

2026 Community Planning Survey

for the Mid-America Regional Council

Findings Report

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decisions since 1982*

2026

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

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Executive Summary



Purpose

In May and June of 2026, the Mid-America Regional Council (MARC) conducted its tenth biennial survey of residents in the metropolitan Kansas City area. This year, a random sample of residents of the city of Lawrence, Kansas were also selected to participate. 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 2026 survey, cover letter, and postage-paid return envelope were mailed to a random sample of households in the Kansas City area and the city of Lawrence. 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.

Approximately ten days after the surveys were mailed, ETC Institute sent follow-up messages to the households that received the survey to encourage participation. The messages contained a link to the online version of the survey to make it easy for residents to complete the survey. A total of 610 residents completed the survey. The overall results have a 95% level of confidence with a precision of at least +/- 3.9%. The distribution of respondents by county was as follows: 31.3% Jackson, 28.4% Johnson (Kansas), 11.5% Clay, 7.5% Wyandotte, 5.1% Platte, 4.9% Cass, 4.3% Douglas (Lawrence, KS), 3.9% Leavenworth, 1.8% Miami, and 1.3% Ray.

Major Findings

The following pages highlight the major findings of the 2026 survey results and any significant changes from the surveys conducted between 2022 and 2026.

- **Top Priorities.** The most important issues to residents, based on the sum of respondents' top three choices, were: safety from crime in neighborhoods (61%), K-12 public education (49%), and economic development and job creation (39%).
- **Concerns About Water Quality.** Eighty-three percent (83%) of residents were concerned about the pollution in lakes, streams, and other waterways in the Kansas City area and Lawrence (a 4% decrease from 2022); 9% were not concerned and 8% 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 (the same percentage as in 2022); 48% thought it was staying the same, 25% felt it was getting somewhat or much worse, and 11% did not have an opinion.

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- **Knowledge of Water Quality Issues.** The following are several key findings related to respondents' knowledge of water quality issues:
 - Thirty-nine percent (39%) 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.
 - Twenty-two percent (22%) 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, 4% felt they were less aware, 4% indicated this question was not applicable because they had not lived in the Kansas City area or Lawrence for two years, and 1% did not provide a response.
 - Seventeen percent (17%) 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 and Lawrence. Of those who had seen or heard water quality information, 39% indicated it was through social media, 38% indicated it was through City or County newsletters, 35% said it was through newspapers/magazines/other print media, and 30% said it was through the internet.
- **Current Level of Participation in Various Activities to Help Protect the Environment.** Eighty-nine percent (89%) of those surveyed indicated they manage yard waste, 84% indicated they take household hazardous waste to disposal facilities, 73% pick up or dispose of their pet's waste, 71% pick up trash in their community, and 67% use environmentally friendly products on their lawn. The activity that respondents indicated they participated in least was reporting illegal dumping (42%).
- **Willingness to Participate in Various Activities to Help Protect the Environment.** Eighty percent (80%) of residents surveyed who did not currently take household hazardous waste to disposal facilities indicated that they would be willing to do so, and 75% 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 44% 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 (85%), adopting rigorous storm drainage standards for new development to reduce flood risks, protect

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water quality and conserve natural resources (78%), and investing in stream restoration/restoration of natural areas (74%).

- **Level of Agreement with Statements About Water Quality.** Eighty-six percent (86%) of residents agree that it is important to improve the quality of water in lakes and streams in their community; 80% would support local government working with other cities and counties to improve water quality, and 79% would support local government allocating resources to improve water quality.

Other Findings

- Forty-eight percent (48%) 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; 24% felt there was nothing they could do, and 28% did not know.
- Twenty-five percent (25%) of those surveyed thought the water in lakes and streams near their home was safe for their pets to drink; 49% did not think it was safe, and 25% did not know. Twenty-nine percent (29%) of residents thought the water in lakes and streams near their home was safe for children to play in; 47% did not think it was safe, and 25% did not know.

Trends

The following areas have shown significant changes (+/-4% or more) since 2022:

Significant Increases

- Percentage of respondents who “strongly agree” or “agree” with the following:
 - o I would be willing to pay an increase in taxes to improve the quality of water in lakes/streams (+12%).
 - o I would be willing to pay more in utilities to improve the quality of water in lakes/streams (+7%)
 - o I would be willing to pay more for a property in a community that focuses on protecting water quality (+6%)
- Percentage of respondents who have used the following as sources of information about water quality in the Kansas City area during the past year:
 - o social media (+7%)
- Percentage of respondents who did the following to manage how and when rain leaves their property:
 - o Captured rain water in a rain barrel (+7%)
 - o Installed permeable pavers or surfaces including sidewalks, driveways, and patios (+6%)

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Significant Decreases

- Issues that should be the top priorities for the Metropolitan Kansas City area over the next five years, based on surveyed residents' top three choices, were:
 - o Recycling programs (-4%)
 - o Level of safety from crime in neighborhoods (-10%)
 - o Economic development and job creation (-10%)
 - o Water quality in lakes, streams, and rivers (-11%)
- Percentage of respondents who were concerned about pollution of lakes, streams, and other waterways in the area (-4%).
- Percentage of respondents who “strongly agree” or “agree” with the following:
 - o Quality of local streams affects drinking water quality (-4%)
 - o It is important to improve water quality in lakes/streams (-6%)
 - o I have confidence in my community's ability to address flooding related problems (-9%)
 - o Quality of local streams affects property values (-9%)
- Percentage of respondents who have used the following as sources of information about water quality in lakes and streams during the past year:
 - o Internet (-9%)
 - o Brochures (-10%)
 - o Water bill inserts (-16%)
 - o Television stories/ads (-18%)

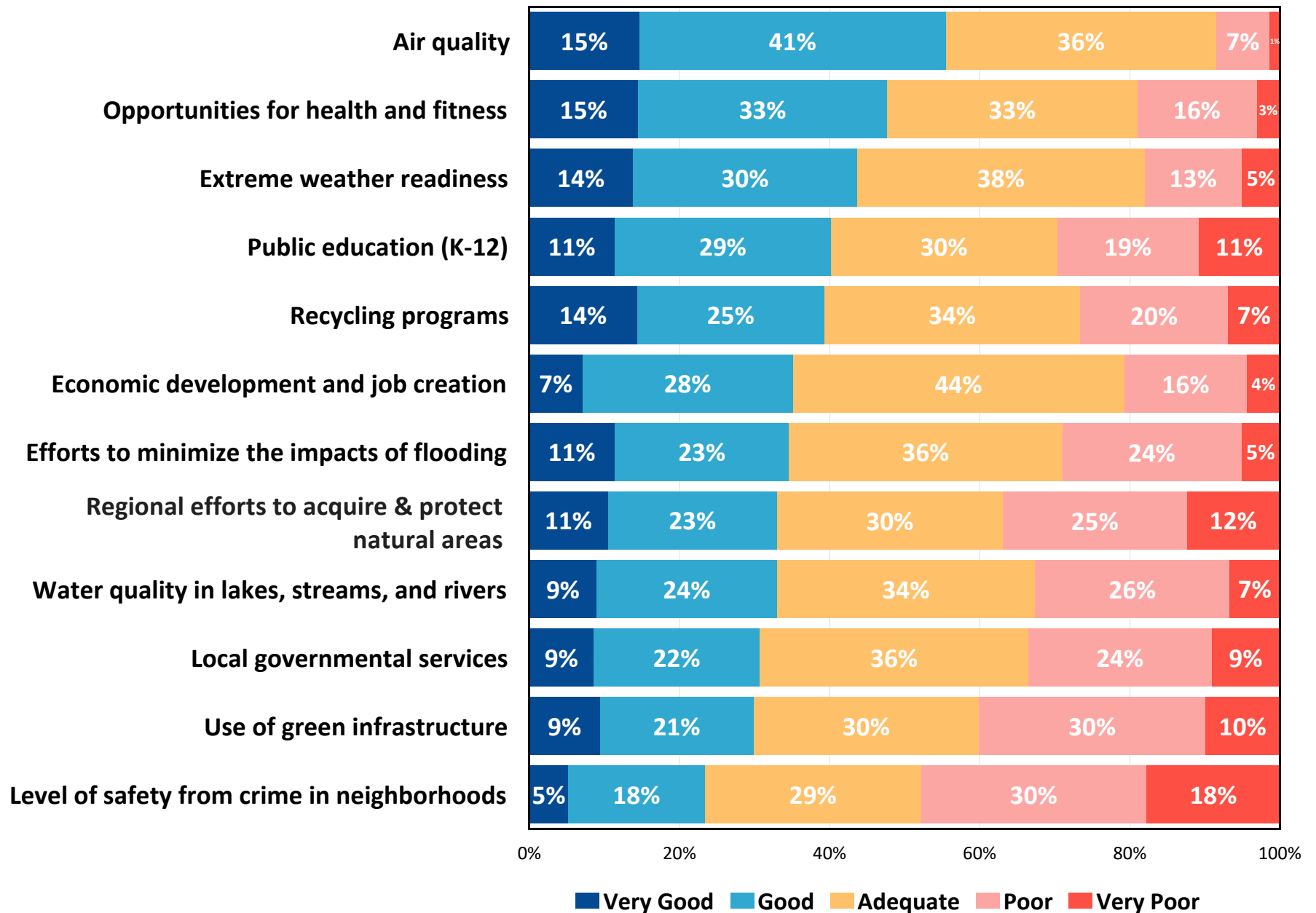
Section 1

Charts and Graphs:

Overall Results and Trends

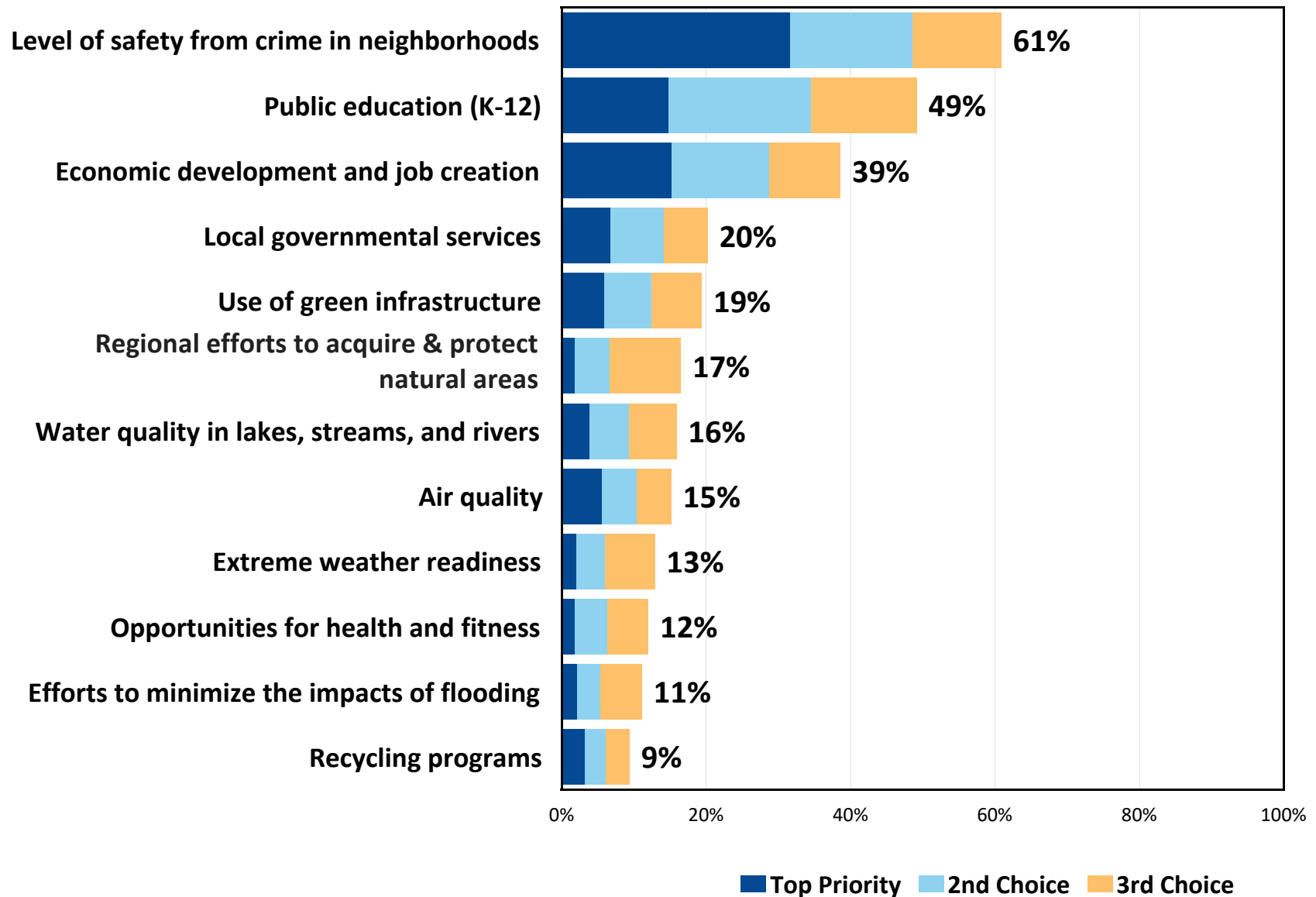
Q1. How would you rate the following in the Kansas City area?

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



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

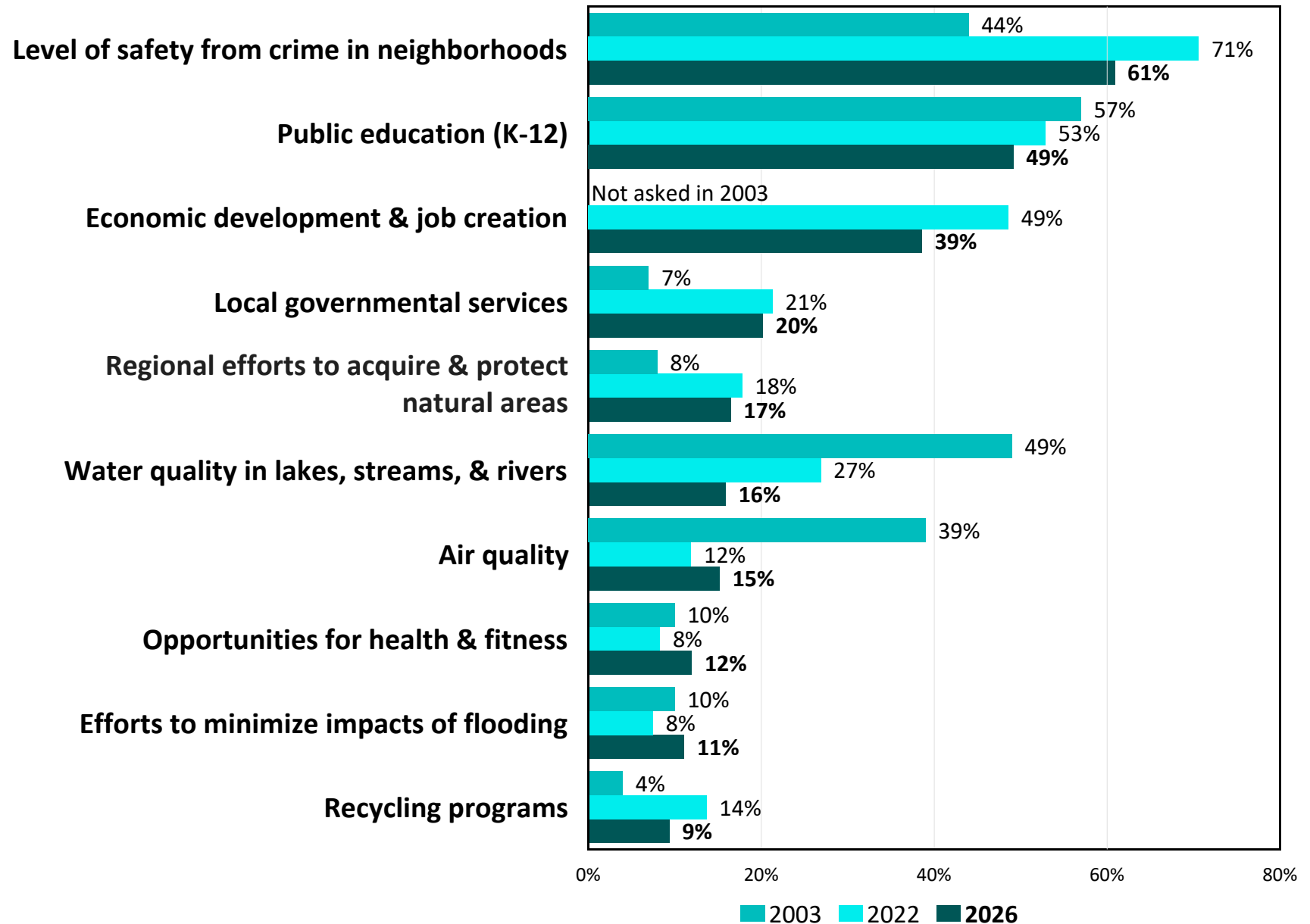
by percentage of respondents who selected the items as one of their top three choices



