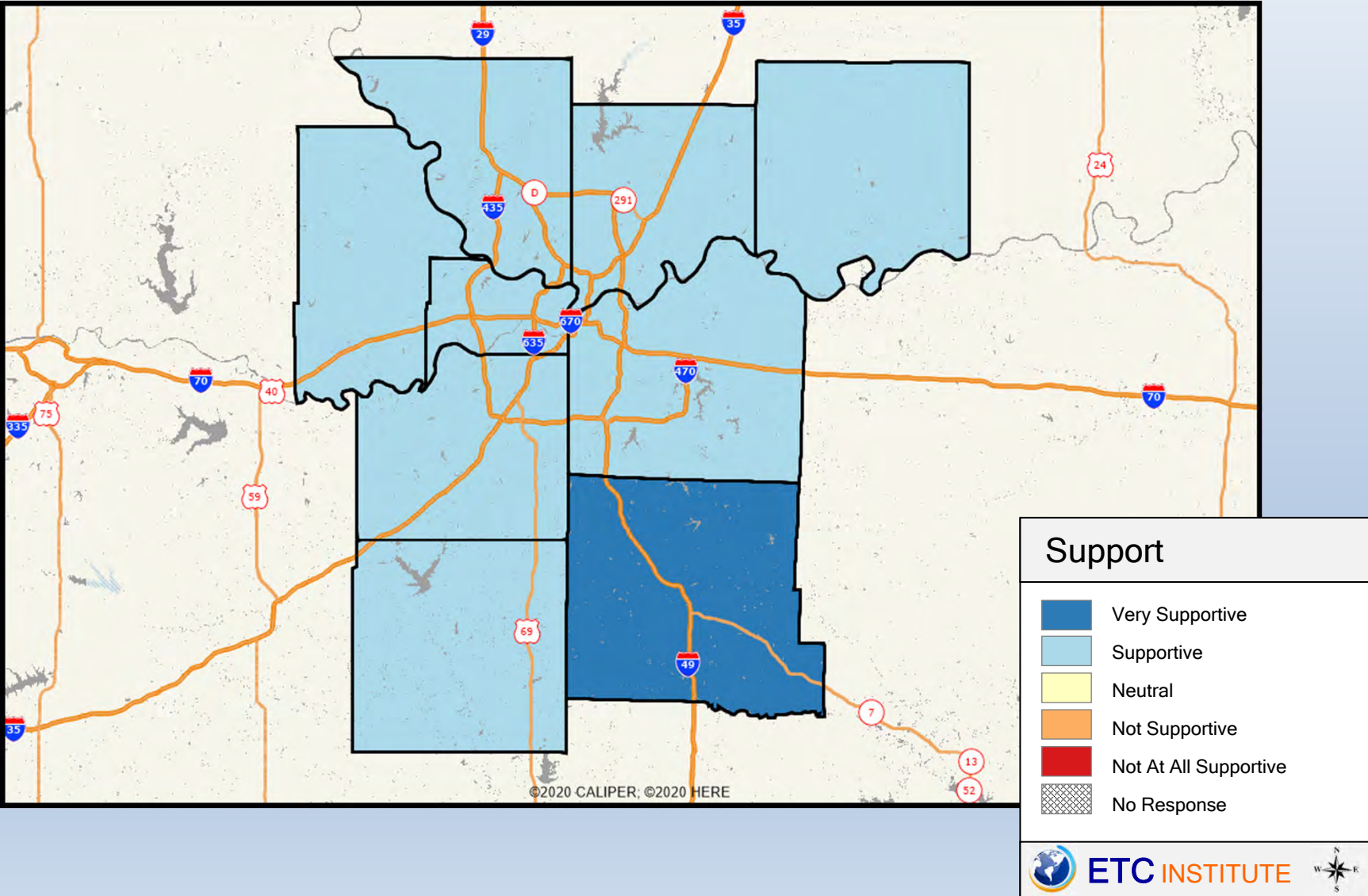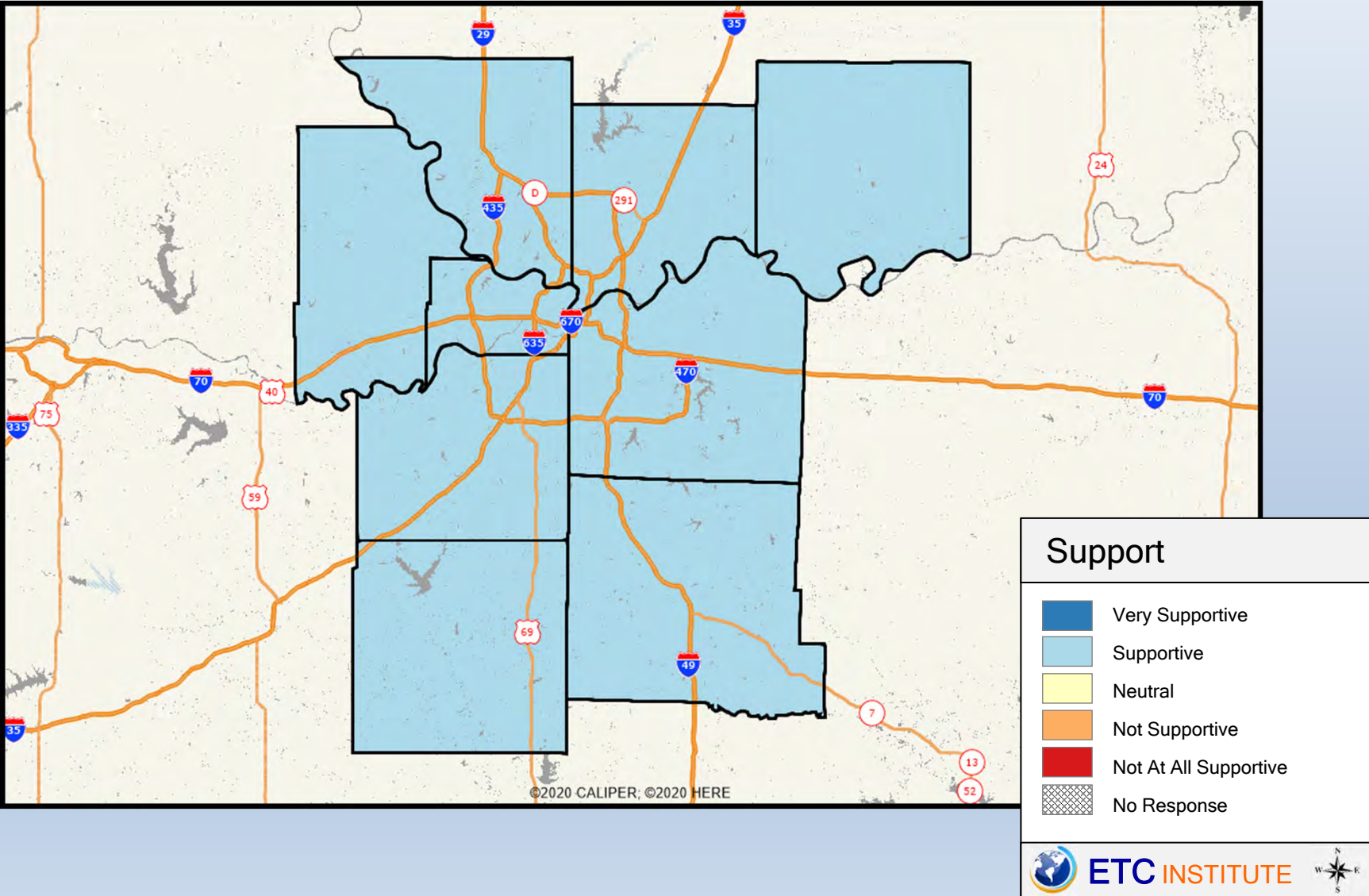
Section 3
Tabular Data