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

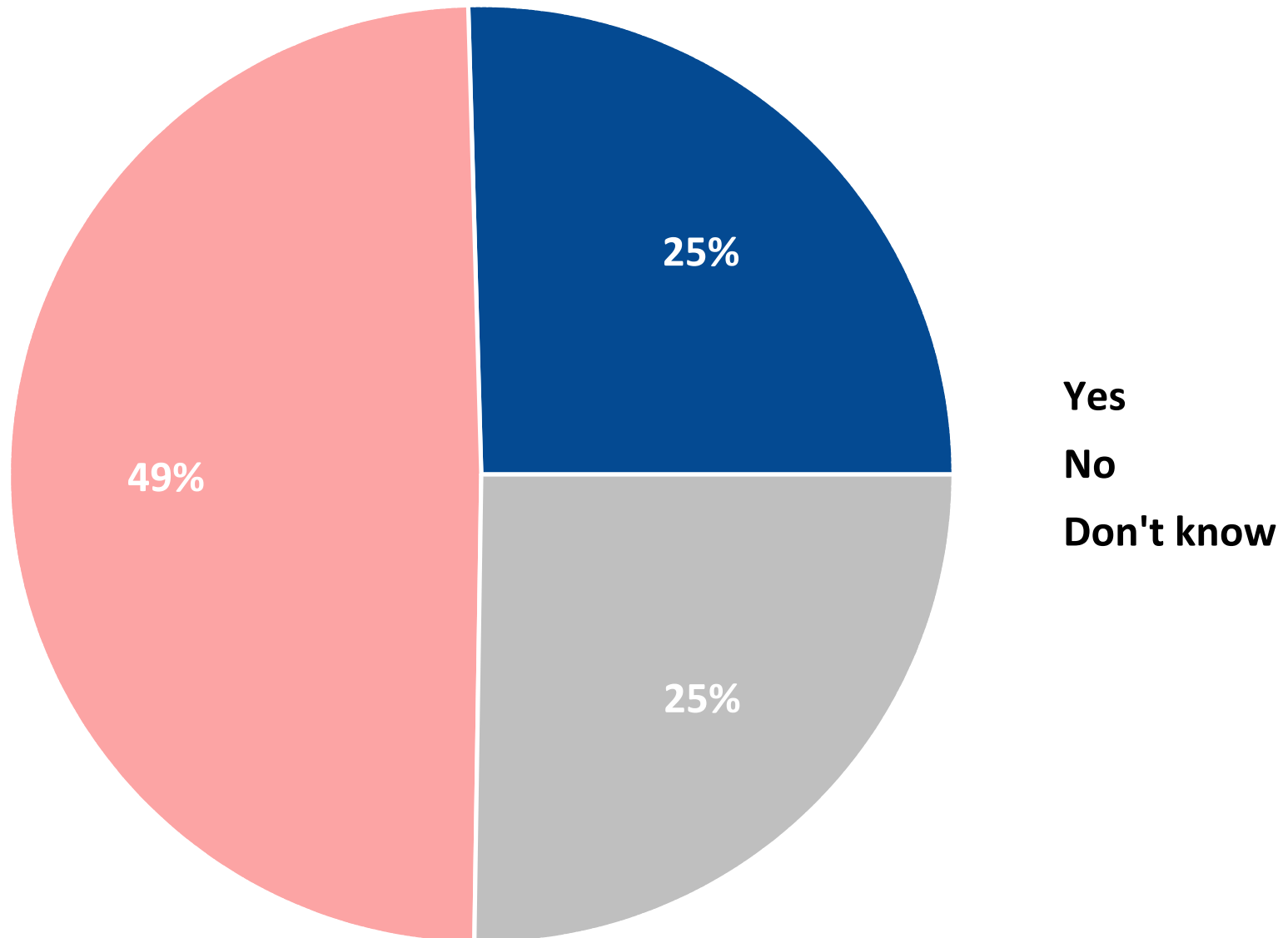
2003 vs. 2022 vs. 2026

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



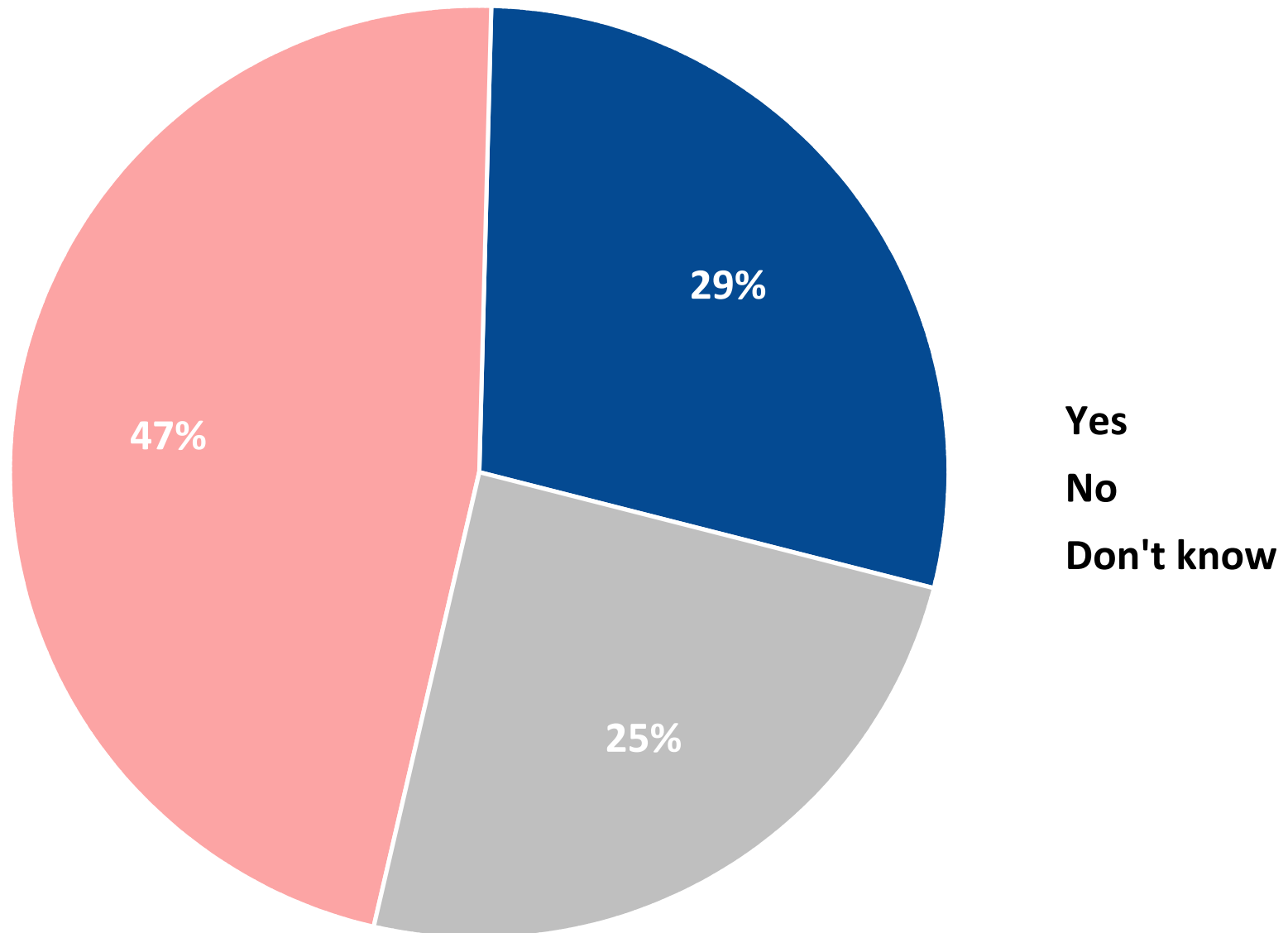
Q3. Do you think the water in lakes and streams near your home is safe for your pets to drink?

by percentage of respondents



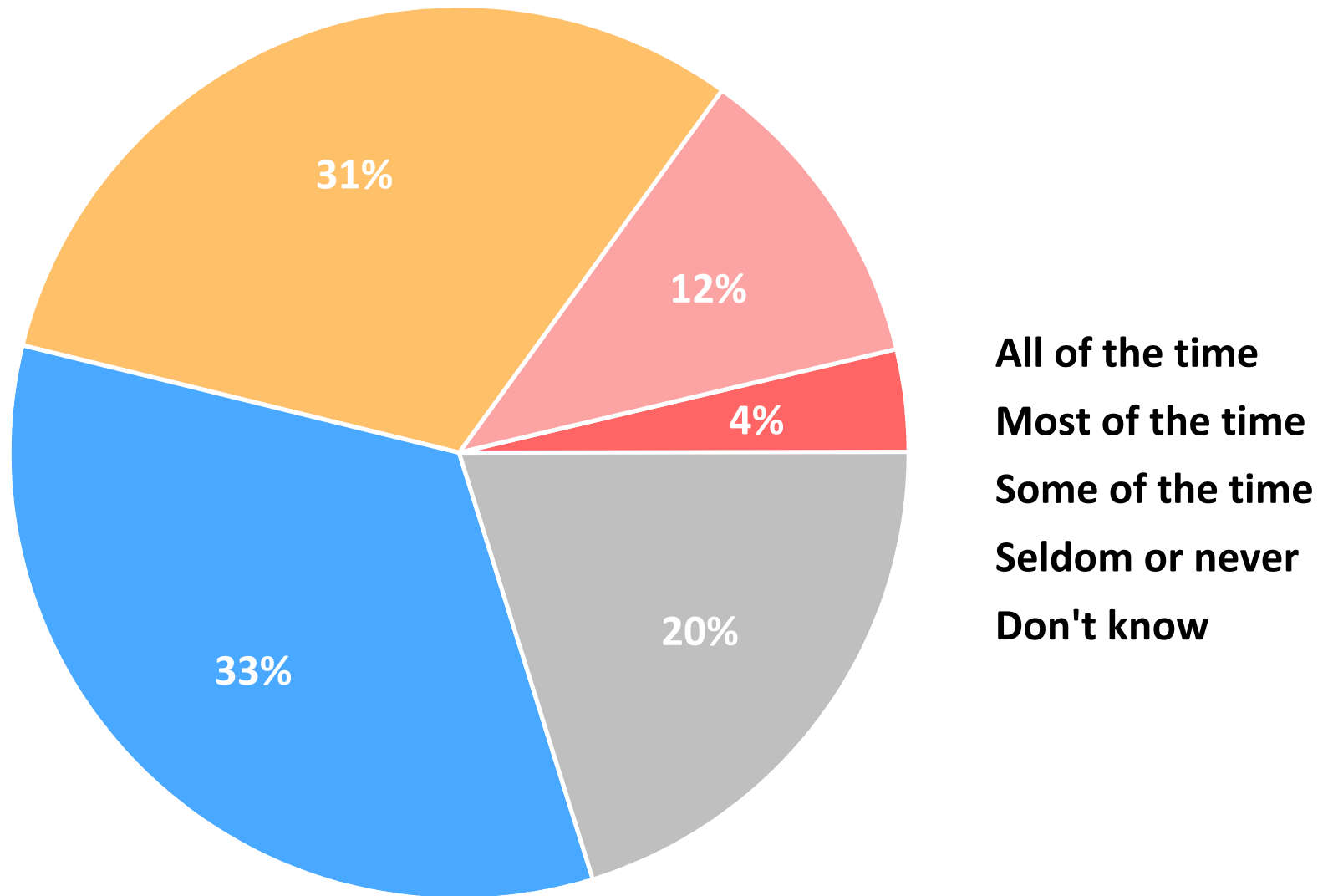
Q4. Do you think the water in lakes and streams near your home is safe for children to play in?

by percentage of respondents



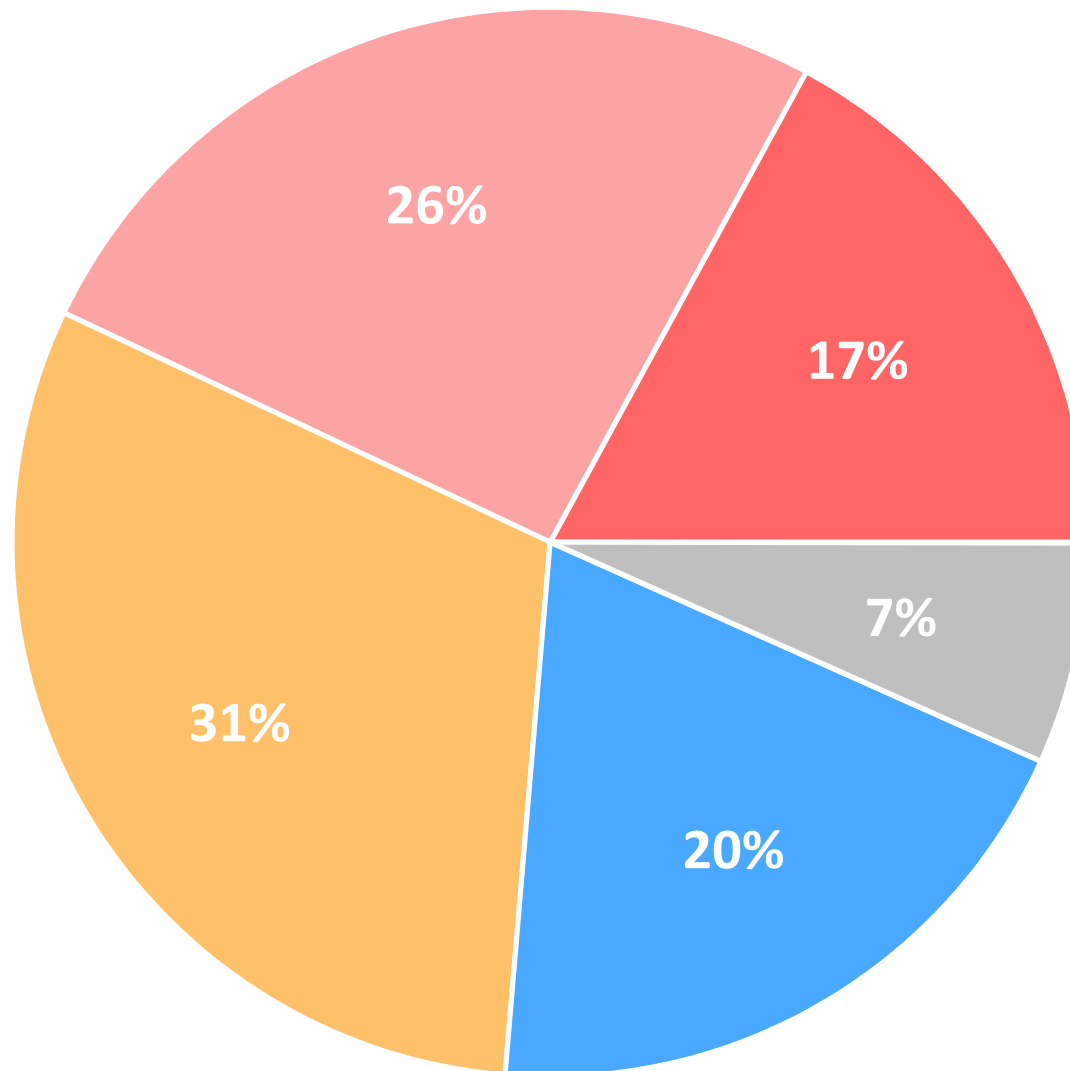
Q5. How often does the water in lakes and streams near your home smell bad?

by percentage of respondents



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

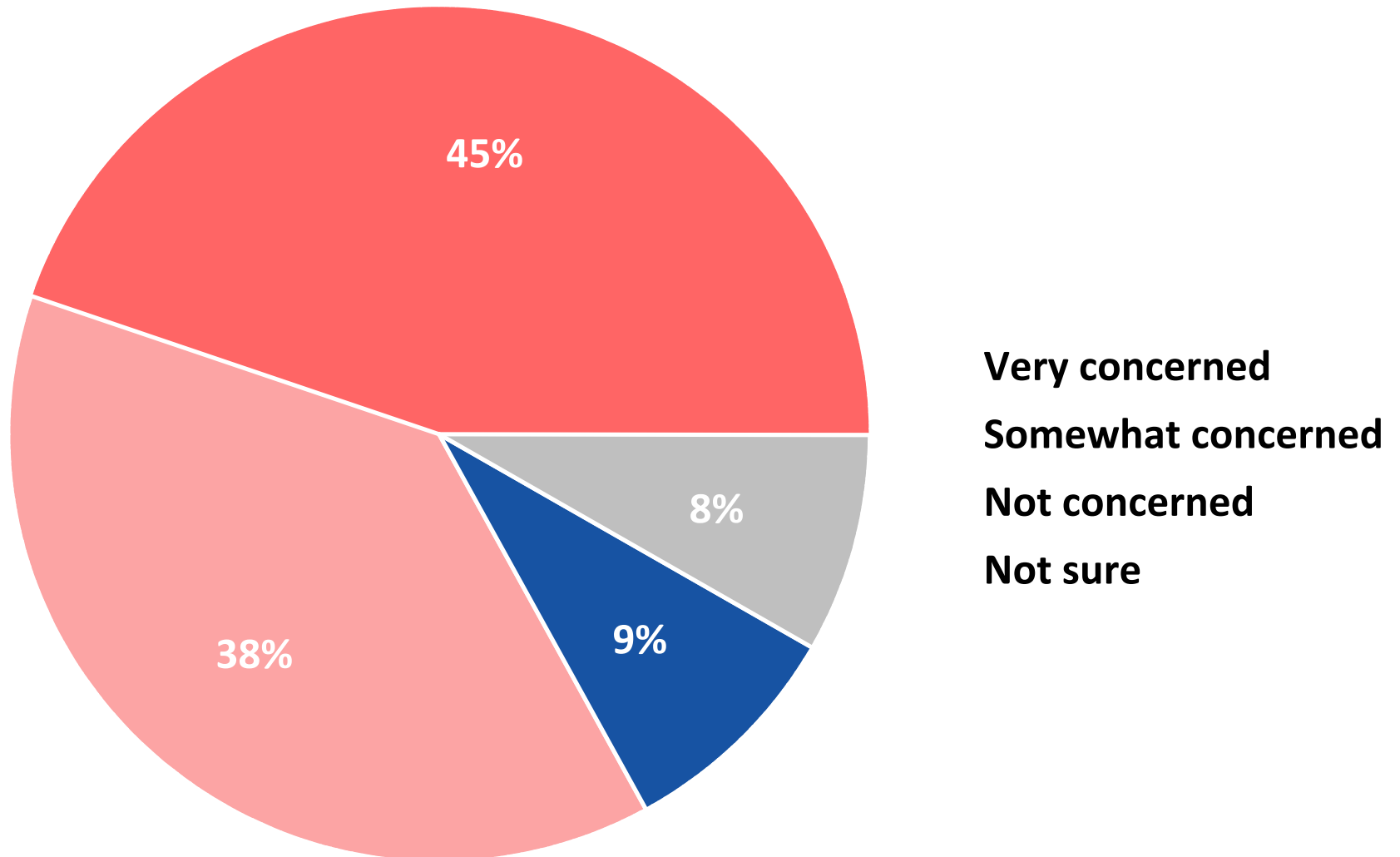
by percentage of respondents



All of the time
Most of the time
Some of the time
Seldom or never
Don't know

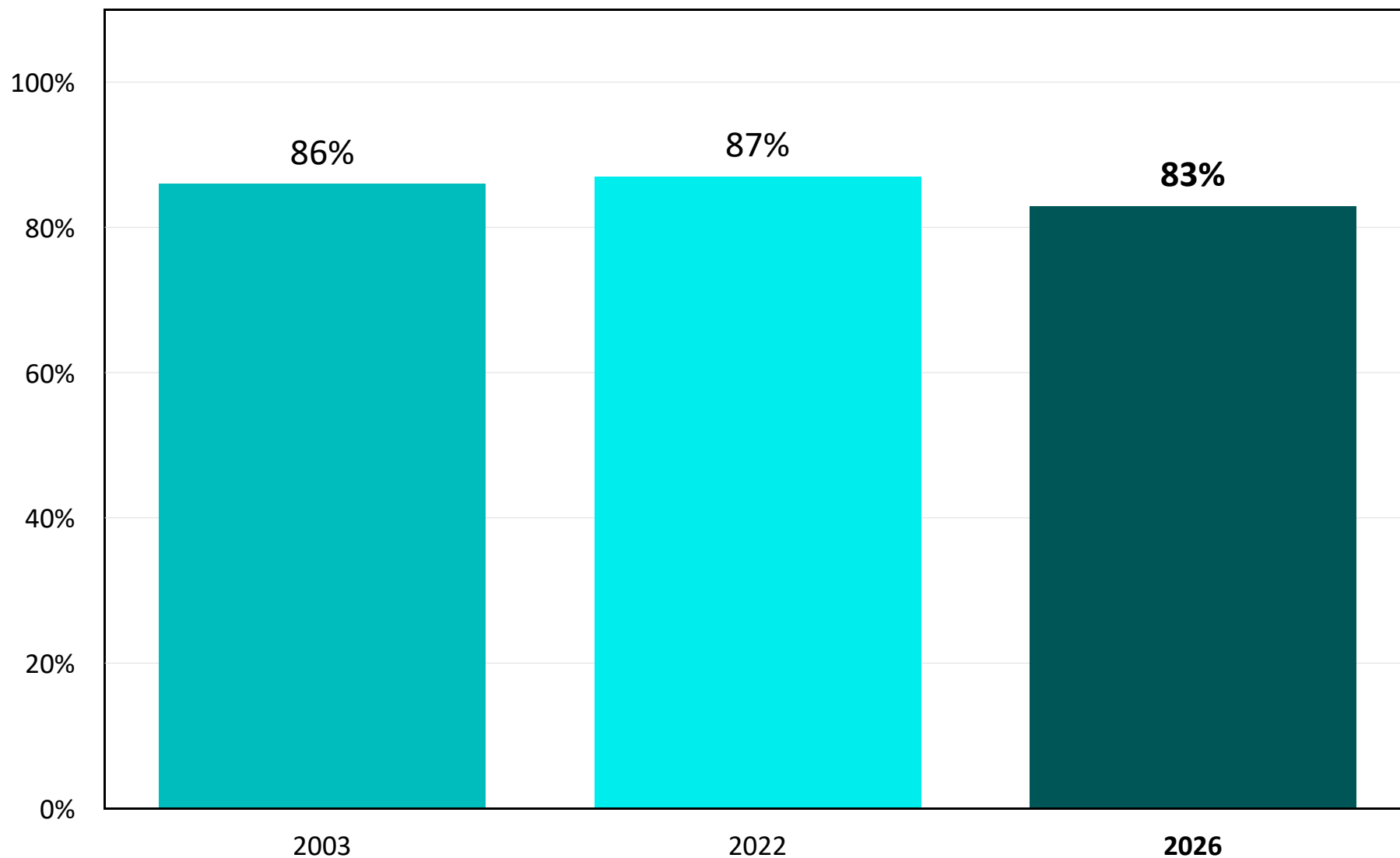
Q7. How concerned are you about pollution in lakes, streams, and other waterways in the Kansas City area/Lawrence?

by percentage of respondents



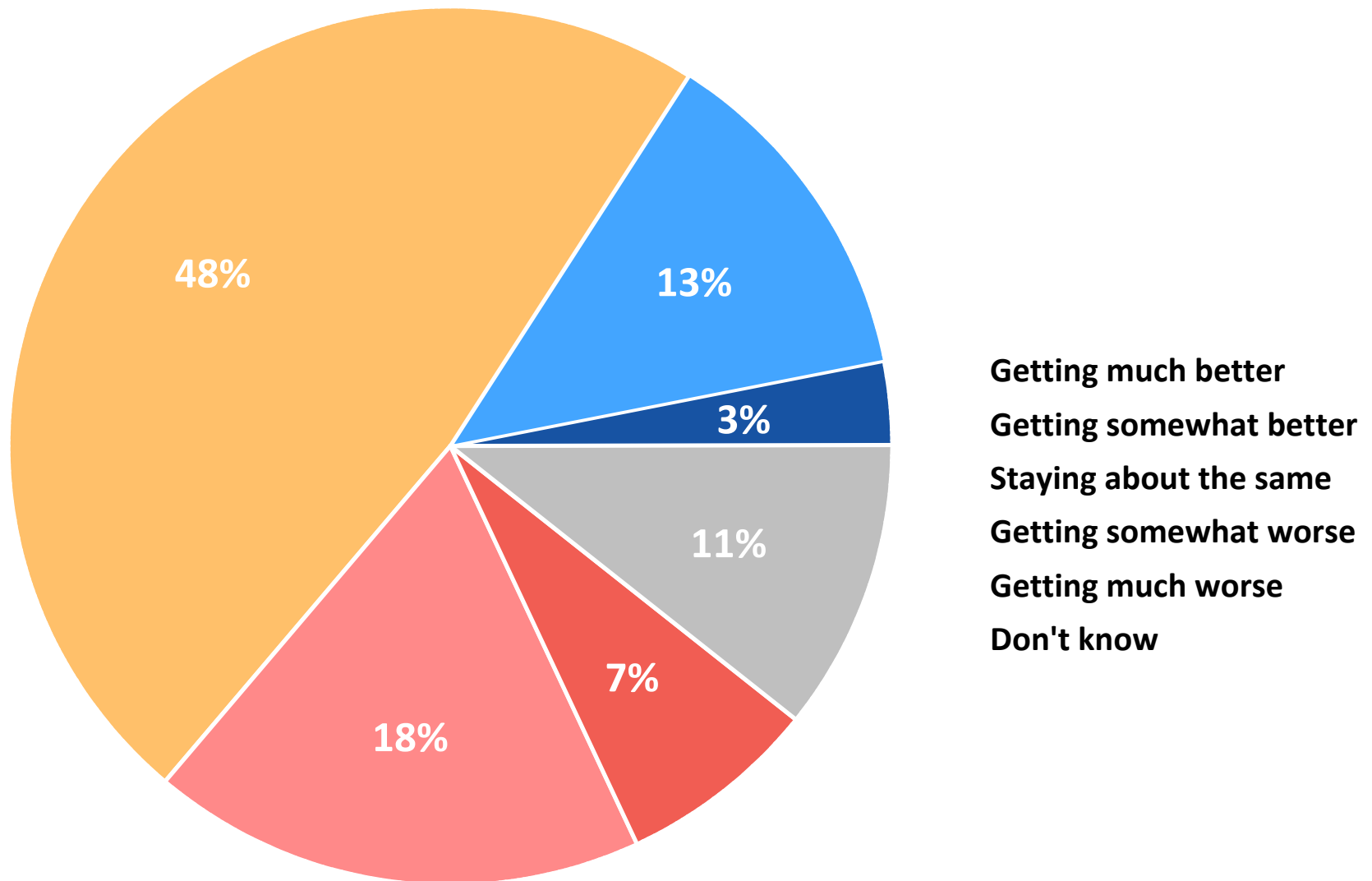
Trends: Q7. Percentage of Residents Who Were Concerned About Pollution of Lakes, Streams, and Other Waterways in the Area 2003 vs. 2022 vs. 2026