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=843)

	Very good	Good	Adequate	Poor	Very poor	Don't know
Q1-1. Air quality	14.7%	57.1%	25.5%	1.9%	0.5%	0.4%
Q1-2. Economic development & job creation	9.4%	39.6%	31.6%	13.0%	2.3%	4.2%
Q1-3. Efforts to minimize impacts of flooding	10.2%	33.1%	31.7%	12.6%	0.8%	11.6%
Q1-4. Level of safety from crime in neighborhoods	4.9%	24.1%	27.4%	29.3%	13.0%	1.3%
Q1-5. Local governmental services	9.3%	32.7%	36.5%	14.9%	3.4%	3.1%
Q1-6. Opportunities for health & fitness	17.6%	36.5%	28.8%	13.0%	2.3%	1.8%
Q1-7. Public education (K-12)	16.5%	29.9%	28.0%	15.1%	3.6%	7.0%
Q1-8. Recycling programs	10.1%	27.3%	28.6%	21.9%	7.2%	4.9%
Q1-9. Regional efforts to acquire & protect natural areas	8.2%	26.0%	33.1%	15.2%	3.9%	13.6%
Q1-10. Water quality in lakes, streams, & rivers	7.2%	30.1%	33.6%	16.4%	3.7%	9.0%
Q1-11. Climate resilience	4.5%	24.4%	37.2%	11.6%	2.7%	19.5%

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=843)

	Very good	Good	Adequate	Poor	Very poor
Q1-1. Air quality	14.8%	57.3%	25.6%	1.9%	0.5%
Q1-2. Economic development & job creation	9.8%	41.3%	32.9%	13.6%	2.4%
Q1-3. Efforts to minimize impacts of flooding	11.5%	37.4%	35.8%	14.2%	0.9%
Q1-4. Level of safety from crime in neighborhoods	4.9%	24.4%	27.8%	29.7%	13.2%
Q1-5. Local governmental services	9.5%	33.8%	37.7%	15.4%	3.5%
Q1-6. Opportunities for health & fitness	17.9%	37.2%	29.3%	13.3%	2.3%
Q1-7. Public education (K-12)	17.7%	32.1%	30.1%	16.2%	3.8%
Q1-8. Recycling programs	10.6%	28.7%	30.0%	23.1%	7.6%
Q1-9. Regional efforts to acquire & protect natural areas	9.5%	30.1%	38.3%	17.6%	4.5%
Q1-10. Water quality in lakes, streams, & rivers	8.0%	33.1%	36.9%	18.0%	4.0%
Q1-11. Climate resilience	5.6%	30.3%	46.2%	14.4%	3.4%

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	30	3.6 %
Economic development & job creation	127	15.1 %
Efforts to minimize impacts of flooding	15	1.8 %
Level of safety from crime in neighborhoods	348	41.3 %
Local governmental services	26	3.1 %
Opportunities for health & fitness	14	1.7 %
Public education (K-12)	148	17.6 %
Recycling programs	18	2.1 %
Regional efforts to acquire & protect natural areas	21	2.5 %
Water quality in lakes, streams, & rivers	54	6.4 %
Climate resilience	31	3.7 %
None chosen	11	1.3 %
Total	843	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	141	16.7 %
Efforts to minimize impacts of flooding	27	3.2 %
Level of safety from crime in neighborhoods	157	18.6 %
Local governmental services	57	6.8 %
Opportunities for health & fitness	24	2.8 %
Public education (K-12)	156	18.5 %
Recycling programs	65	7.7 %
Regional efforts to acquire & protect natural areas	45	5.3 %
Water quality in lakes, streams, & rivers	71	8.4 %
Climate resilience	37	4.4 %
None chosen	19	2.3 %
Total	843	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	26	3.1 %
Economic development & job creation	142	16.8 %
Efforts to minimize impacts of flooding	21	2.5 %
Level of safety from crime in neighborhoods	90	10.7 %
Local governmental services	96	11.4 %
Opportunities for health & fitness	32	3.8 %
Public education (K-12)	142	16.8 %
Recycling programs	33	3.9 %
Regional efforts to acquire & protect natural areas	84	10.0 %
Water quality in lakes, streams, & rivers	102	12.1 %
Climate resilience	52	6.2 %
None chosen	23	2.7 %
Total	843	100.0 %

SUM OF TOP 3 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)

Q2. Sum of top 3 choices	Number	Percent
Air quality	100	11.9 %
Economic development & job creation	410	48.6 %
Efforts to minimize impacts of flooding	63	7.5 %
Level of safety from crime in neighborhoods	595	70.6 %
Local governmental services	179	21.2 %
Opportunities for health & fitness	70	8.3 %
Public education (K-12)	446	52.9 %
Recycling programs	116	13.8 %
Regional efforts to acquire & protect natural areas	150	17.8 %
Water quality in lakes, streams, & rivers	227	26.9 %
Climate resilience	120	14.2 %
None chosen	11	1.3 %
Total	2487	

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	268	31.8 %
No	274	32.5 %
Don't know	301	35.7 %
Total	843	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	268	49.4 %
No	274	50.6 %
Total	542	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	235	27.9 %
No	345	40.9 %
Don't know	263	31.2 %
Total	843	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	235	40.5 %
No	345	59.5 %
Total	580	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	5	0.6 %
Most of the time	40	4.7 %
Some of the time	209	24.8 %
Seldom or never	356	42.2 %
Don't know	233	27.6 %
Total	843	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	5	0.8 %
Most of the time	40	6.6 %
Some of the time	209	34.3 %
Seldom or never	356	58.4 %
Total	610	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	122	14.5 %
Most of the time	167	19.8 %
Some of the time	323	38.3 %
Seldom or never	179	21.2 %
Don't know	52	6.2 %
Total	843	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	122	15.4 %
Most of the time	167	21.1 %
Some of the time	323	40.8 %
Seldom or never	179	22.6 %
Total	791	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 KC area	Number	Percent
Very concerned	347	41.2 %
Somewhat concerned	391	46.4 %
Not sure	75	8.9 %
Not concerned	30	3.6 %
Total	843	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 KC area is	Number	Percent
Getting much better	20	2.4 %
Getting somewhat better	119	14.1 %
Staying about the same	412	48.9 %
Getting somewhat worse	168	19.9 %
Getting much worse	18	2.1 %
Don't know	106	12.6 %
Total	843	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 KC area is	Number	Percent
Getting much better	20	2.7 %
Getting somewhat better	119	16.1 %
Staying about the same	412	55.9 %
Getting somewhat worse	168	22.8 %
Getting much worse	18	2.4 %
Total	737	100.0 %

Q9. How much do you think climate change is impacting weather in the Kansas City region (i.e., flooding, droughts, extreme weather)?