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



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

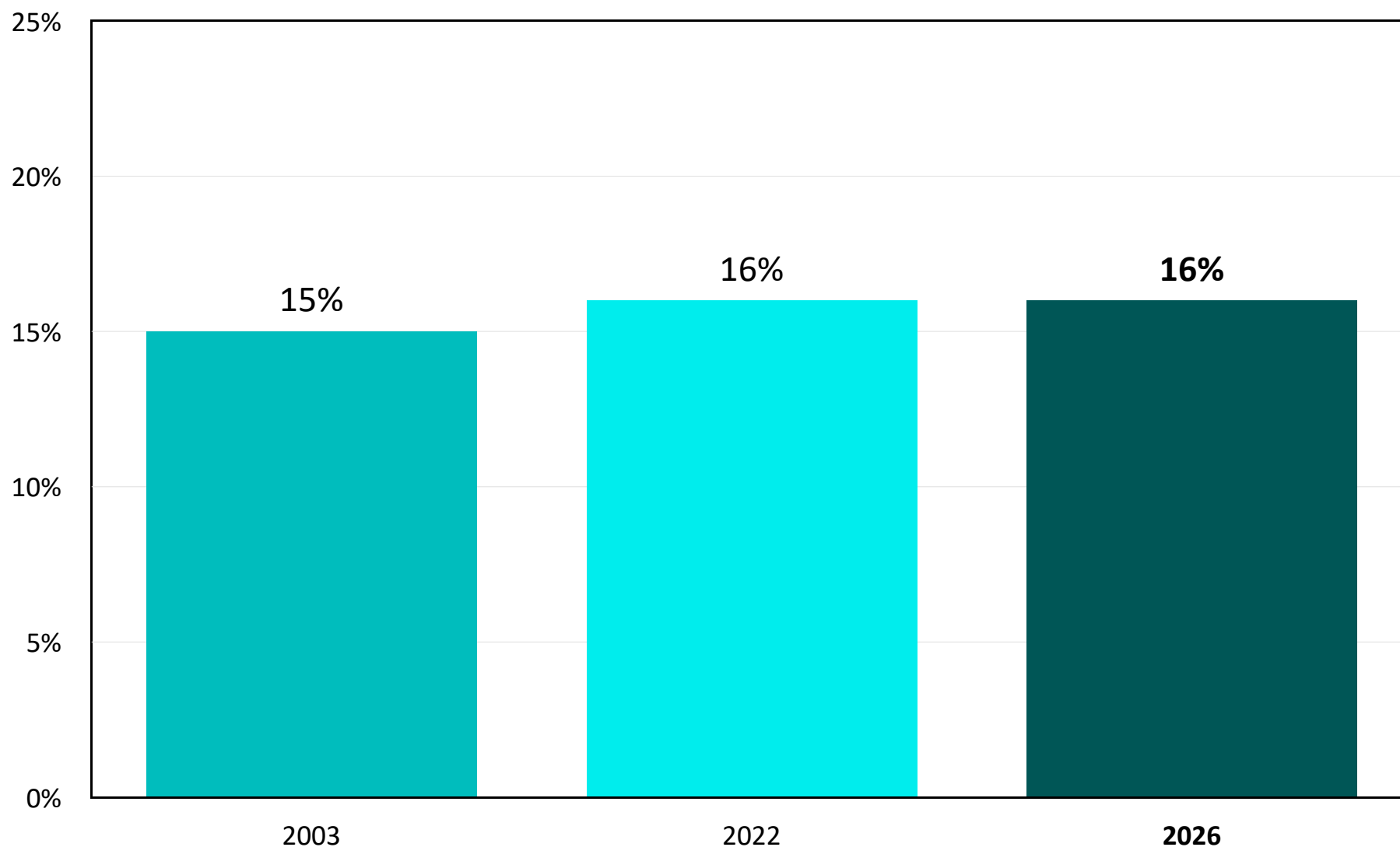
by percentage of respondents



Trends: Q8. Percentage of Residents Who Thought the Quality of Water in Lakes and Streams in the Area is Getting Better

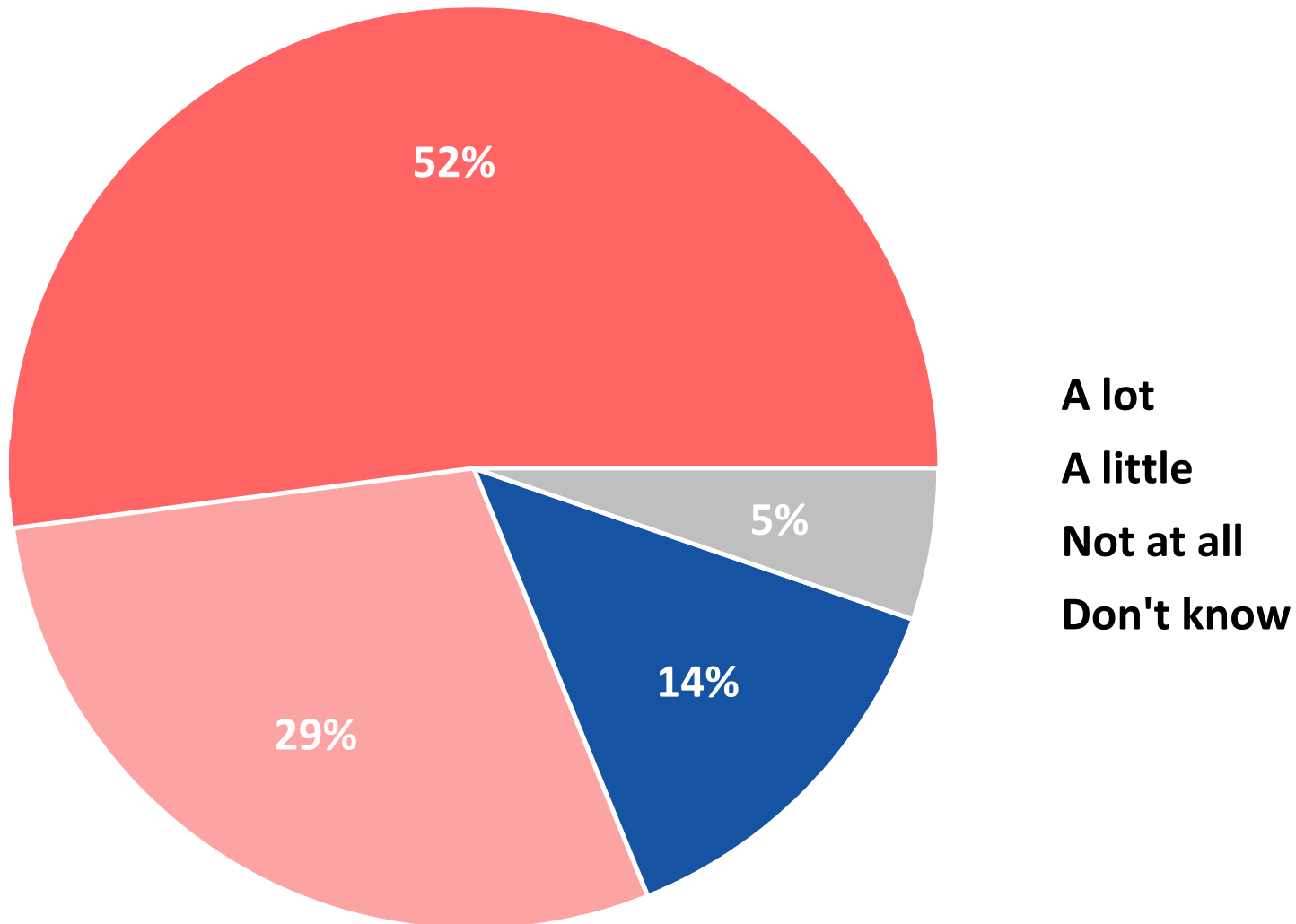
2003 vs. 2022 vs. 2026

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



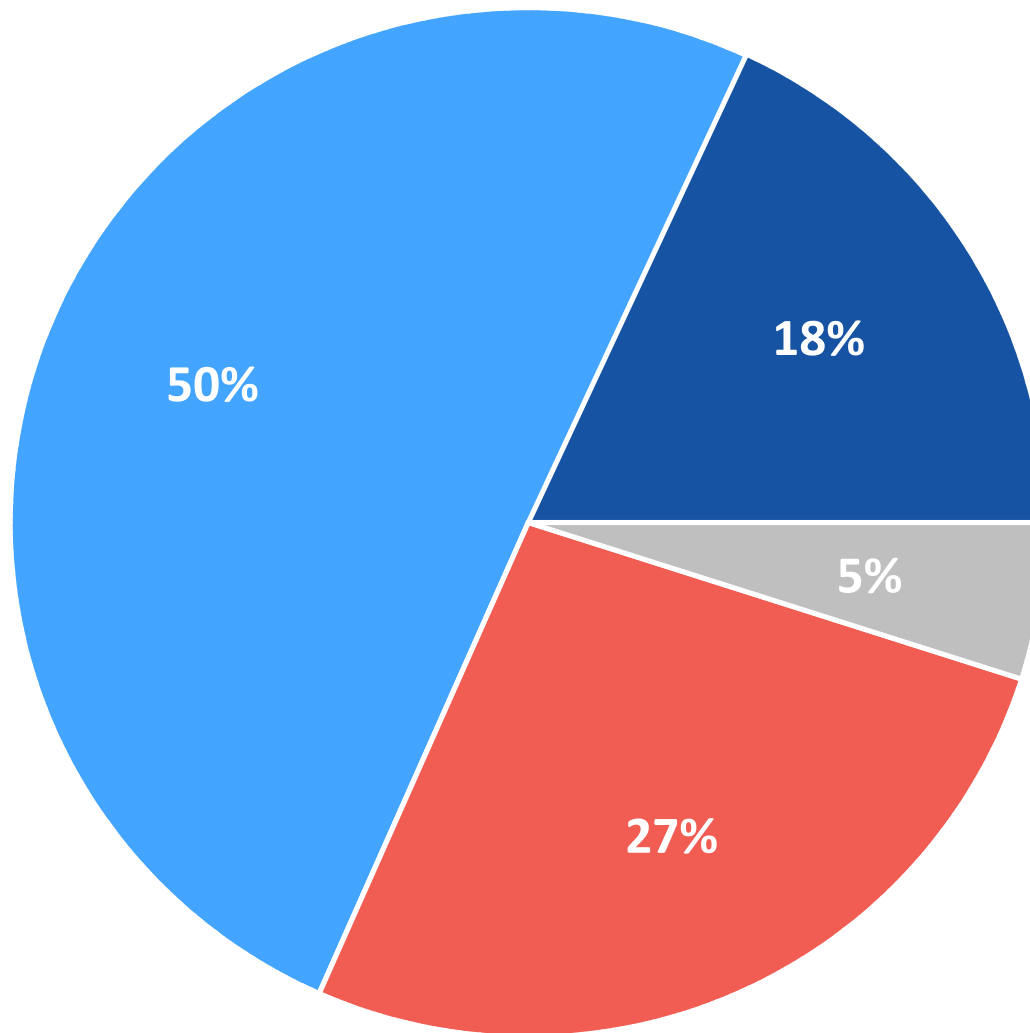
Q9. How much do you think climate change is impacting weather in the Kansas City/Lawrence region?

by percentage of respondents



Q10. How confident are you that the Kansas City/Lawrence region can respond to and bounce back from extreme weather events?

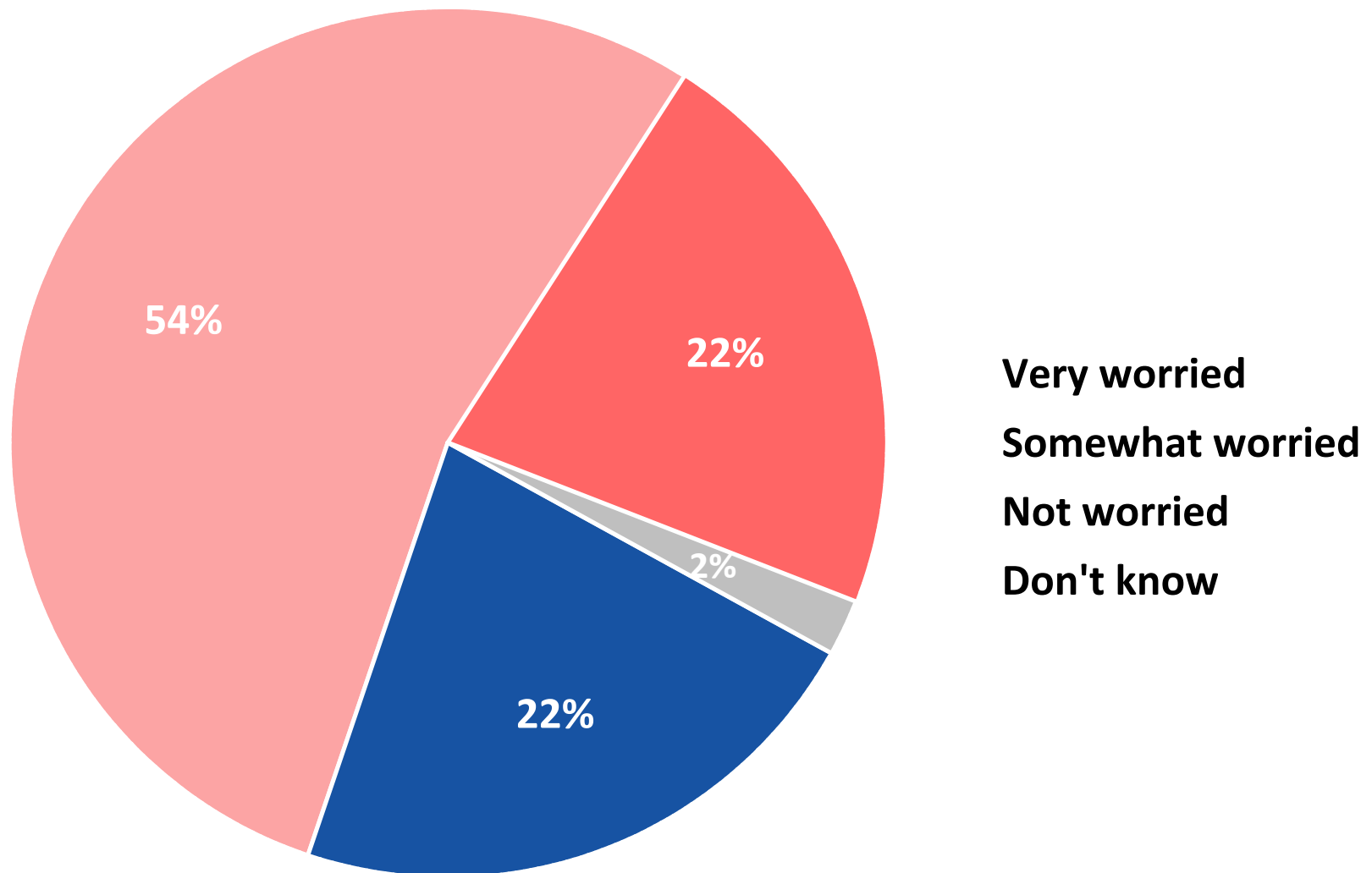
by percentage of respondents



Very confident
Somewhat confident
Not confident
Don't know

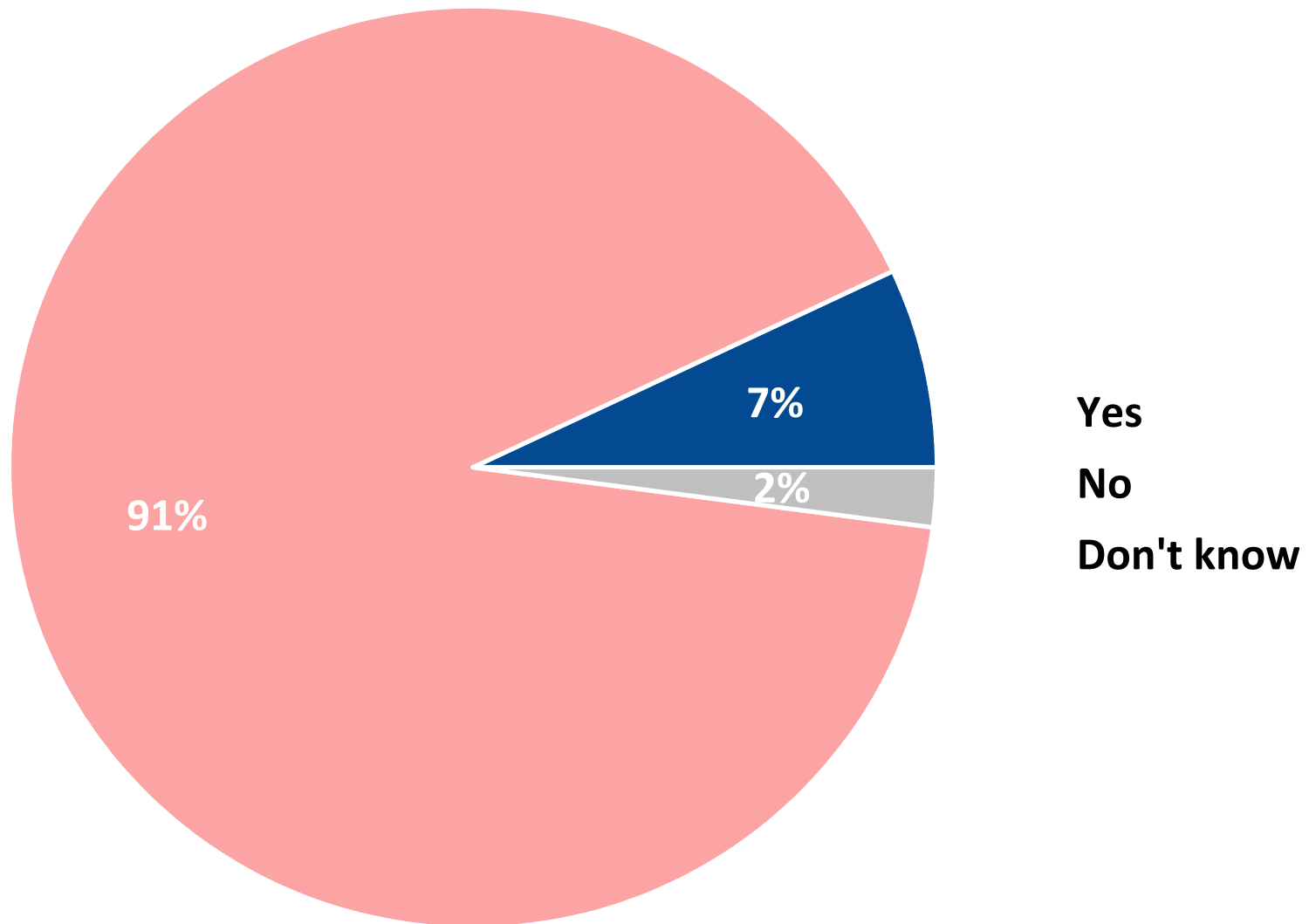
Q11. How worried are you about the impact of drought and extreme rain events/flooding in the Kansas City/Lawrence region?