Q9. How much is climate change impacting weather in KC region	Number	Percent
A lot	375	44.5 %
A little	220	26.1 %
Not at all	182	21.6 %
Don't know	66	7.8 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"

Q9. How much do you think climate change is impacting weather in the Kansas City region (i.e., flooding, droughts, extreme weather)? (without "don't know")

Q9. How much is climate change impacting weather in KC region	Number	Percent
A lot	375	48.3 %
A little	220	28.3 %
Not at all	182	23.4 %
Total	777	100.0 %

Q10. How confident are you that the Kansas City region can respond to and bounce back from extreme weather events (i.e., droughts, flooding, storms)?

Q10. How confident are you that KC region can respond to & bounce back from extreme weather events	Number	Percent
Very confident	112	13.3 %
Somewhat confident	494	58.6 %
Not confident	199	23.6 %
Don't know	38	4.5 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"

Q10. How confident are you that the Kansas City region can respond to and bounce back from extreme weather events (i.e., droughts, flooding, storms)? (without "don't know")

Q10. How confident are you that KC region can respond to & bounce back from extreme weather events	Number	Percent
Very confident	112	13.9 %
Somewhat confident	494	61.4 %
Not confident	199	24.7 %
Total	805	100.0 %

Q11. How worried are you about the impact of drought and extreme rain events/flooding in the Kansas City region?

Q11. How worried are you about impact of drought & extreme rain events/flooding in KC region	Number	Percent
Very worried	163	19.3 %
Somewhat worried	454	53.9 %
Not worried	205	24.3 %
Don't know	21	2.5 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"

Q11. How worried are you about the impact of drought and extreme rain events/flooding in the Kansas City region? (without "don't know")

Q11. How worried are you about impact of drought & extreme rain events/flooding in KC region	Number	Percent
Very worried	163	19.8 %
Somewhat worried	454	55.2 %
Not worried	205	24.9 %
Total	822	100.0 %

Q12. 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?

Q12. Has your household disposed of yard waste in street, a stormwater drain, or a lake/stream during past year	Number	Percent
Yes	17	2.0 %
No	798	94.7 %
Don't know	28	3.3 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"

Q12. 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")

Q12. Has your household disposed of yard waste in street, a stormwater drain, or a lake/stream during past year	Number	Percent
Yes	17	2.1 %
No	798	97.9 %
Total	815	100.0 %

Q13. 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?

Q13. Has your household dumped paint, motor oil, or other household waste into street, a stormwater drain, or a lake/stream during past year	Number	Percent
Yes	2	0.2 %
No	836	99.2 %
Don't know	5	0.6 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"
Q13. 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")

Q13. Has your household dumped paint, motor oil, or other household waste into street, a stormwater drain, or a lake/stream during past year	Number	Percent
Yes	2	0.2 %
No	836	99.8 %
Total	838	100.0 %

Q14. Have you or other members of your household littered or dumped debris along or in a lake or stream during the past year?

Q14. Has your household littered or dumped debris along or in a lake or stream during past year	Number	Percent
Yes	4	0.5 %
No	832	98.7 %
Don't know	7	0.8 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"
Q14. 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")

Q14. Has your household littered or dumped debris along or in a lake or stream during past year	Number	Percent
Yes	4	0.5 %
No	832	99.5 %
Total	836	100.0 %

Q15. Do you think it is safe to eat fish that are caught in lakes and streams near your home?

Q15. Is it safe to eat fish that are caught in lakes & streams near your home	Number	Percent
Yes	262	31.1 %
No	266	31.6 %
Don't know	315	37.4 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"

Q15. Do you think it is safe to eat fish that are caught in lakes and streams near your home? (without "don't know")

Q15. Is it safe to eat fish that are caught in lakes & streams near your home	Number	Percent
Yes	262	49.6 %
No	266	50.4 %
Total	528	100.0 %

Q16. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the Kansas City area?