by percentage of respondents



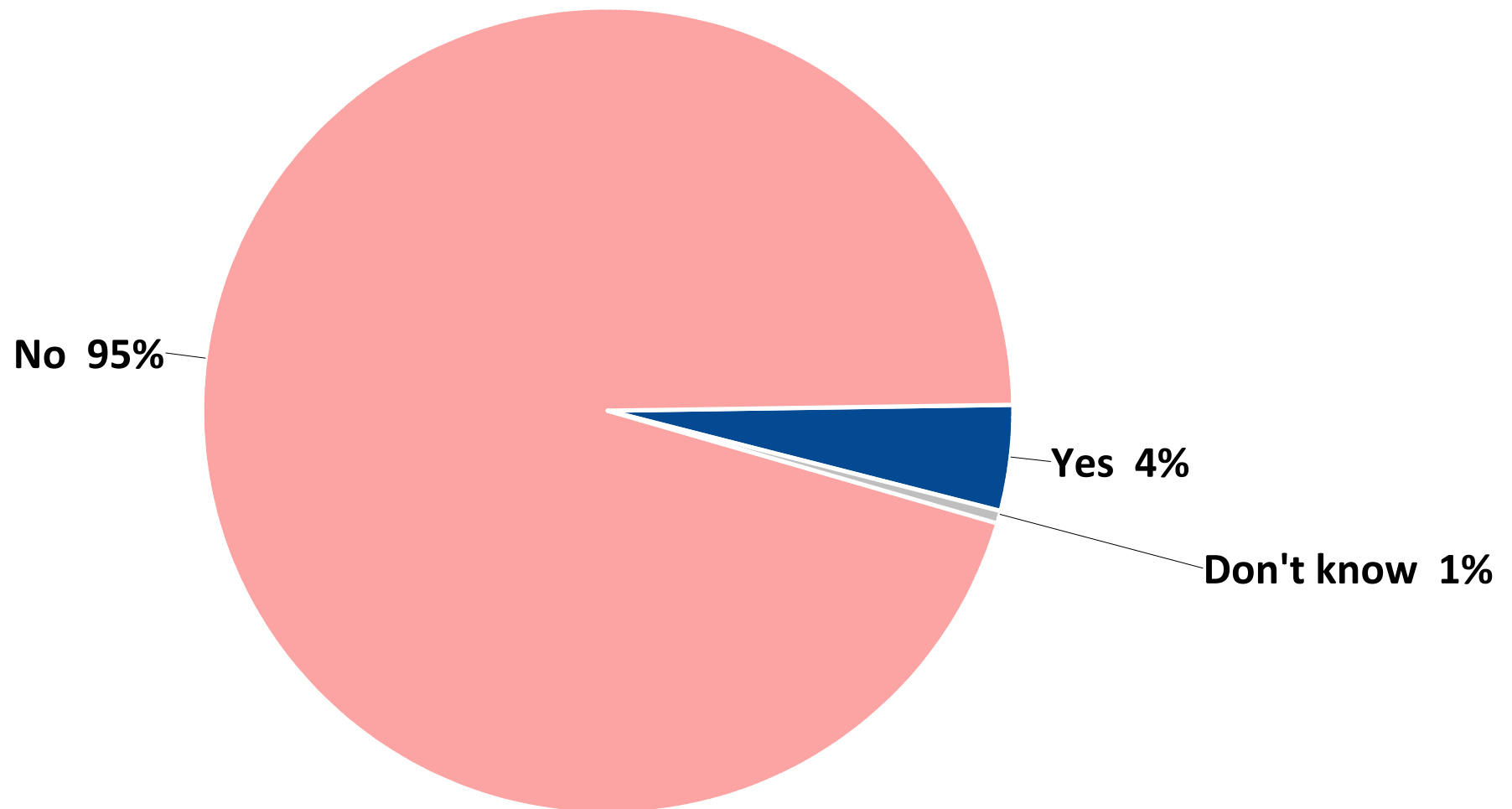
Q12. Have you or other members of your household disposed of yard waste (including grass clippings) in the street, a stormwater drain, or a lake/stream during the past year?

by percentage of respondents



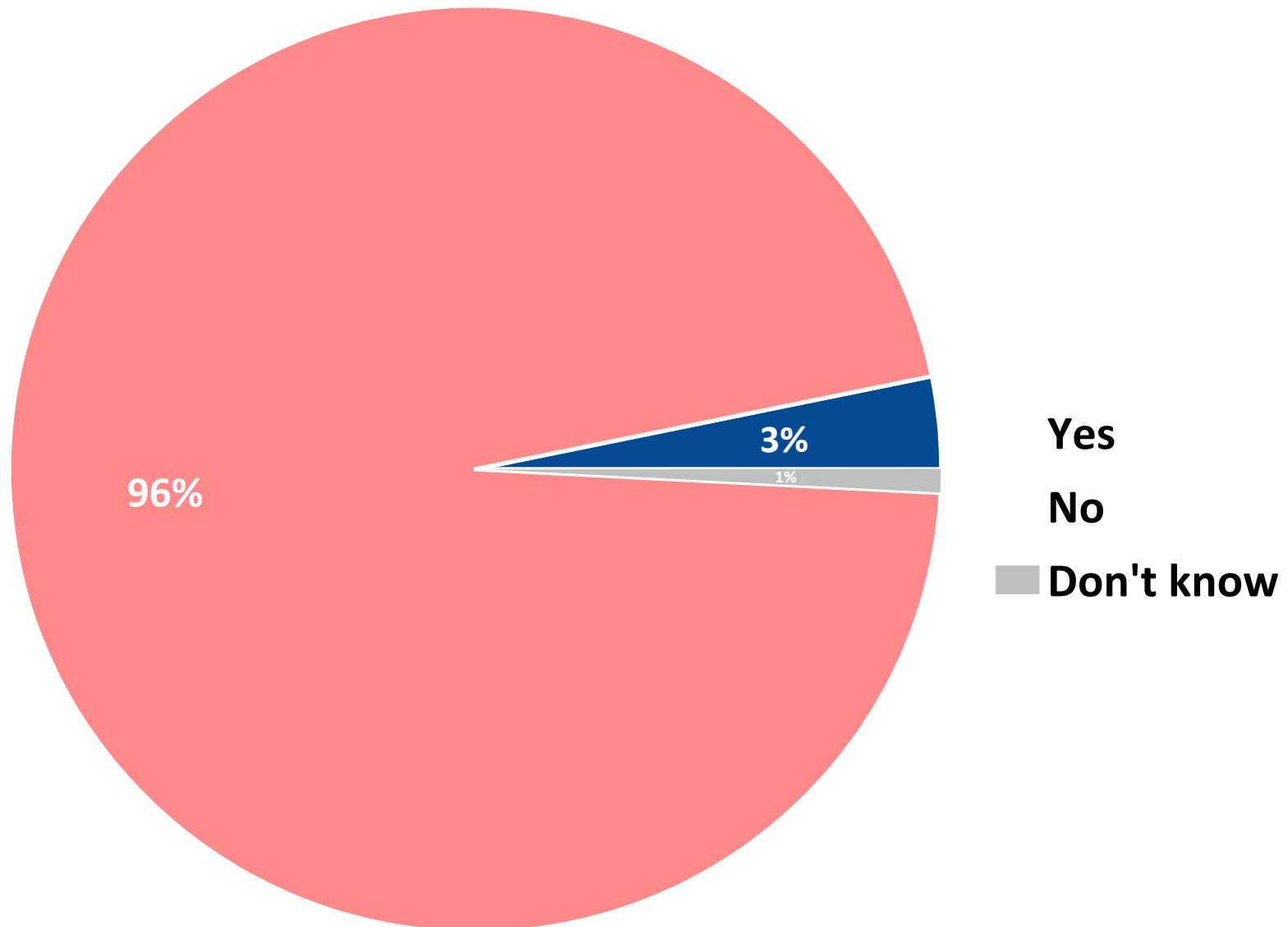
Q13. Have you or other members of your household dumped paint, motor oil, or other household waste into the street, a stormwater drain, or a lake/stream during the past year?

by percentage of respondents



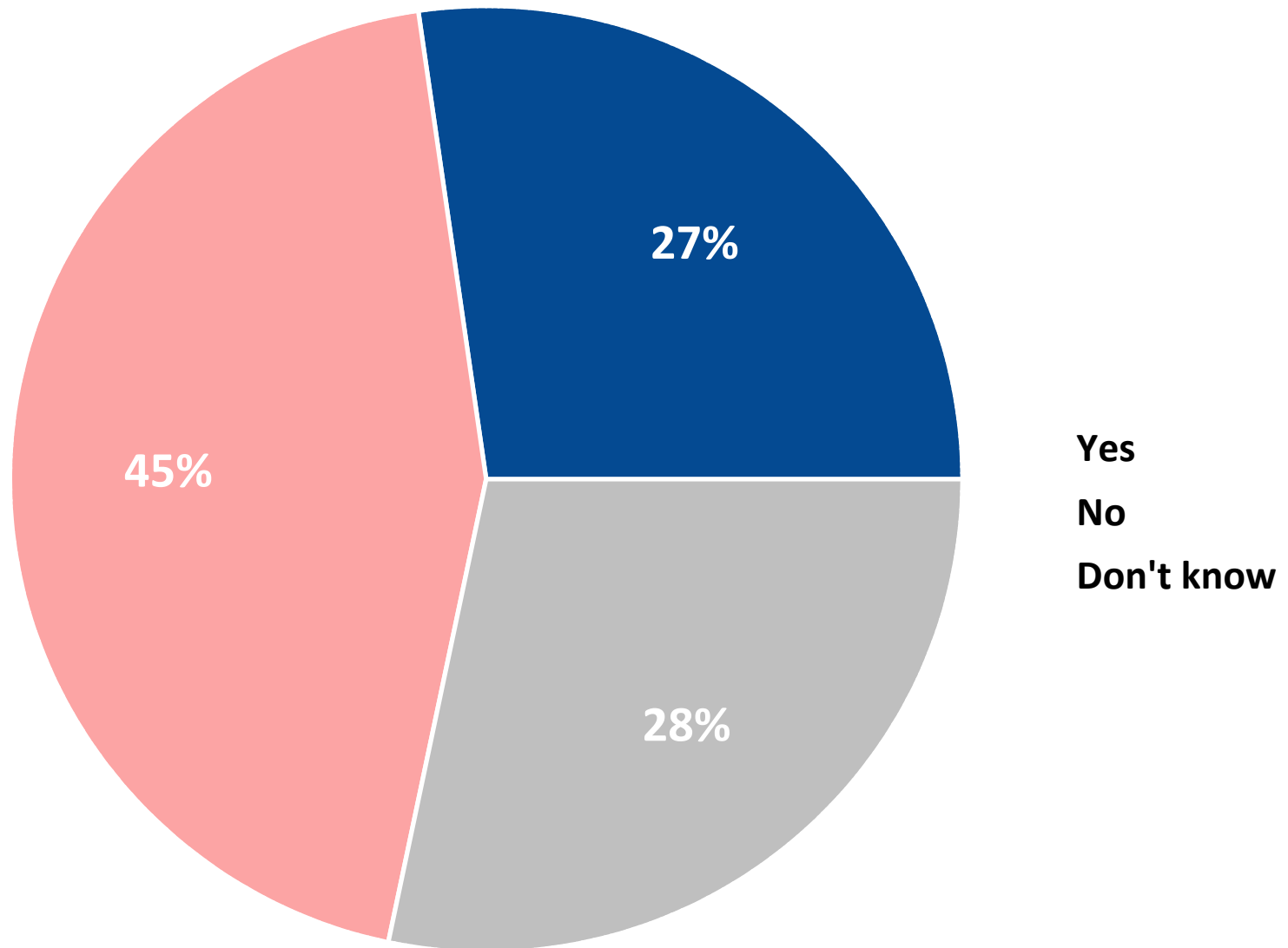
Q14. Have you or other members of your household littered or dumped debris along or in a lake or stream during the past year?

by percentage of respondents



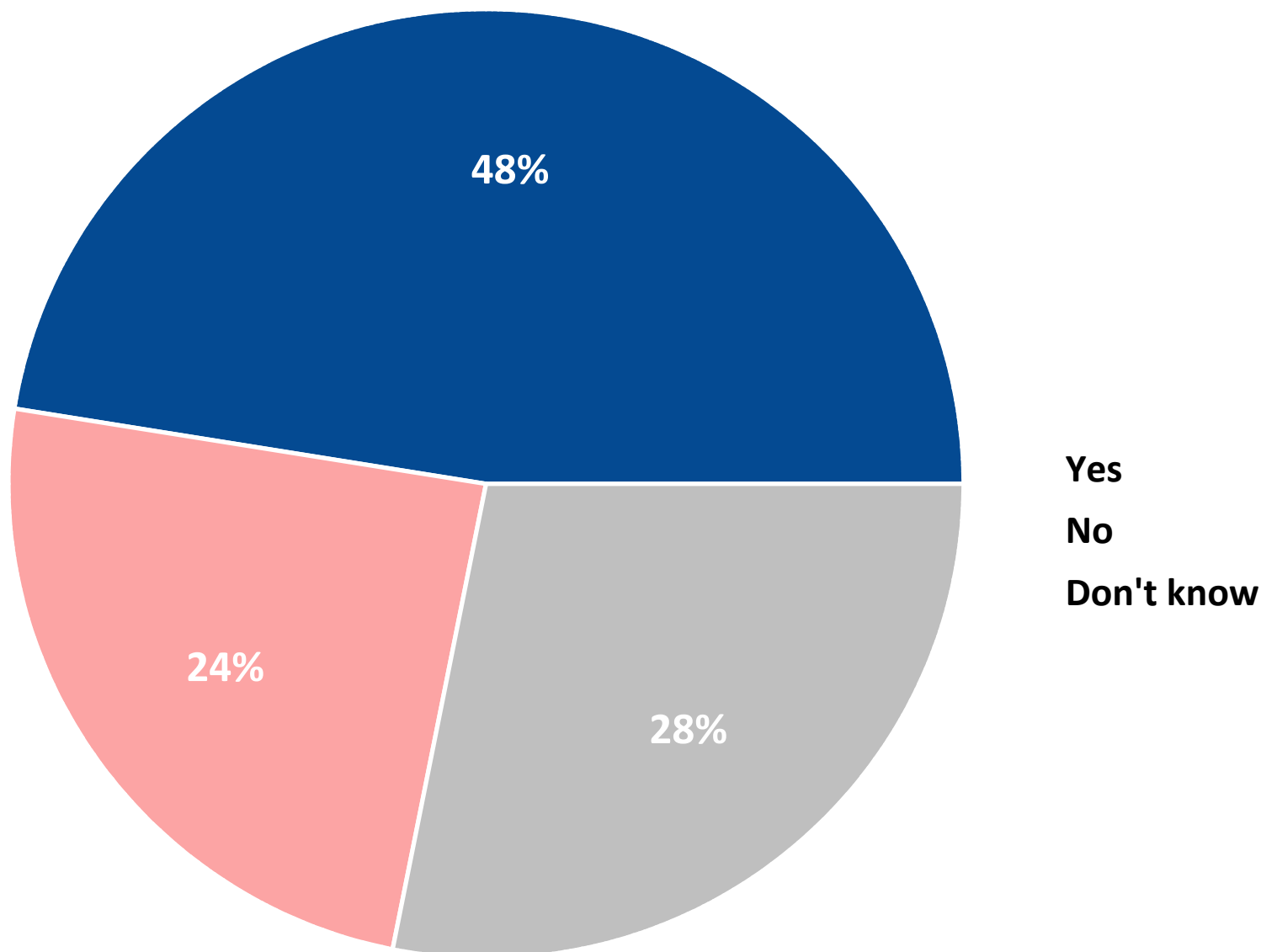
Q15. Do you think it is safe to eat fish that are caught in lakes and streams near your home?