Q16. Can you personally do anything to help improve water quality in lakes, streams & other waterways in KC area	Number	Percent
Yes	410	48.6 %
No	154	18.3 %
Don't know	279	33.1 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"

Q16. 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")

Q16. Can you personally do anything to help improve water quality in lakes, streams & other waterways in KC area	Number	Percent
Yes	410	72.7 %
No	154	27.3 %
Total	564	100.0 %

Q17. 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. Has your household done anything to help clean-up lakes or streams in KC area during past year	Number	Percent
Yes	224	26.6 %
No	560	66.4 %
Don't know	59	7.0 %
Total	843	100.0 %

Q17. 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")

Q17. Has your household done anything to help clean-up lakes or streams in KC area during past year	Number	Percent
Yes	224	28.6 %
No	560	71.4 %
Total	784	100.0 %

Q18. Please indicate if you currently participate in the behavior listed below:

(N=843)

	Yes	No	Not provided
Q18-1. Use environmentally friendly products on your lawn	69.0%	15.8%	15.2%
Q18-2. Pick up trash in your community	69.0%	25.6%	5.3%
Q18-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	84.6%	7.9%	7.5%
Q18-4. Manage yard waste (dispose of, or compost)	87.1%	7.2%	5.7%
Q18-5. Pick up & dispose of your pet's waste	60.9%	9.8%	29.3%
Q18-6. Report illegal dumping	41.4%	31.7%	26.9%

WITHOUT "NOT PROVIDED"
Q18. Please indicate if you currently participate in the behavior listed below: (without "not provided")

(N=843)

	Yes	No
Q18-1. Use environmentally friendly products on your lawn	81.4%	18.6%
Q18-2. Pick up trash in your community	72.9%	27.1%
Q18-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	91.4%	8.6%
Q18-4. Manage yard waste (dispose of, or compost)	92.3%	7.7%
Q18-5. Pick up & dispose of your pet's waste	86.1%	13.9%
Q18-6. Report illegal dumping	56.7%	43.3%

Q18. If you DO NOT currently participate, please rate how willing you would be to do each of the following:

(N=475)

	Very willing	Somewhat willing	Not sure	Not willing
Q18-1. Use environmentally friendly products on your lawn	31.1%	35.3%	19.3%	14.3%
Q18-2. Pick up trash in your community	6.9%	52.0%	21.3%	19.8%
Q18-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	45.0%	36.7%	10.0%	8.3%
Q18-4. Manage yard waste (dispose of, or compost)	29.6%	40.7%	16.7%	13.0%
Q18-5. Pick up & dispose of your pet's waste	22.1%	19.5%	26.0%	32.5%
Q18-6. Report illegal dumping	50.2%	30.4%	17.1%	2.3%

Q19. Please indicate how often you do the following.

(N=843)

	At least once per week	At least once per month	A few times per year	Seldom	Never	Not applicable
Q19-1. Swim in lakes & streams in Kansas City area	0.2%	1.3%	11.3%	22.1%	58.1%	7.0%
Q19-2. Walk or bike along lakes & streams in Kansas City area	11.3%	14.8%	26.8%	23.6%	17.7%	5.8%
Q19-3. Let your children play in creeks or streams near your home	0.5%	2.3%	6.5%	11.0%	34.2%	45.6%
Q19-4. Fish in lakes or streams near your home	2.3%	3.6%	17.9%	15.1%	46.1%	15.1%

WITHOUT "NOT APPLICABLE"
Q19. Please indicate how often you do the following. (without "not applicable")

(N=843)

	At least once per week	At least once per month	A few times per year	Seldom	Never
Q19-1. Swim in lakes & streams in Kansas City area	0.3%	1.4%	12.1%	23.7%	62.5%
Q19-2. Walk or bike along lakes & streams in Kansas City area	12.0%	15.7%	28.5%	25.1%	18.8%
Q19-3. Let your children play in creeks or streams near your home	0.9%	4.1%	12.0%	20.3%	62.7%
Q19-4. Fish in lakes or streams near your home	2.7%	4.2%	21.1%	17.7%	54.3%

Q20. 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=843)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q20-1. Quality of local streams where I live affects my quality of life	21.4%	40.2%	28.4%	4.5%	1.9%	3.7%
Q20-2. Quality of local streams where I live affects property values	30.0%	46.9%	14.6%	3.1%	0.8%	4.6%
Q20-3. Quality of local streams where I live affects drinking water quality	35.0%	35.0%	16.4%	7.4%	1.1%	5.2%
Q20-4. I think it is important to improve quality of water in lakes & streams in my community	47.7%	42.1%	8.1%	0.0%	0.2%	1.9%
Q20-5. I have confidence in my community's ability to address flooding related problems	9.4%	41.9%	30.6%	12.8%	1.9%	3.4%
Q20-6. I would be willing to pay more for a property in a community that focuses on protecting water quality by conserving natural areas	11.6%	32.7%	31.6%	12.3%	6.8%	5.0%
Q20-7. I would be willing to pay more in utilities to improve quality of water in lakes & streams in the community where I live	7.4%	23.4%	32.6%	20.8%	12.3%	3.6%
Q20-8. I would be willing to pay an increase in taxes to improve quality of water in lakes & streams in the community where I live	7.5%	21.9%	28.1%	23.4%	14.9%	4.2%