by percentage of respondents



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

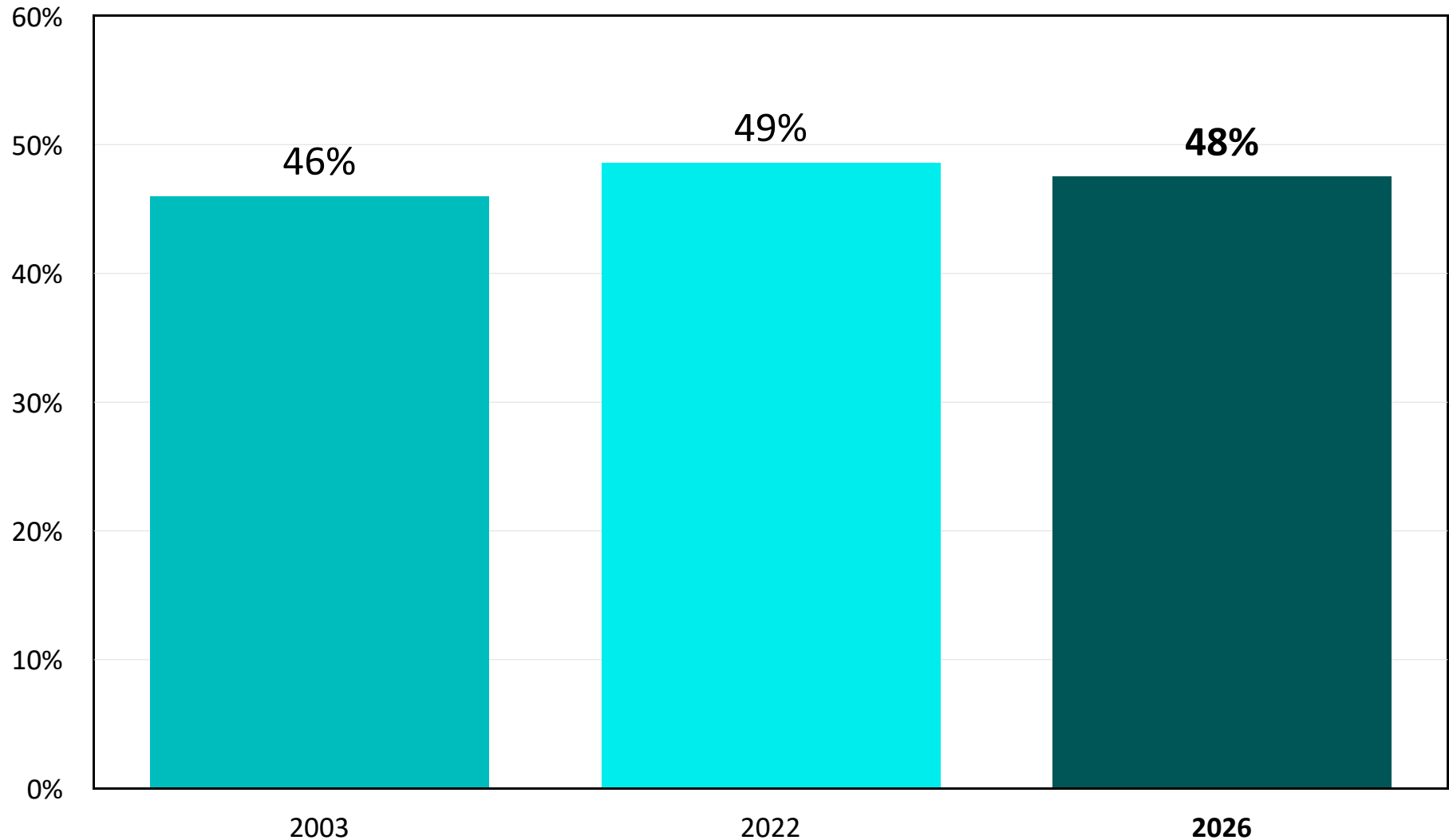
by percentage of respondents



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 Area

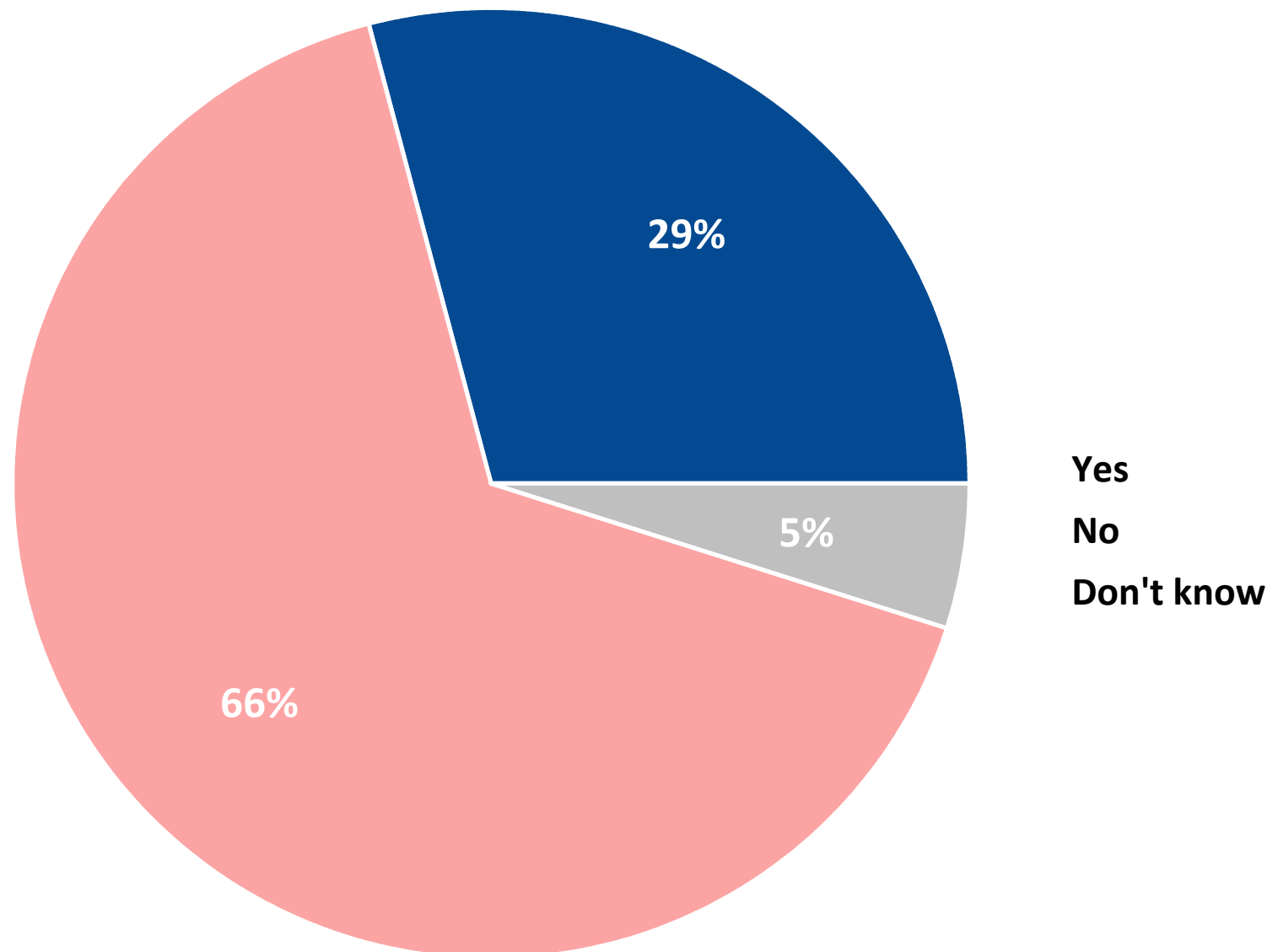
2003 vs. 2022 vs. 2026

by percentage of respondents



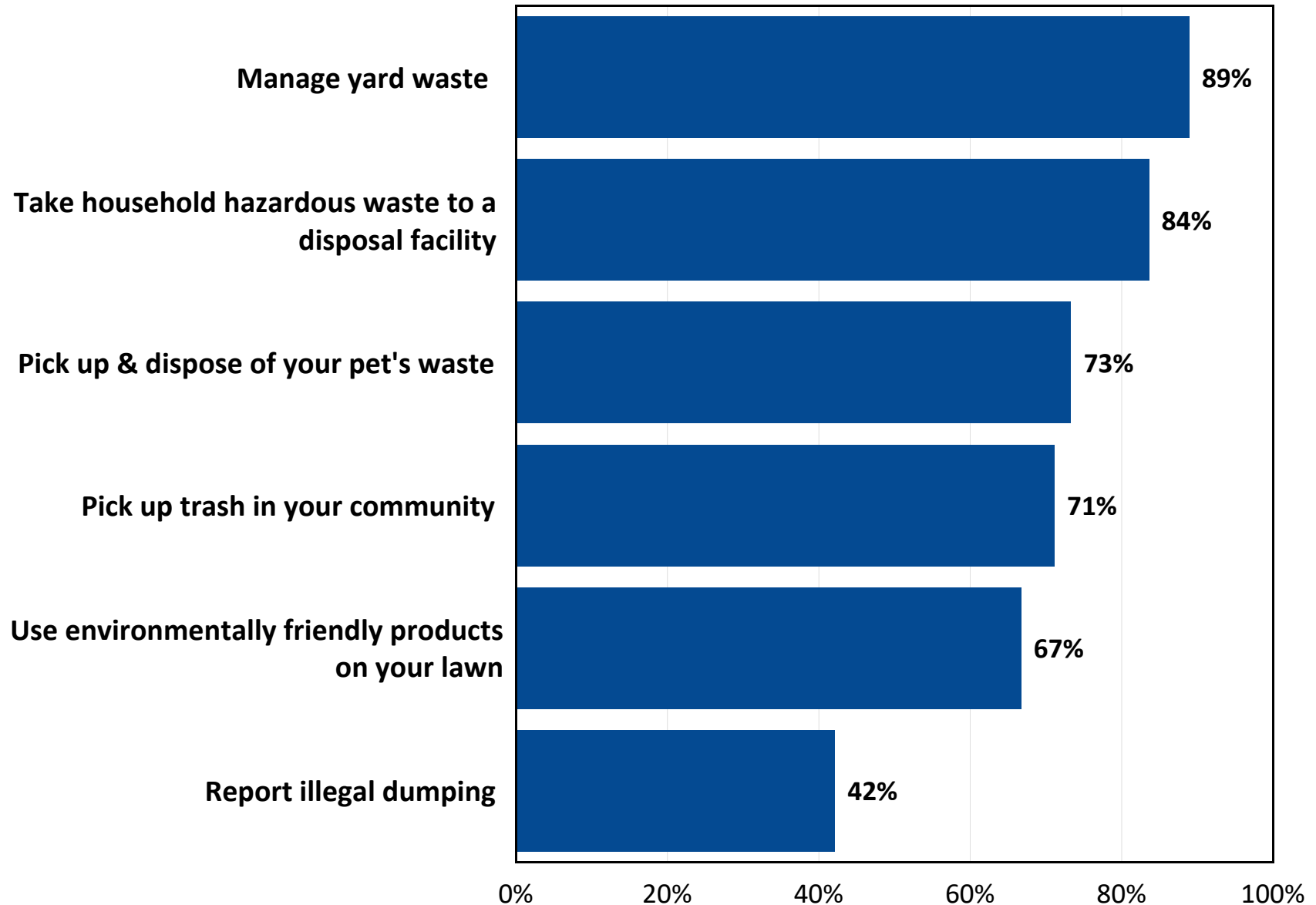
Q17. Have you or other members of your household done anything to help clean up lakes or streams in the Kansas City/Lawrence area during the past year?

by percentage of respondents



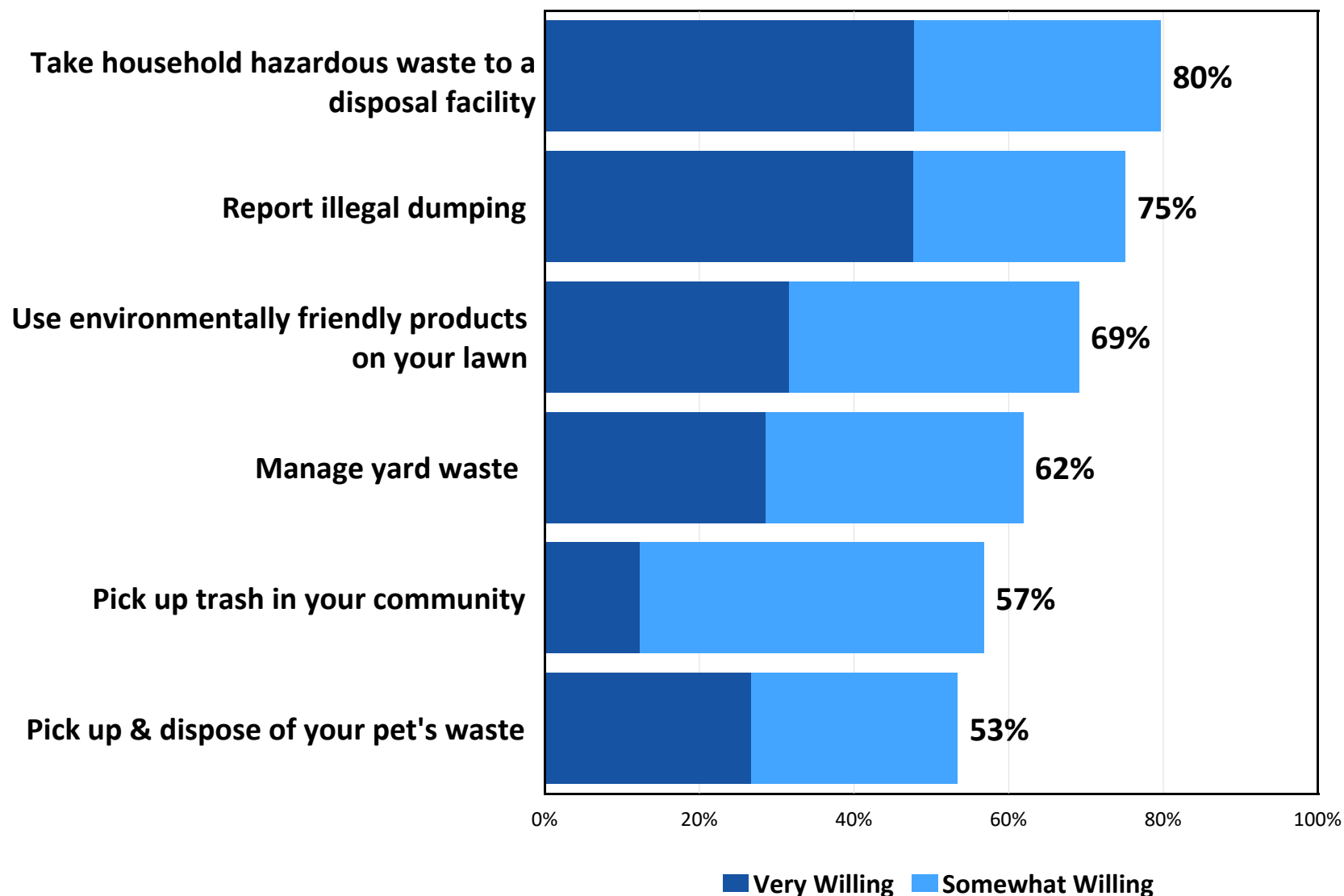
Q18. (Part 1): Percentage of Kansas City area/Lawrence Residents Who Indicated They Participate in Activities That Help Protect the Environment

by percentage of respondents



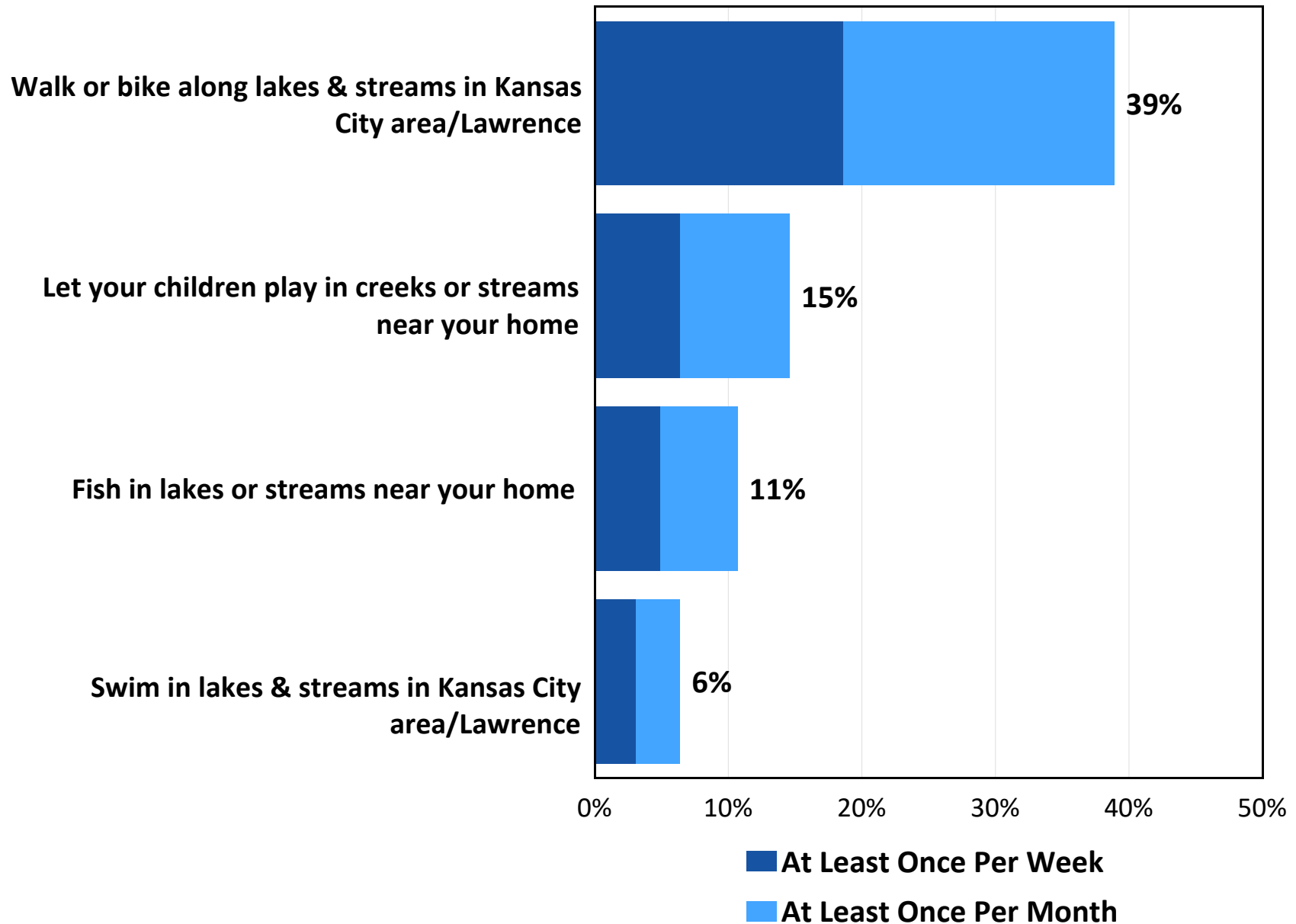
Q18. (Part 2): Willingness of Residents to Participate in Activities that Help Protect the Environment in the Kansas City Area/Lawrence Among Residents Who are Not Currently Participating

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



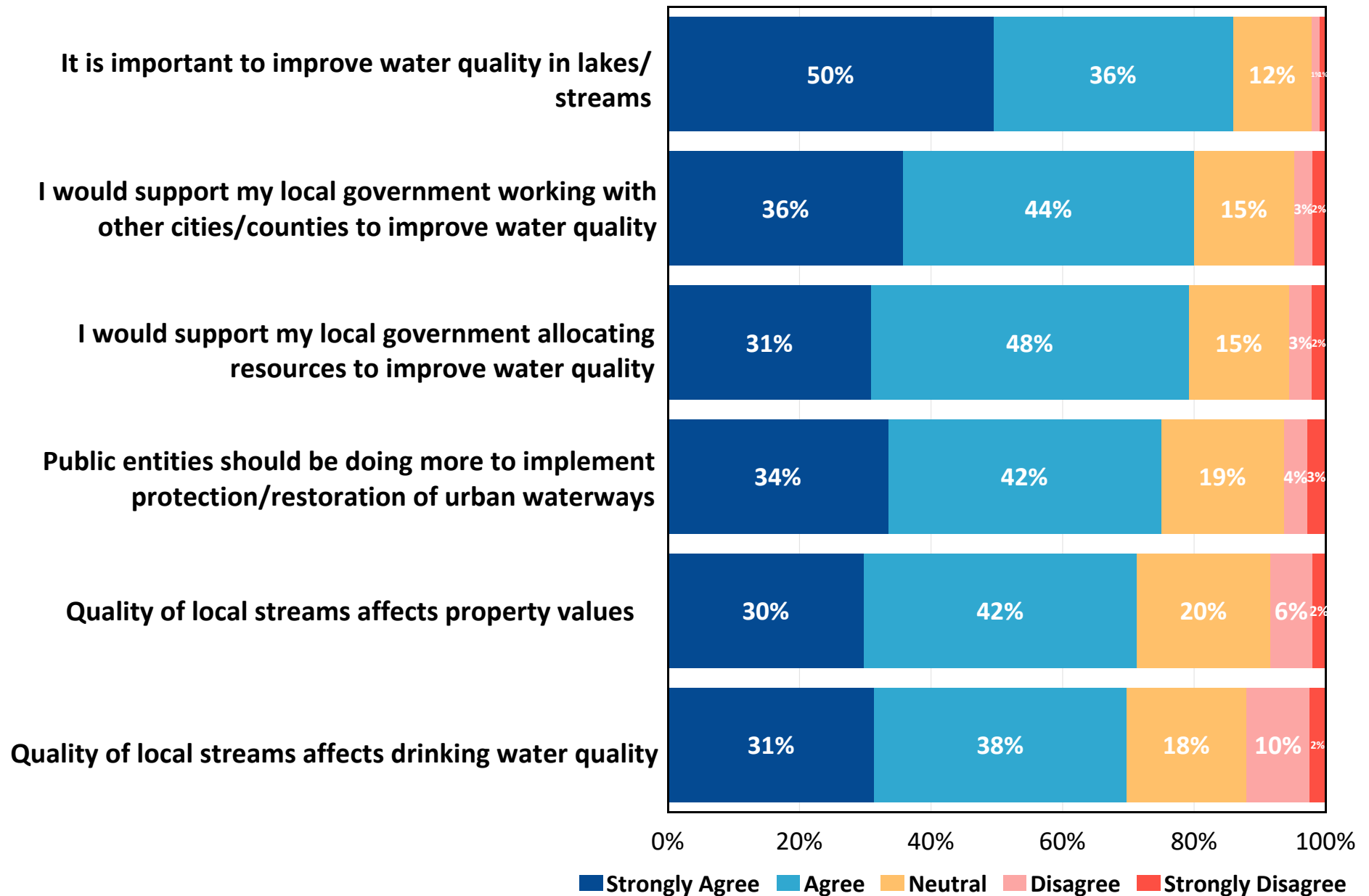
Q19. How often do you do the following?

by percentage of respondents (without “not applicable”)



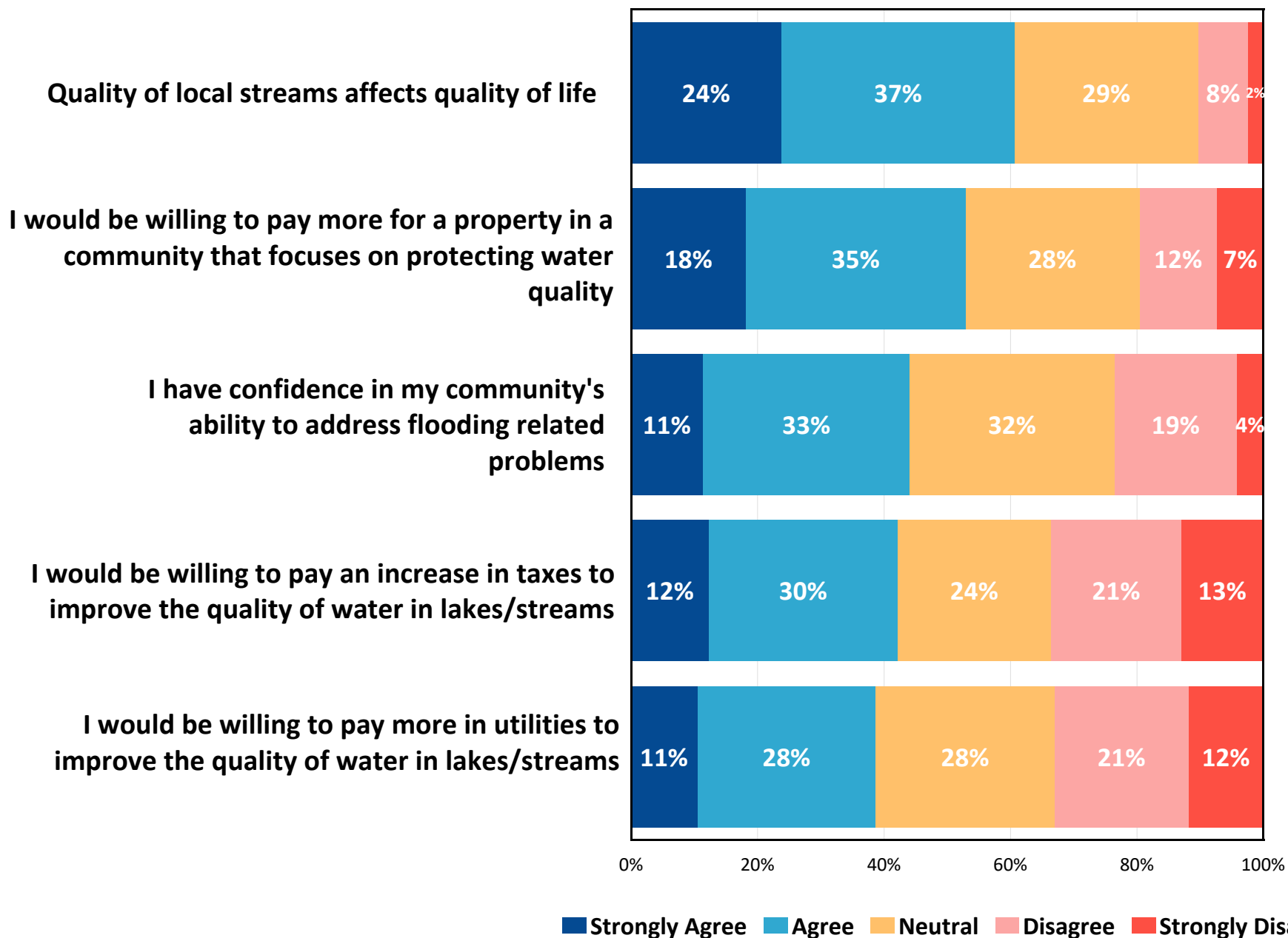
Q20. Level of Agreement with the Following:

by percentage of respondents, using a 5-point scale, where 5 means “strongly agree” and 1 means “strongly disagree”
(without “not provided”)



Q20. (Cont.) Level of Agreement with the Following:

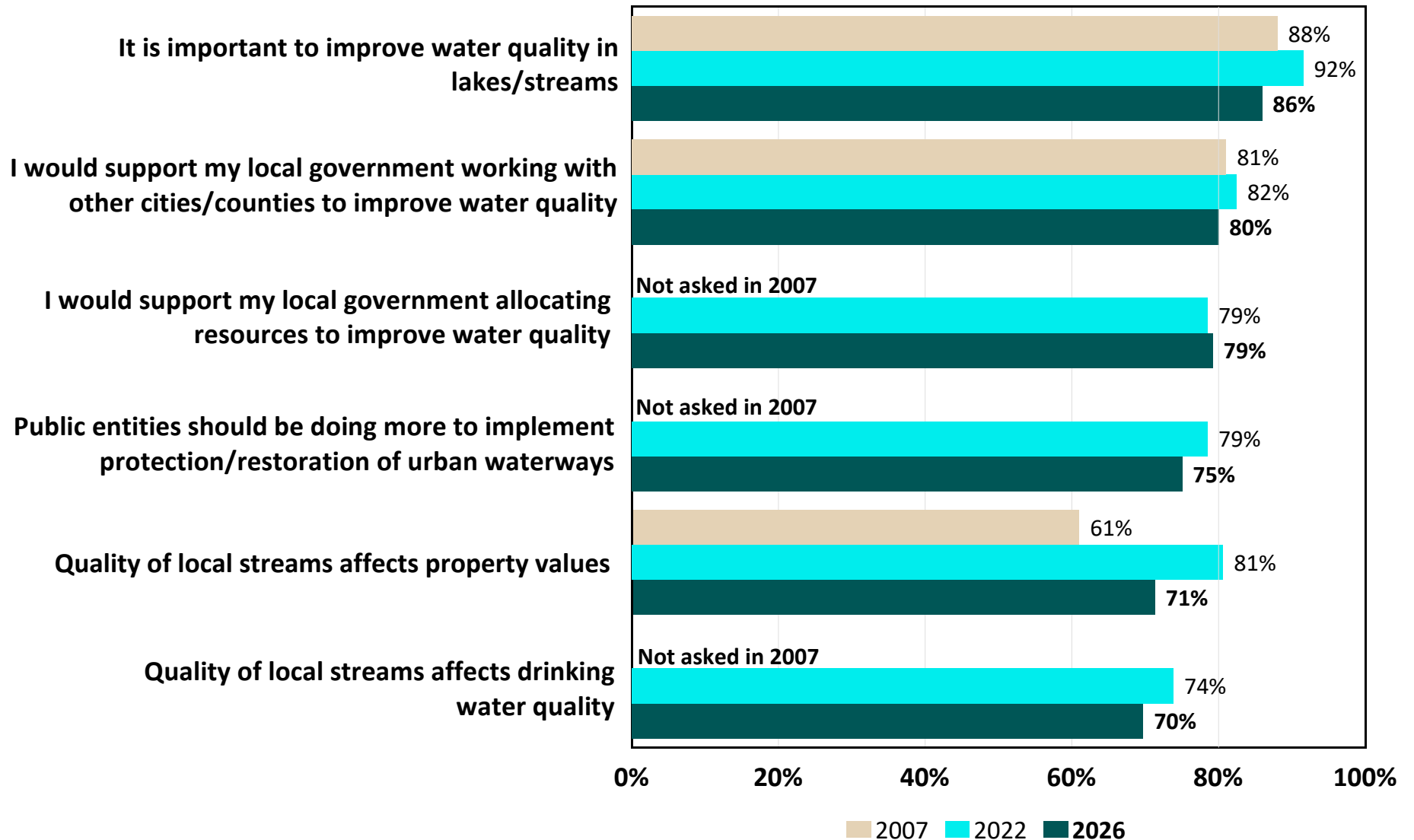
by percentage of respondents, using a 5-point scale, where 5 means “strongly agree” and 1 means “strongly disagree”
(without “not provided”)



Trends: Q20. Level of Agreement with Statements About Water Quality Issues in the Area

2007 vs. 2022 vs. 2026

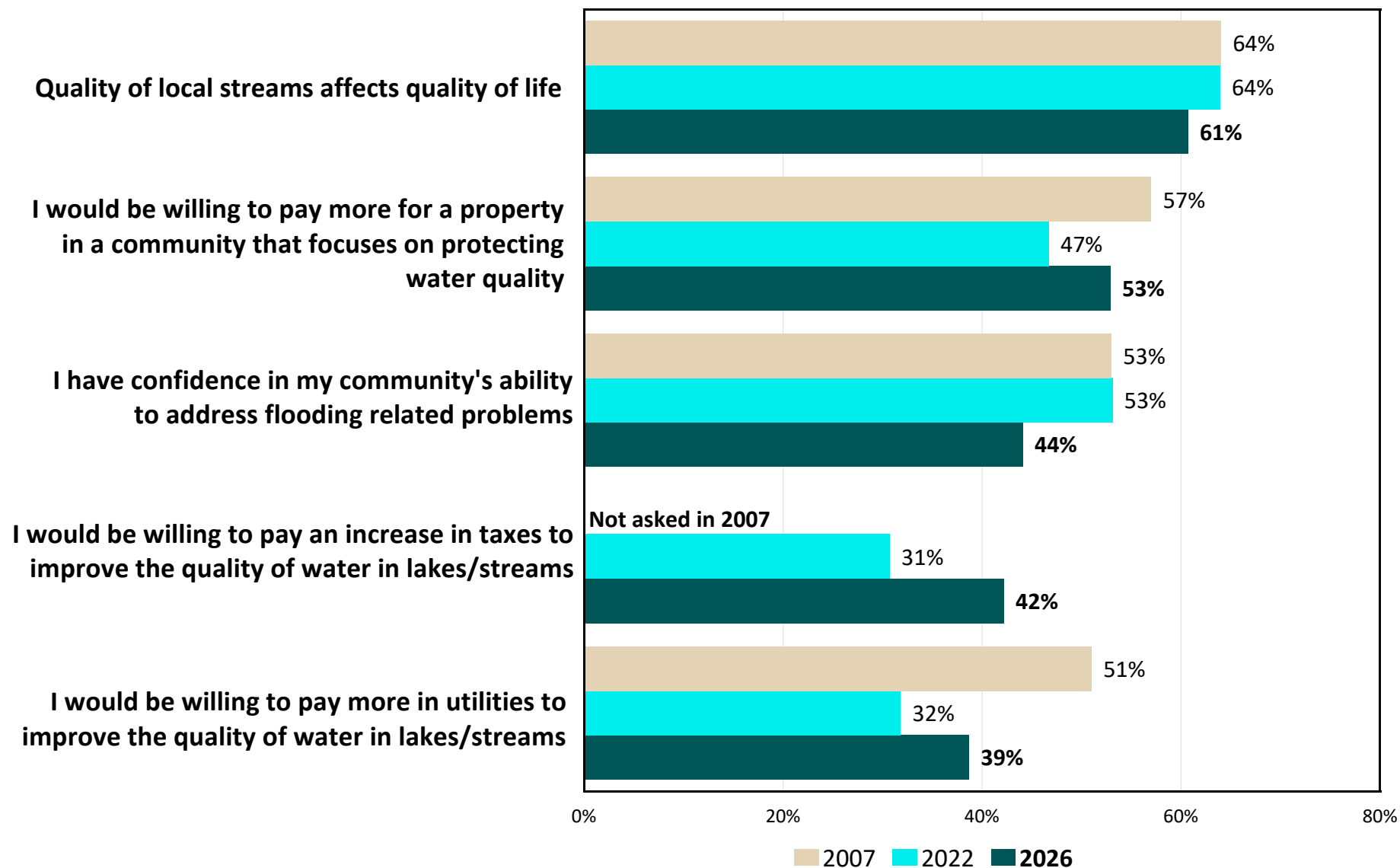
by percentage of respondents who indicated they “strongly agree” or “agree”



Trends: Q20. (Cont.) Level of Agreement with Statements About Water Quality Issues in the Area

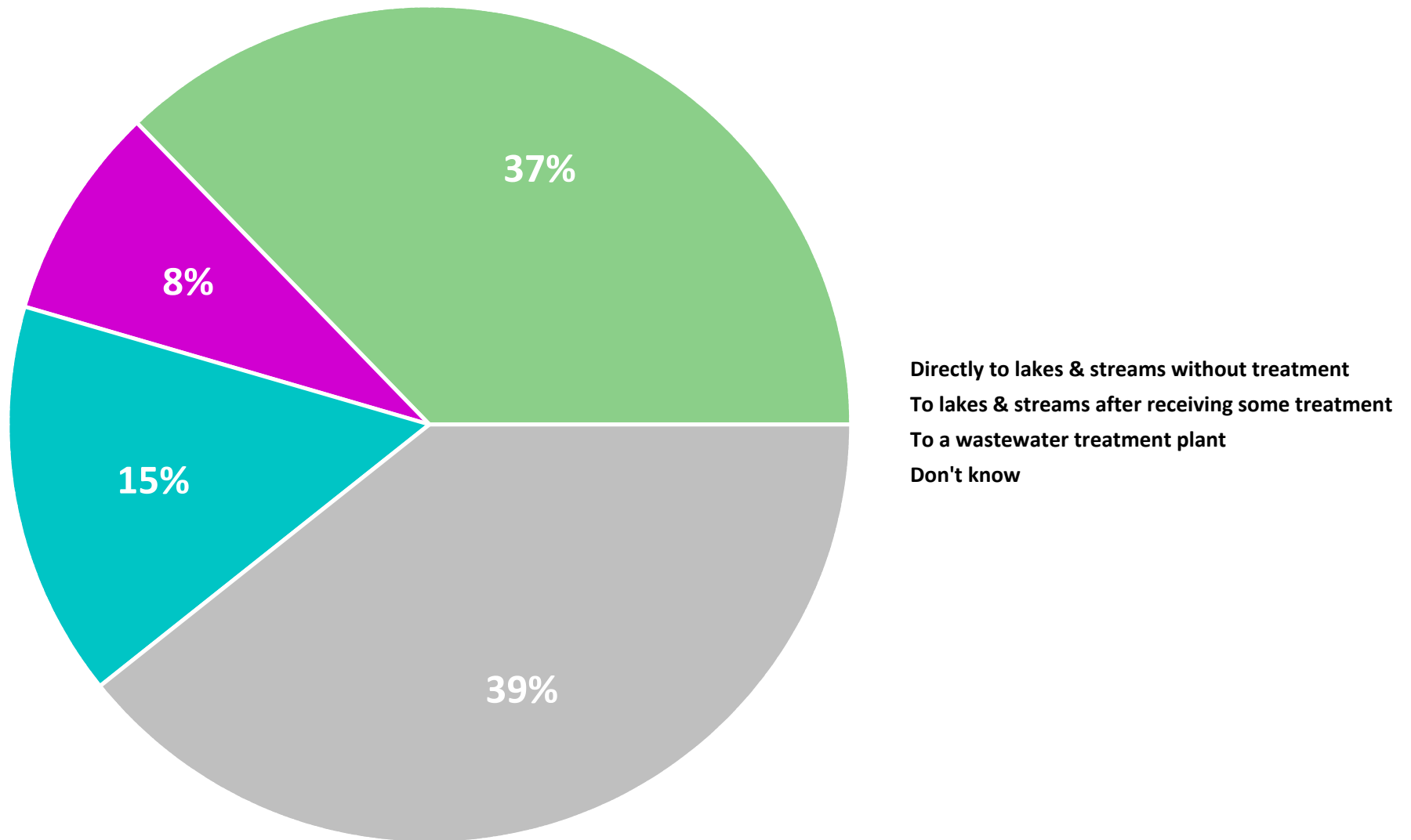
2007 vs. 2022 vs. 2026

by percentage of respondents who indicated they “strongly agree” or “agree”



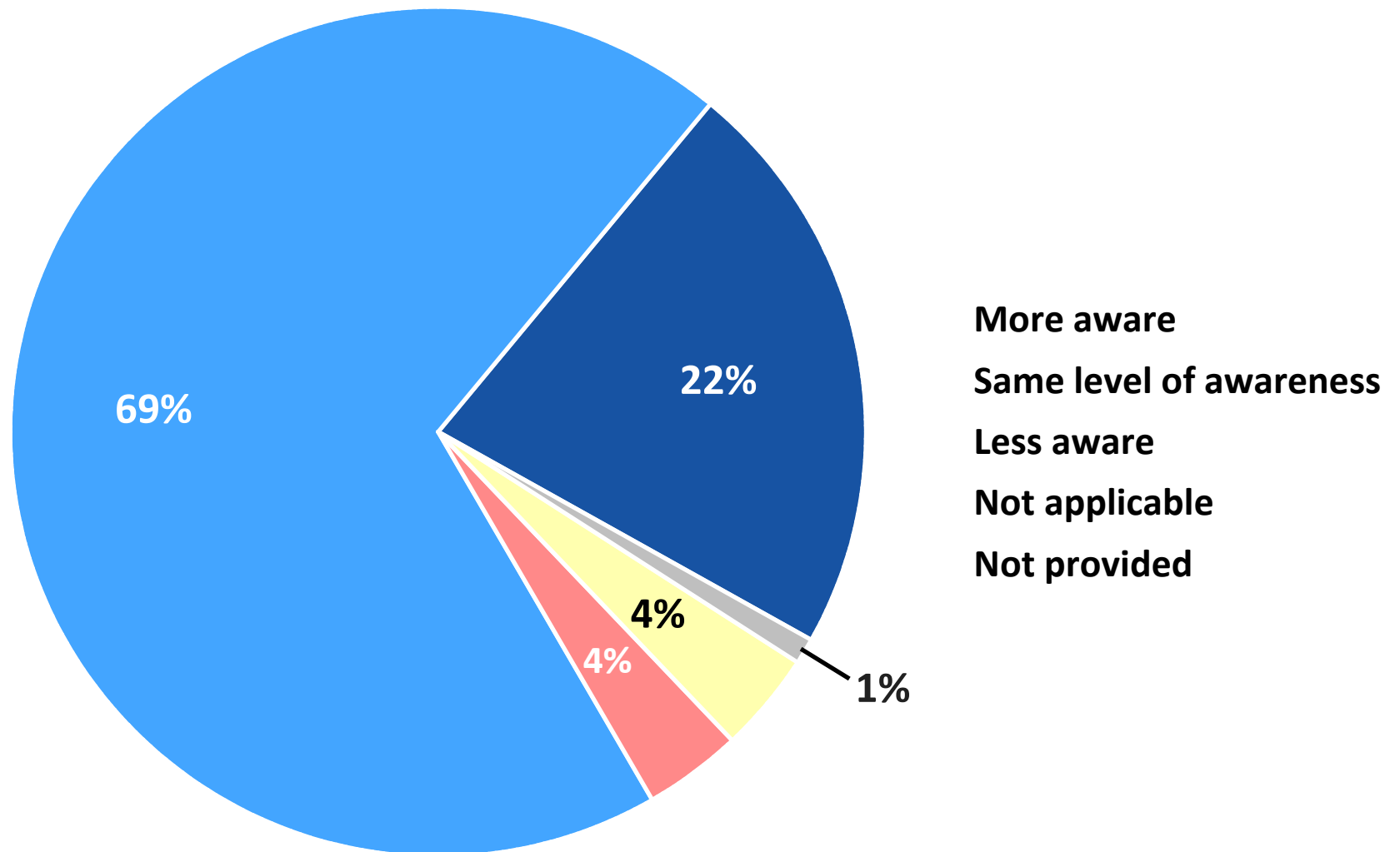
Q21. Where does stormwater (rain water) go after it enters a storm drain in your community?

by percentage of respondents



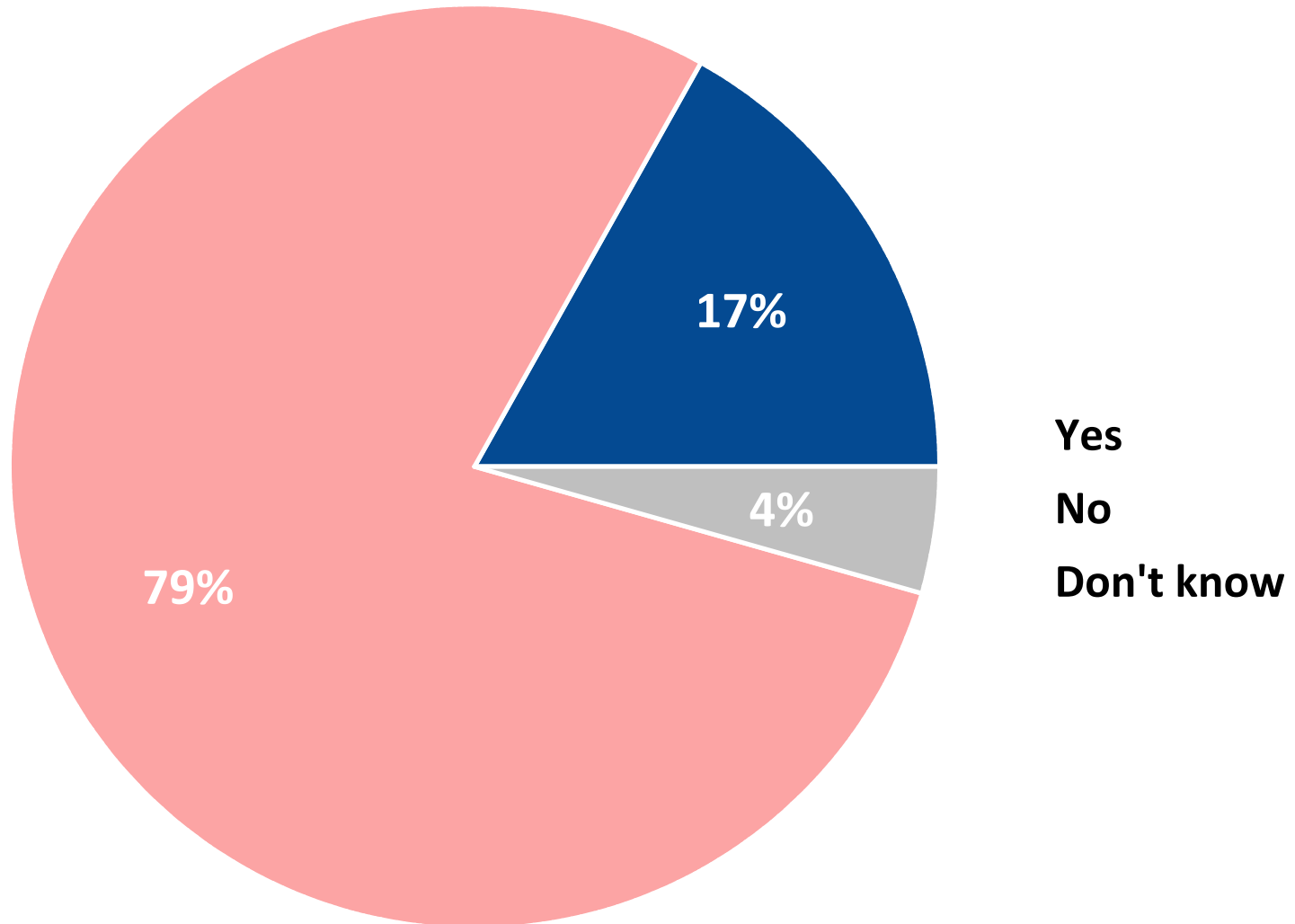
Q22. Compared to two years ago, what is your level of awareness concerning the water quality of lakes and streams in the Kansas City Area/Lawrence?

by percentage of respondents



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/Lawrence during the past year?