Q20. 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	Not provided
Q20-9. I would support my local government working with other cities & counties to improve water quality	29.7%	50.4%	13.8%	1.7%	1.7%	2.8%
Q20-10. I would support my local government allocating resources to improve water quality	23.3%	52.7%	17.1%	2.0%	1.7%	3.3%
Q20-11. Public entities should be doing more to directly implement protection & restoration of urban waterways	28.5%	46.3%	18.1%	1.5%	0.8%	4.7%

Q20. 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=843)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q20-1. Quality of local streams where I live affects my quality of life	22.2%	41.7%	29.4%	4.7%	2.0%
Q20-2. Quality of local streams where I live affects property values	31.5%	49.1%	15.3%	3.2%	0.9%
Q20-3. Quality of local streams where I live affects drinking water quality	36.9%	36.9%	17.3%	7.8%	1.1%
Q20-4. I think it is important to improve quality of water in lakes & streams in my community	48.6%	42.9%	8.2%	0.0%	0.2%
Q20-5. I have confidence in my community's ability to address flooding related problems	9.7%	43.4%	31.7%	13.3%	2.0%
Q20-6. I would be willing to pay more for a property in a community that focuses on protecting water quality by conserving natural areas	12.2%	34.5%	33.2%	13.0%	7.1%
Q20-7. I would be willing to pay more in utilities to improve quality of water in lakes & streams in the community where I live	7.6%	24.2%	33.8%	21.5%	12.8%
Q20-8. I would be willing to pay an increase in taxes to improve quality of water in lakes & streams in the community where I live	7.8%	22.9%	29.3%	24.4%	15.6%
Q20-9. I would support my local government working with other cities & counties to improve water quality	30.5%	51.9%	14.2%	1.7%	1.7%
Q20-10. I would support my local government allocating resources to improve water quality	24.0%	54.5%	17.7%	2.1%	1.7%
Q20-11. Public entities should be doing more to directly implement protection & restoration of urban waterways	29.9%	48.6%	19.1%	1.6%	0.9%

Q21. Where does stormwater (rain water) go after it enters a storm drain in your community?

Q21. Where does stormwater go after it enters a storm drain in your community	Number	Percent
Directly to lakes & streams without treatment	308	36.5 %
To lakes & streams after receiving some treatment	63	7.5 %
To a wastewater treatment plant	127	15.1 %
Don't know	345	40.9 %
Total	843	100.0 %

WITHOUT "DON'T KNOW"
Q21. Where does stormwater (rain water) go after it enters a storm drain in your community? (without "don't know")

Q21. Where does stormwater go after it enters a storm drain in your community	Number	Percent
Directly to lakes & streams without treatment	308	61.8 %
To lakes & streams after receiving some treatment	63	12.7 %
To a wastewater treatment plant	127	25.5 %
Total	498	100.0 %

Q22. Compared to two years ago, would you say you...

Q22. What would you say you compared to two years ago	Number	Percent
Are more aware of water quality of lakes & streams in KC area	157	18.6 %
Have about same level of awareness about water quality issues	579	68.7 %
Are less aware of water quality of lakes & streams in KC area	52	6.2 %
Not applicable (did not live in Kansas City two years ago)	31	3.7 %
Not provided	24	2.8 %
Total	843	100.0 %

WITHOUT "NOT PROVIDED"
Q22. Compared to two years ago, would you say you... (without "not provided")

Q22. What would you say you compared to two years ago	Number	Percent
Are more aware of water quality of lakes & streams in KC area	157	19.2 %
Have about same level of awareness about water quality issues	579	70.7 %
Are less aware of water quality of lakes & streams in KC area	52	6.3 %
Not applicable (did not live in Kansas City two years ago)	31	3.8 %
Total	819	100.0 %

Q23. 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?

Q23. Have you seen or heard any information about water quality in lakes & streams in KC area during past year	Number	Percent
Yes	117	13.9 %
No	720	85.4 %
Don't know	6	0.7 %
Total	843	100.0 %

Q23. 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")

Q23. Have you seen or heard any information about water quality in lakes & streams in KC area during past year	Number	Percent
Yes	117	14.0 %
No	720	86.0 %
Total	837	100.0 %

Q23a. What types of information have you seen or heard?