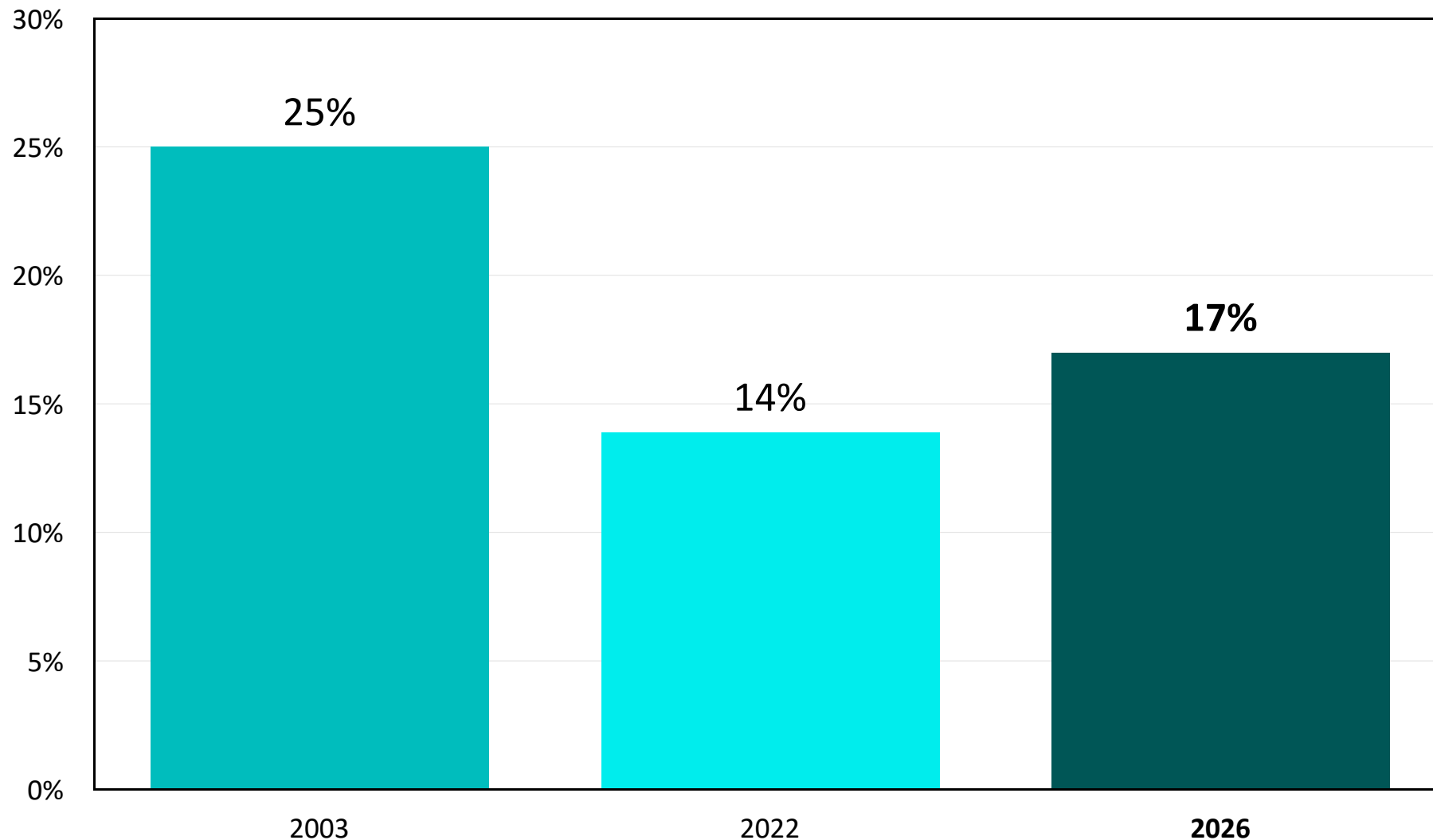
by percentage of respondents



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 area during the past year?

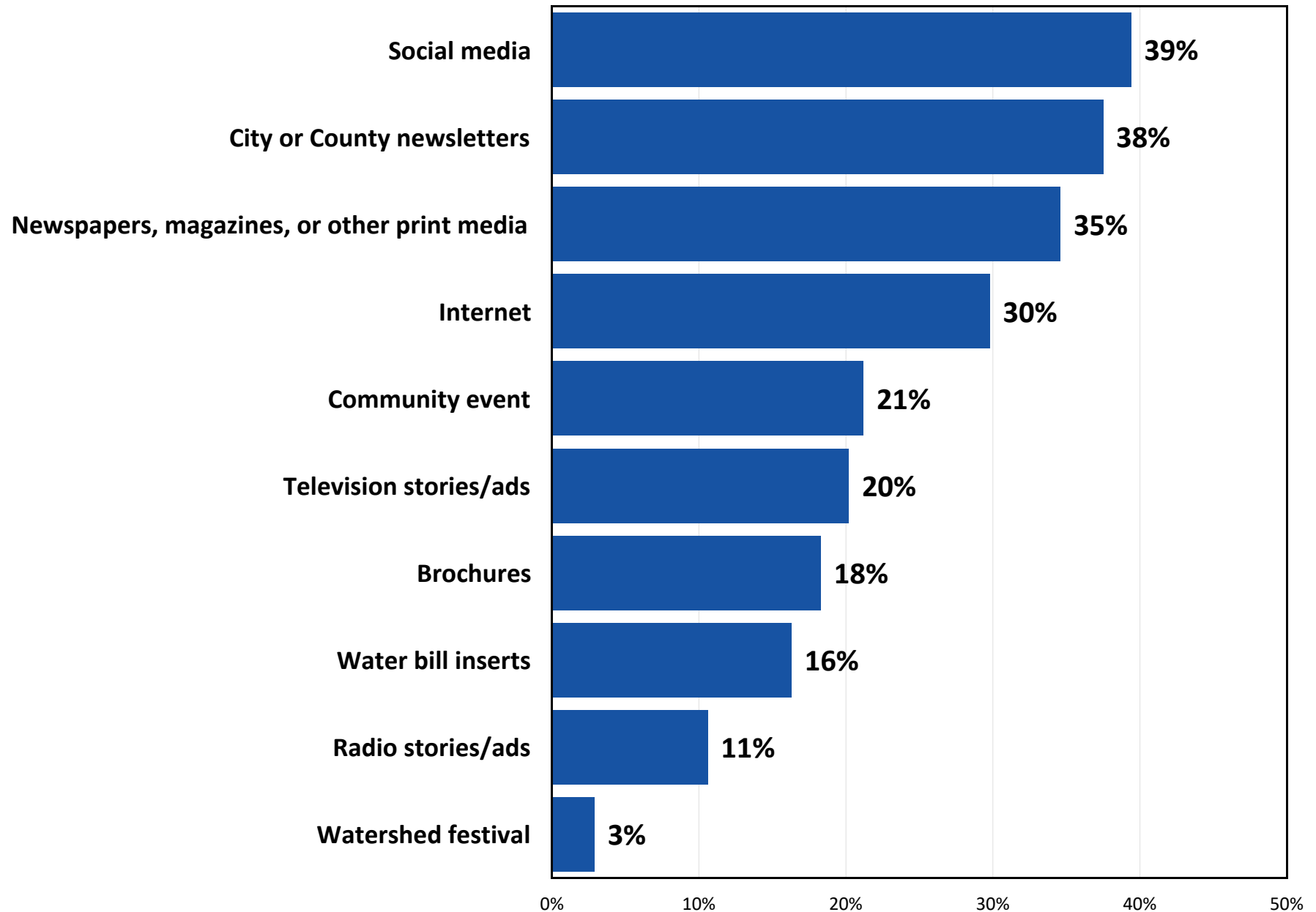
2003 vs. 2022 vs. 2026

by percentage of respondents



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

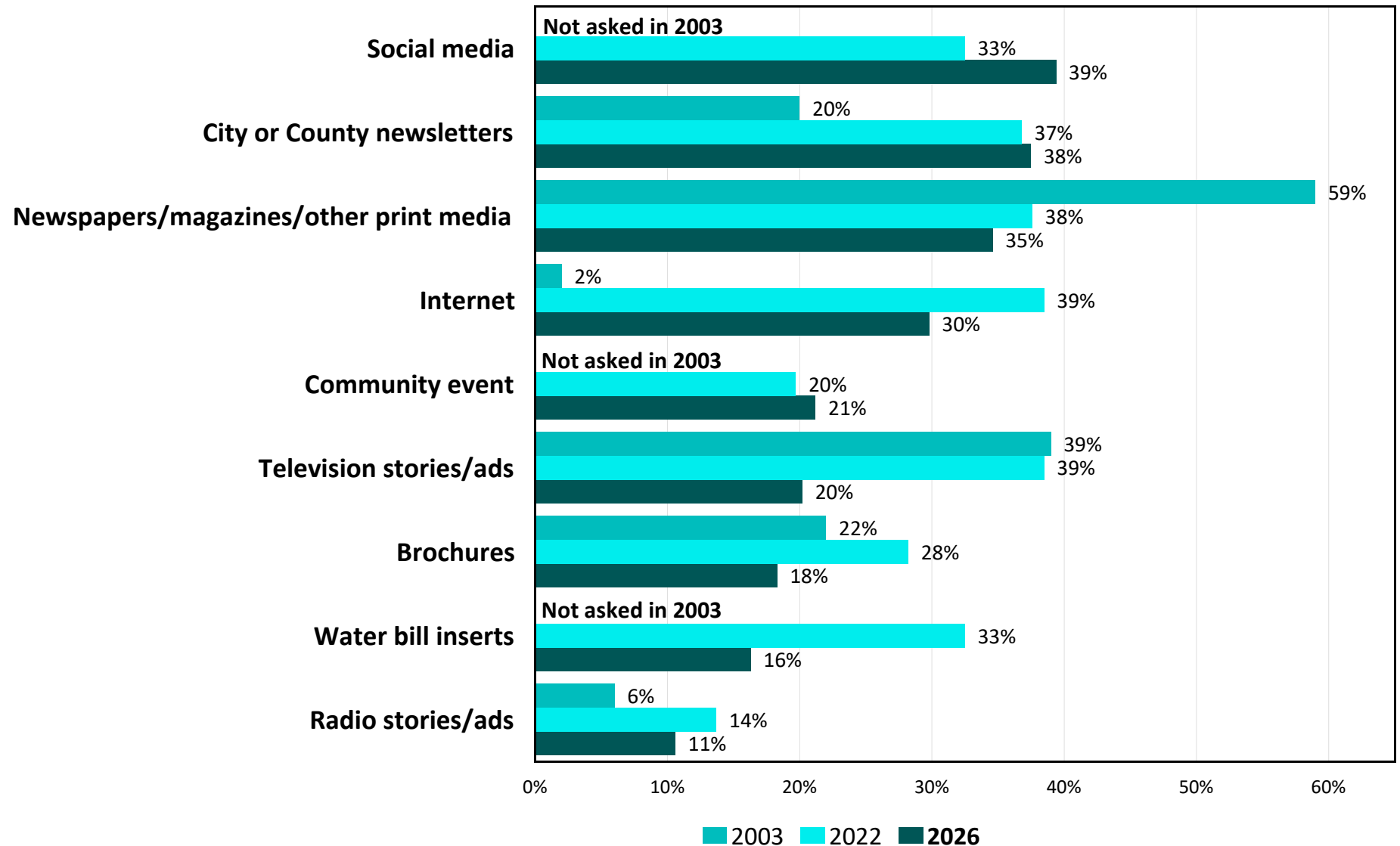
by percentage of respondents who indicated they had seen or heard information about water quality (multiple choices could be selected)



Trends: Q23a. Where Residents Had Seen or Heard Information About Water Quality in Lakes and Streams in the Kansas City Area/Lawrence

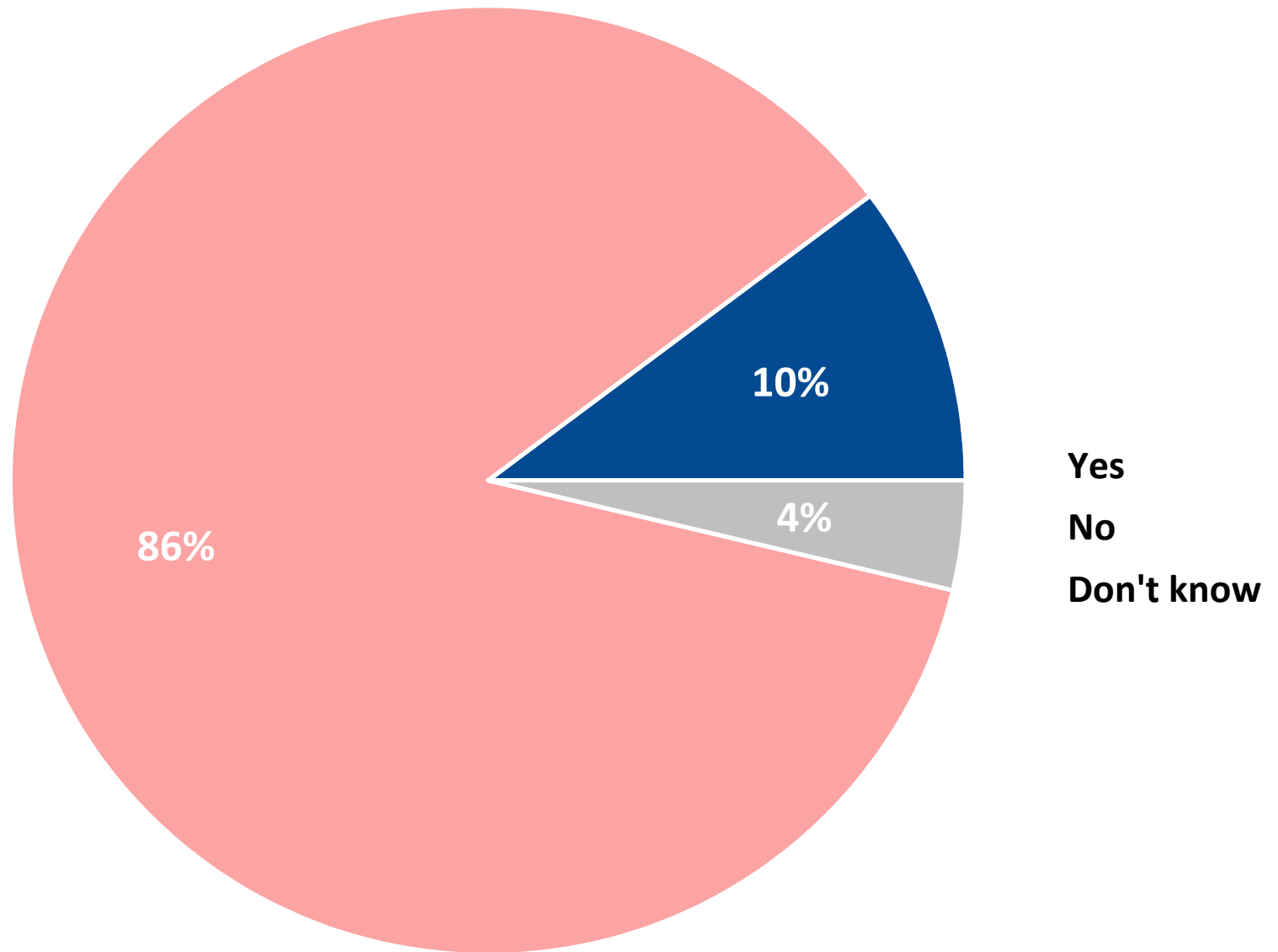
2003 vs. 2022 vs. 2026

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



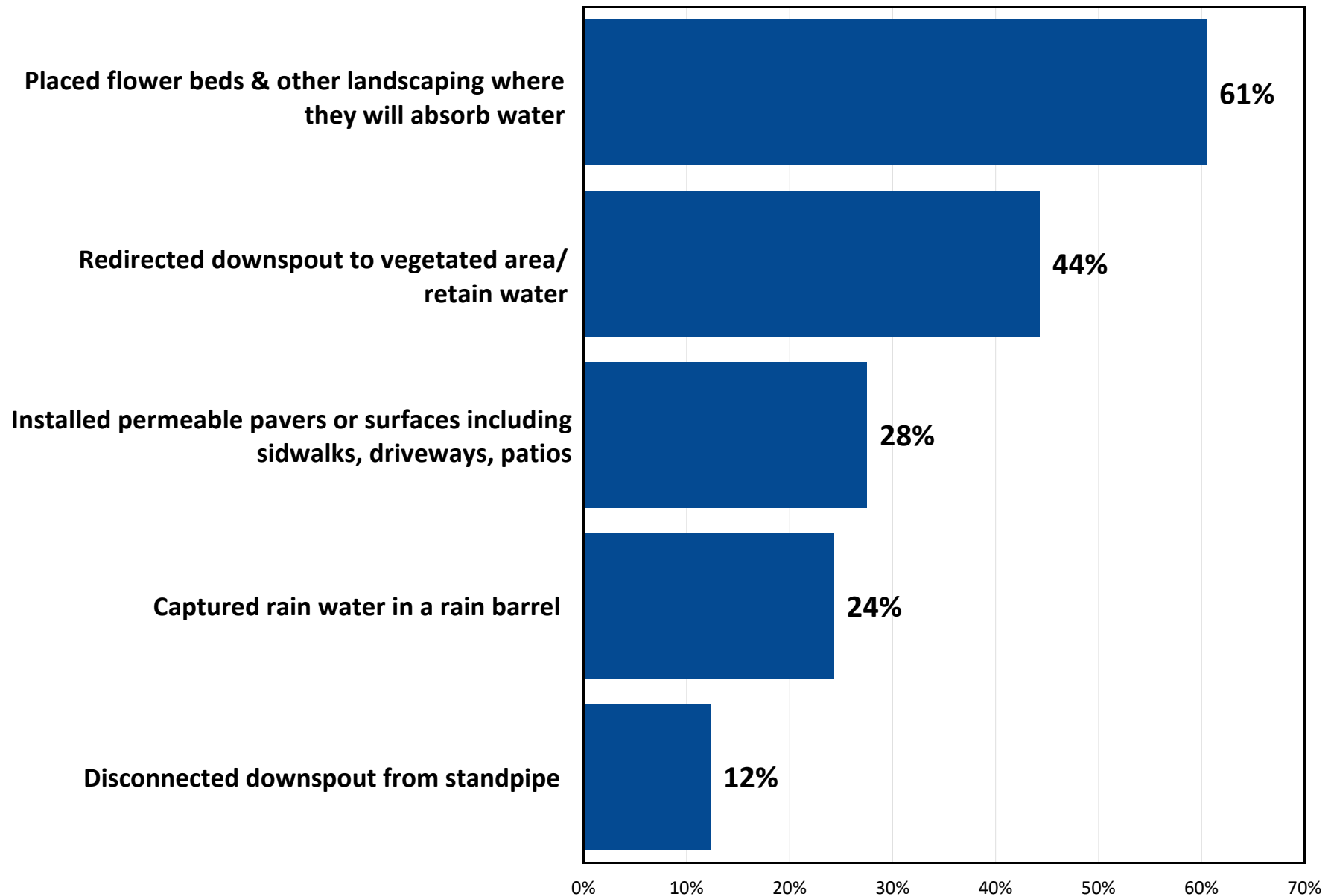
Q24. Have you heard of KCRainkeepers.org?

by percentage of respondents



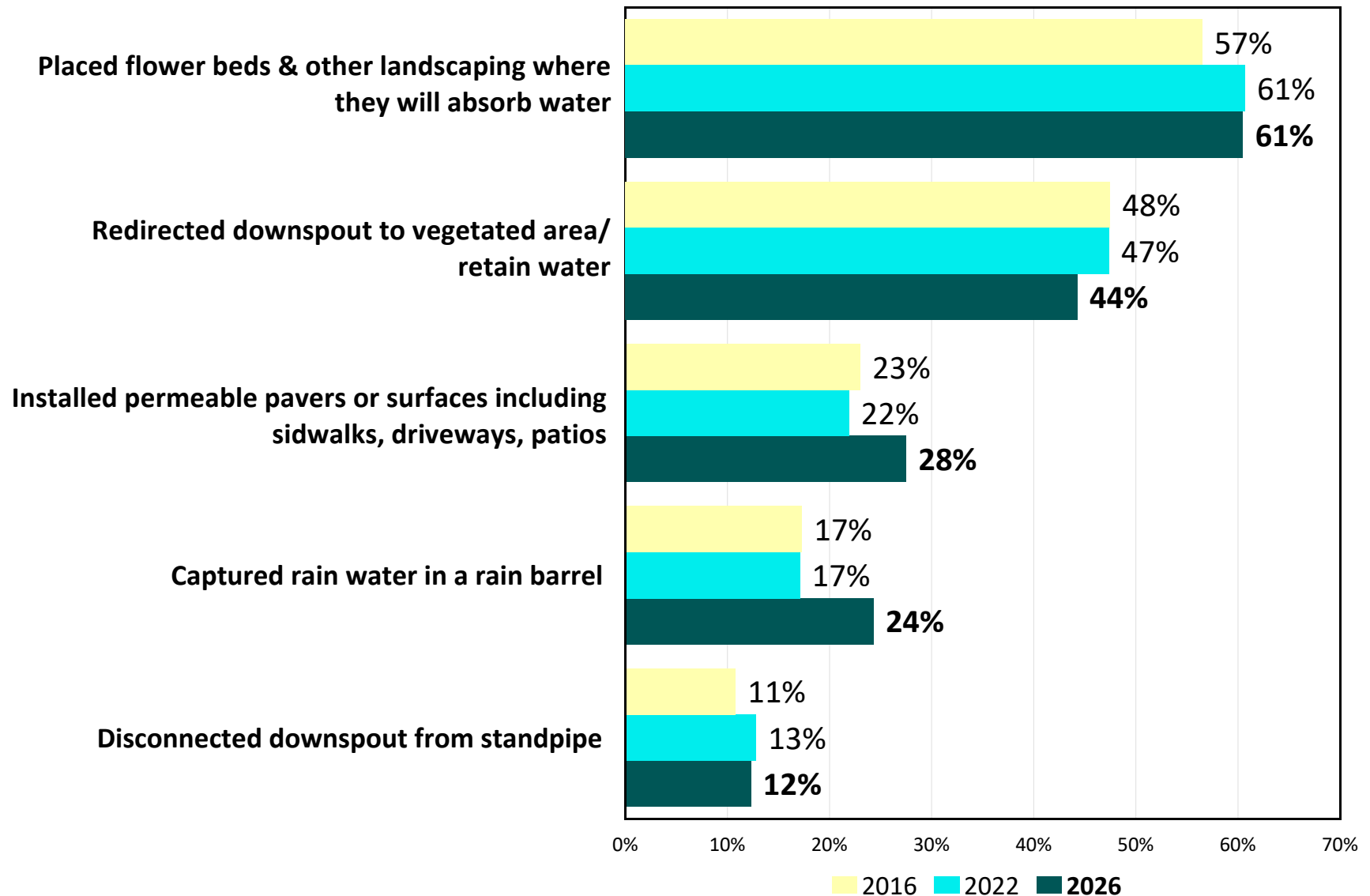
Q25. Have you done any of the following to manage how and when rain leaves your property?