Q23a. What types of information have you seen or heard	Number	Percent
Newspapers, magazines, or other print media	44	37.6 %
Brochures	33	28.2 %
City or County newsletters	43	36.8 %
Television stories/ads	45	38.5 %
Radio stories/ads	16	13.7 %
Internet	45	38.5 %
Watershed festival	4	3.4 %
Social media	38	32.5 %
Water bill inserts	38	32.5 %
Community event	23	19.7 %
Other	9	7.7 %
Total	338	

Q23a. Other types of information

- Class about climate change.
- I'm a member of a stream team
- Local Air and Waste Management Conference and monthly meetings.
- Neighborhood water quality committee.
- Postings at some ponds and parks. Lots at Smithville Lake
- Signage at street drain sites.
- Signs
- Signs in ground at watershed areas.
- Wildlife presentation at the library focus on water reservoirs and wildlife preservation. Fishing on the lakes of the area. Louisburg campaign for families that enjoys nature and fishing.

Q24. Have you done any of the following to manage how and when rain leaves your property?

(N=843)

	Yes	No
Q24-1. Captured rainwater in a rain barrel	17.1%	82.9%
Q24-2. Placed flower beds & other landscaping in a location where they will absorb water & allow rainwater to filter naturally through soil rather than run off the top into storm drain (installed vegetation or landscaping in a location to retain rainwater on the property)	60.7%	39.3%
Q24-3. Disconnected downspout from standpipe	12.8%	87.2%
Q24-4. Redirected downspout to vegetated area/retain water on property	47.4%	52.6%
Q24-5. Installed permeable pavers or surfaces including sidewalks, driveways, patios	21.9%	78.1%

Q25. 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.

(N=843)

	Very supportive	Supportive	Not sure	Not supportive	Not supportive at all
Q25-1. Invest in stream restoration & restoration of natural areas around water bodies (i.e., riparian restoration)	25.0%	45.7%	25.9%	1.8%	1.7%
Q25-2. Reduce allowances for impervious or paved surfaces on new developments	18.9%	31.3%	44.1%	3.6%	2.1%
Q25-3. Increase setback distances from natural stream systems for fences & buildings	25.0%	45.9%	24.7%	3.1%	1.3%
Q25-4. Require inclusion of native trees & plants in routine civic landscape design for things like medians & rights of way	43.5%	40.0%	13.0%	2.1%	1.3%
Q25-5. Provide reimbursement programs for residents who want to collect stormwater in rain barrels	25.3%	35.7%	26.8%	8.5%	3.7%
Q25-6. Adopt rigorous storm drainage standards for new development to reduce flood risks, protect water quality & conserve natural resources	35.9%	44.8%	14.9%	2.0%	2.3%
Q25-7. Provide tax incentives for developers who choose to exceed minimum stormwater drainage standards (e.g., collection of stormwater in cisterns for onsite use)	25.0%	41.8%	21.0%	7.6%	4.6%

Q26. What is your age?

Q26. Your age	Number	Percent
18-34	152	18.0 %
35-44	165	19.6 %
45-54	176	20.9 %
55-64	150	17.8 %
65+	167	19.8 %
Not provided	33	3.9 %
Total	843	100.0 %

WITHOUT "NOT PROVIDED"
Q26. What is your age? (without "not provided")

Q26. Your age	Number	Percent
18-34	152	18.8 %
35-44	165	20.4 %
45-54	176	21.7 %
55-64	150	18.5 %
65+	167	20.6 %
Total	810	100.0 %

Q27. In which County do you live?

Q27. In which County do you live	Number	Percent
Clay	99	11.7 %
Jackson	284	33.7 %
Johnson (KS)	246	29.2 %
Platte	44	5.2 %
Wyandotte	65	7.7 %
Leavenworth	34	4.0 %
Cass	47	5.6 %
Miami	12	1.4 %
Ray	12	1.4 %
Total	843	100.0 %

Q28. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

Q28. Are any members of your household of Hispanic, Spanish, or Latino/a/x ancestry	Number	Percent
Yes	84	10.0 %
No	759	90.0 %
Total	843	100.0 %

Q29. Which of the following BEST describes your race/ethnicity?

Q29. Your race/ethnicity	Number	Percent
Asian/Pacific Islander	28	3.3 %
Black/African American	113	13.4 %
American Indian or Alaska Native	11	1.3 %
White	670	79.5 %
Native Hawaiian or other Pacific Islander	2	0.2 %
Other	11	1.3 %
Total	835	

Q29-6. Self-describe your race/ethnicity:

Q29-6. Self-describe your race/ethnicity	Number	Percent
Mexican	3	27.3 %
Mixed	2	18.2 %
Hispanic	2	18.2 %
Eastern Europe	1	9.1 %
Italian	1	9.1 %
Celtic	1	9.1 %
Caucasian	1	9.1 %
Total	11	100.0 %

Q30. What is your gender?

Q30. Your gender	Number	Percent
Male	442	52.4 %
Female	393	46.6 %
Other	5	0.6 %
Not provided	3	0.4 %
Total	843	100.0 %

WITHOUT "NOT PROVIDED"
Q30. What is your gender? (without "not provided")

Q30. Your gender	Number	Percent
Male	442	52.6 %
Female	393	46.8 %
Other	5	0.6 %
Total	840	100.0 %

Q30-3. Self-describe your gender:

Q30-3. Self-describe your gender	Number	Percent
Non Binary	2	40.0 %
Trans	2	40.0 %
Fluid	1	20.0 %
Total	5	100.0 %

Q31. Would you say your total annual household income is...

Q31. Your total annual household income	Number	Percent
Under $25K	84	10.0 %
$25K to $49,999	179	21.2 %
$50K to $74,999	156	18.5 %
$75K to $99,999	122	14.5 %
$100K to $124,999	84	10.0 %
$125K+	94	11.2 %
Not provided	124	14.7 %
Total	843	100.0 %

WITHOUT "NOT PROVIDED"
Q31. Would you say your total annual household income is... (without "not provided")

Q31. Your total annual household income	Number	Percent
Under $25K	84	11.7 %
$25K to $49,999	179	24.9 %
$50K to $74,999	156	21.7 %
$75K to $99,999	122	17.0 %
$100K to $124,999	84	11.7 %
$125K+	94	13.1 %
Total	719	100.0 %

Section 4
Survey Instrument

MARC
MID-AMERICA REGIONAL COUNCIL

December 2022

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 $500 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

2022 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. Thank you for your participation. If you prefer, you can take the survey online at marcwatersurvey.com. **We will select one person at random to win a $500 Visa gift card**. You can register at the end of the survey.

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

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

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

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

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

Climate Resilience

9. **How much do you think climate change is impacting weather in the Kansas City region (i.e., flooding, droughts, extreme weather)?**

____(3) A lot ____(2) A little ____(1) Not at all ____(9) Don't know

10. **How confident are you that the Kansas City region can respond to and bounce back from extreme weather events (i.e., droughts, flooding, storms)?**

____(3) Very confident ____(2) Somewhat confident ____(1) Not confident ____(9) Don't know

11. **How worried are you about the impact of drought and extreme rain events/flooding on the Kansas City region?**

____(3) Very worried ____(2) Somewhat worried ____(1) Not worried ____(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 confidential.

12. **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

13. **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

14. **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

15. **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

16. **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

17. **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 ____(2) No ____(9) Don't know

18. **Please indicate if you currently participate in the behavior listed below by circling either "Yes" or "No." If you DO NOT currently participate, please rate how willing you would be to do each of the following by circling the corresponding number below.**

Behaviors	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

19. 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 and Awareness

20. 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

21. 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

22. 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)

23. 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 23a.]*   ____(2) No *[Skip to Q24.]*   ____(9) Don't know *[Skip to Q24.]*

23a. 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   ____(08) 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

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

1.	Captured rainwater 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.	Disconnected downspout from standpipe	Yes	No
4.	Redirected downspout to vegetated area/retain water on property	Yes	No
5.	Installed permeable pavers or surfaces including sidewalks, driveways, patios	Yes	No

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Support for Initiatives

25. 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.	Invest in stream restoration and the restoration of natural areas around water bodies (i.e., riparian restoration)	5	4	3	2	1
2.	Reduce allowances for impervious or paved surfaces on new developments	5	4	3	2	1
3.	Increase setback distances from natural stream systems for fences and buildings	5	4	3	2	1
4.	Require the inclusion of native trees and plants in routine civic landscape design for things like medians and rights of way	5	4	3	2	1
5.	Provide reimbursement programs for residents who want to collect stormwater in rain barrels	5	4	3	2	1
6.	Adopt rigorous storm drainage standards for new development to reduce flood risks, protect water quality and conserve natural resources	5	4	3	2	1
7.	Provide tax incentives for developers who choose to exceed minimum stormwater drainage standards (e.g., collection of stormwater in cisterns for on-site use)	5	4	3	2	1

26. What is your age? _____ years

27. 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: _____

28. Are you or any members of your family of Hispanic, Spanish, or Latino/a/x ancestry?

____(1) Yes   ____(2) No

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

____(01) Asian or Asian Indian   ____(04) White
____(02) Black or African American   ____(05) Native Hawaiian or other Pacific Islander
____(03) American Indian or Alaska Native   ____(99) Other: _____

30. What is your gender? ____(1) Male   ____(2) Female   ____(3) Other: _____

31. 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

To register to win a <u>$500 Visa gift card</u>, please provide your name and contact information below.

Name: _____ Phone: _____ Email: _____

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.