by percentage of respondents who answered "yes"



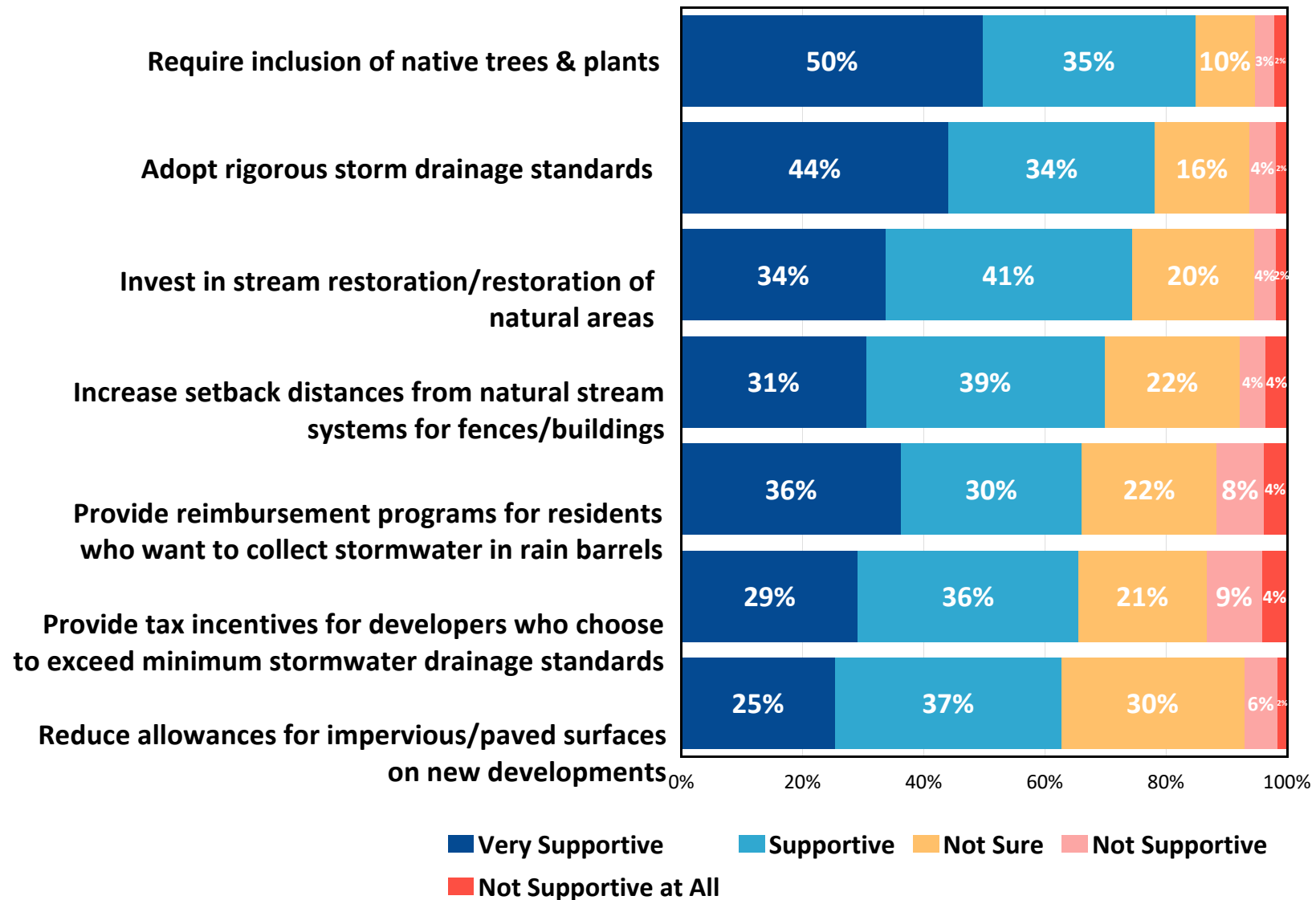
Trends: Q25. Have you done any of the following to manage how and when rain leaves your property? 2016 vs. 2022 vs. 2026

by percentage of respondents who answered "yes"



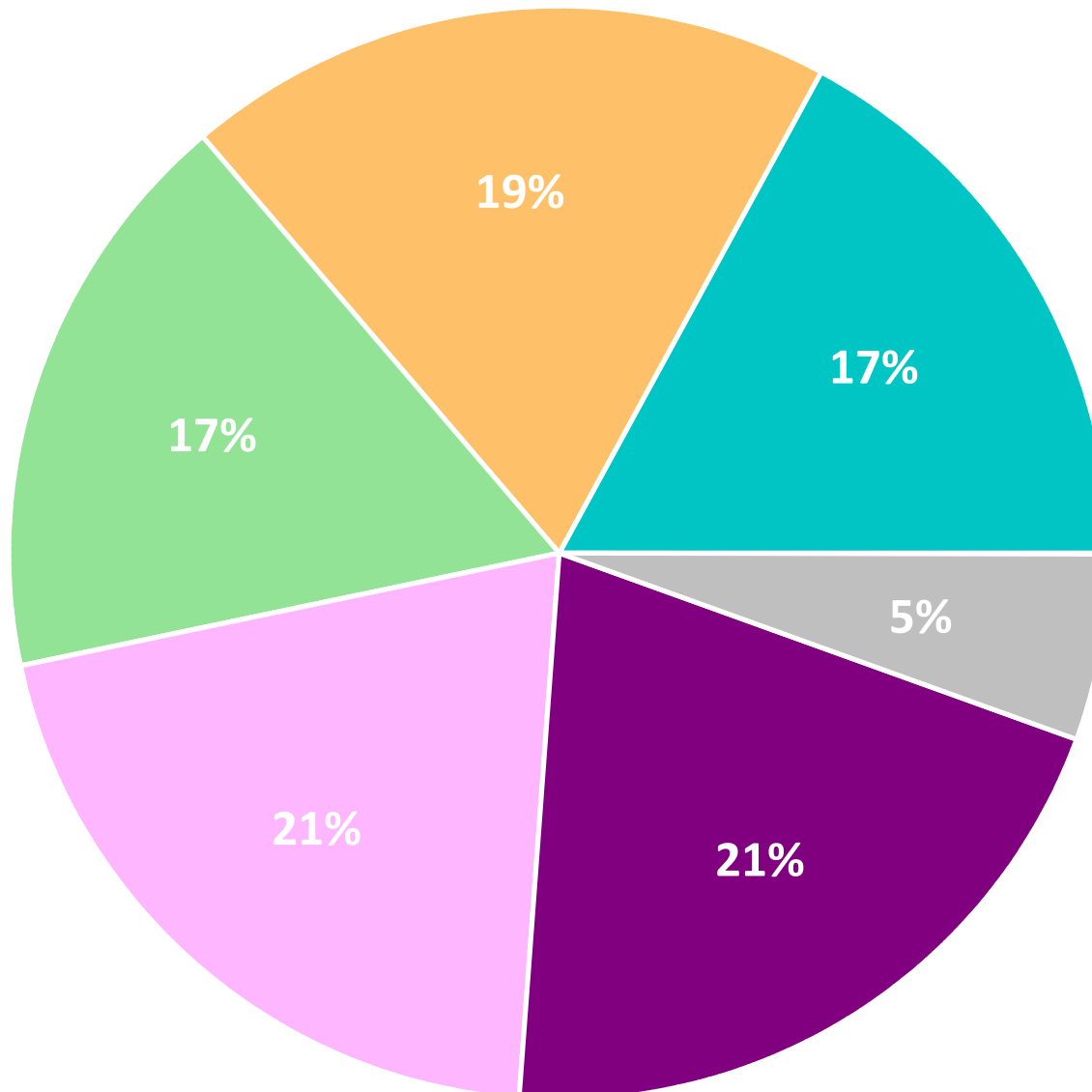
Q26. How supportive would you be of having cities or counties adopt ordinances or participate in practices that protect streams and wildlife habitat in your community?

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”)



Demographics: Q27. Age of Respondents

by percentage of respondents



18-34 years

35-44 years

45-54 years

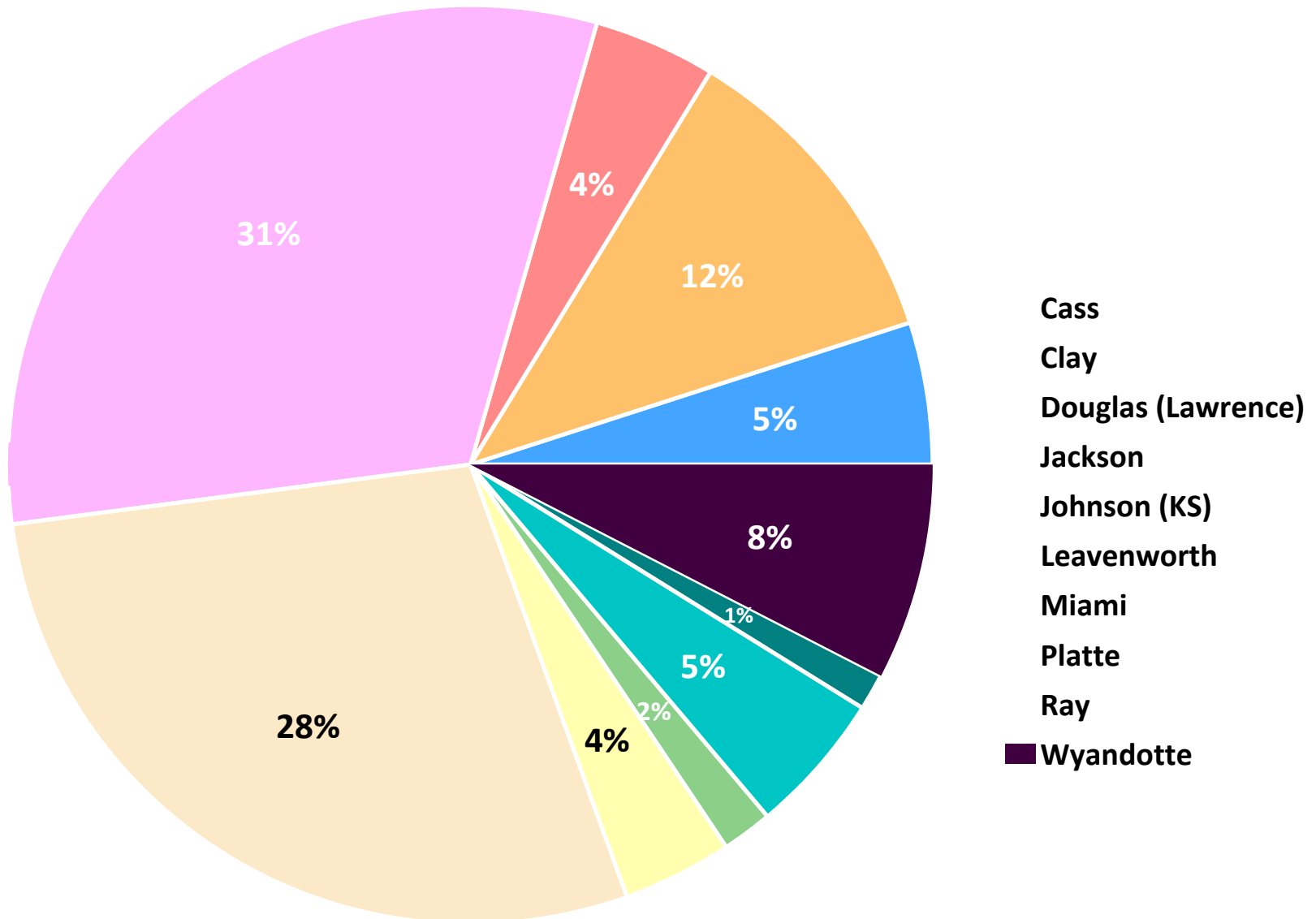
55-64 years

65 years or older

Not provided

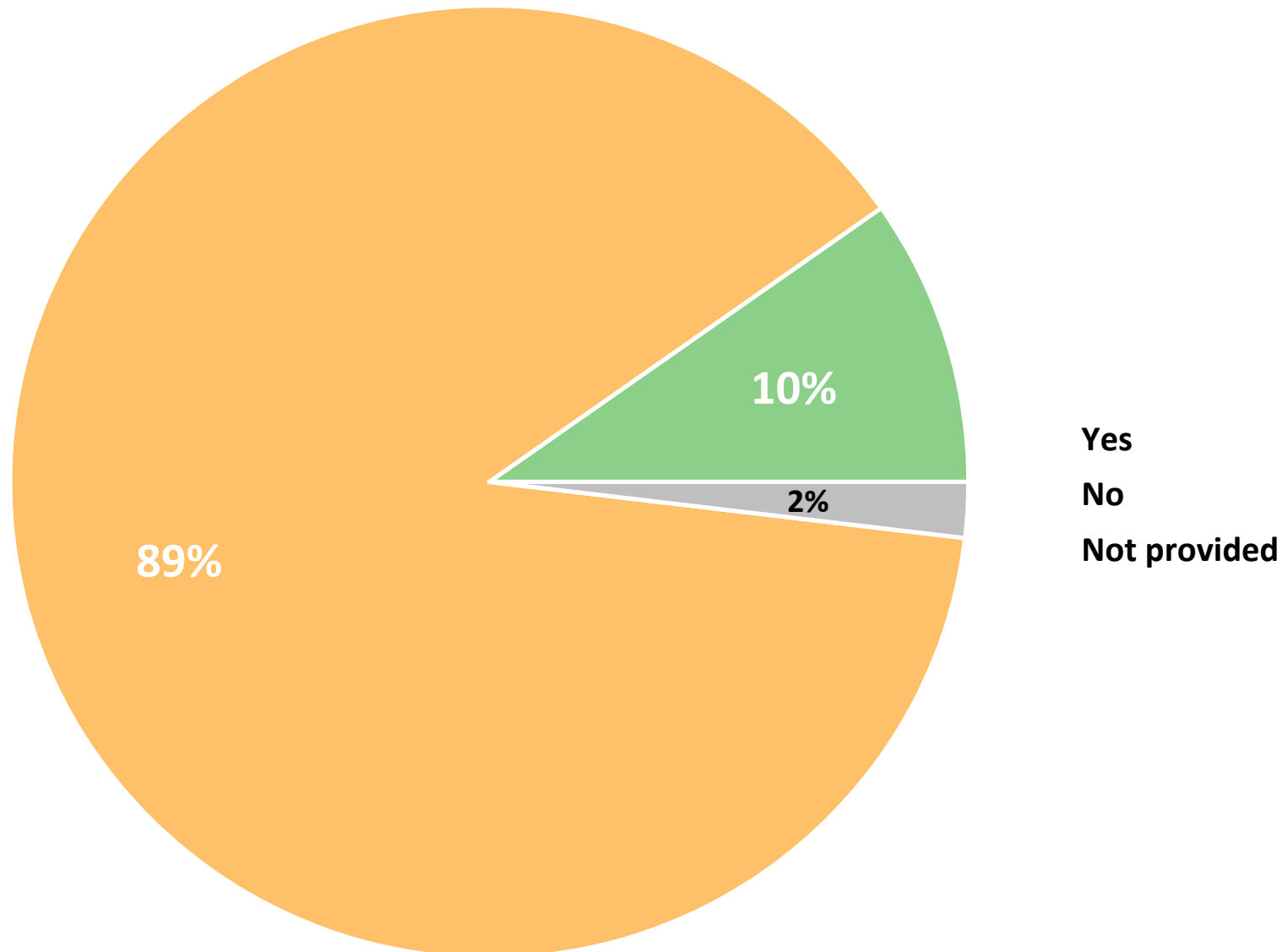
Demographics: Q28. County of Residence

by percentage of respondents



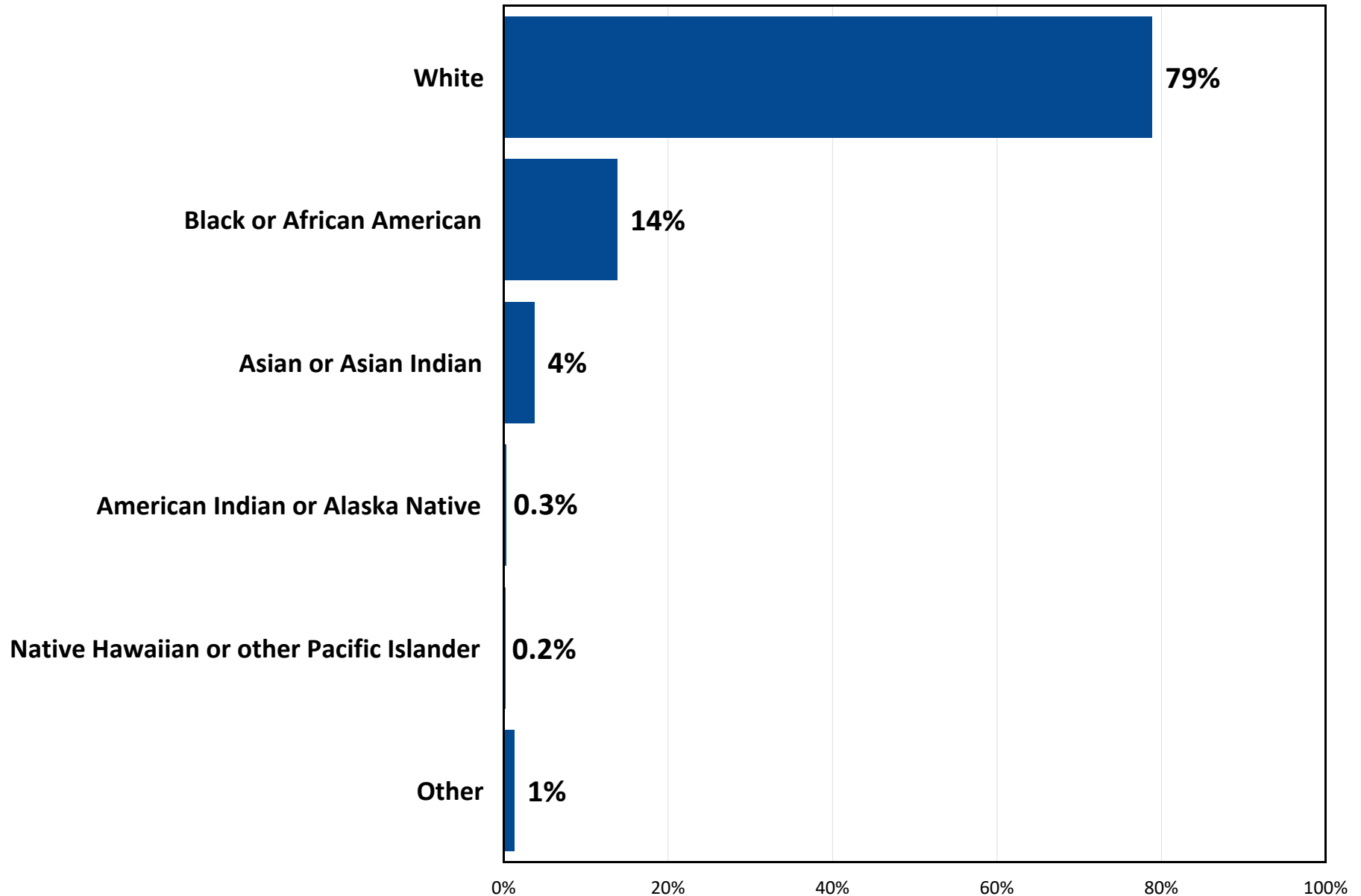
Demographics: Q29. Are you or any members of your family of Hispanic or Latino ancestry?

by percentage of respondents



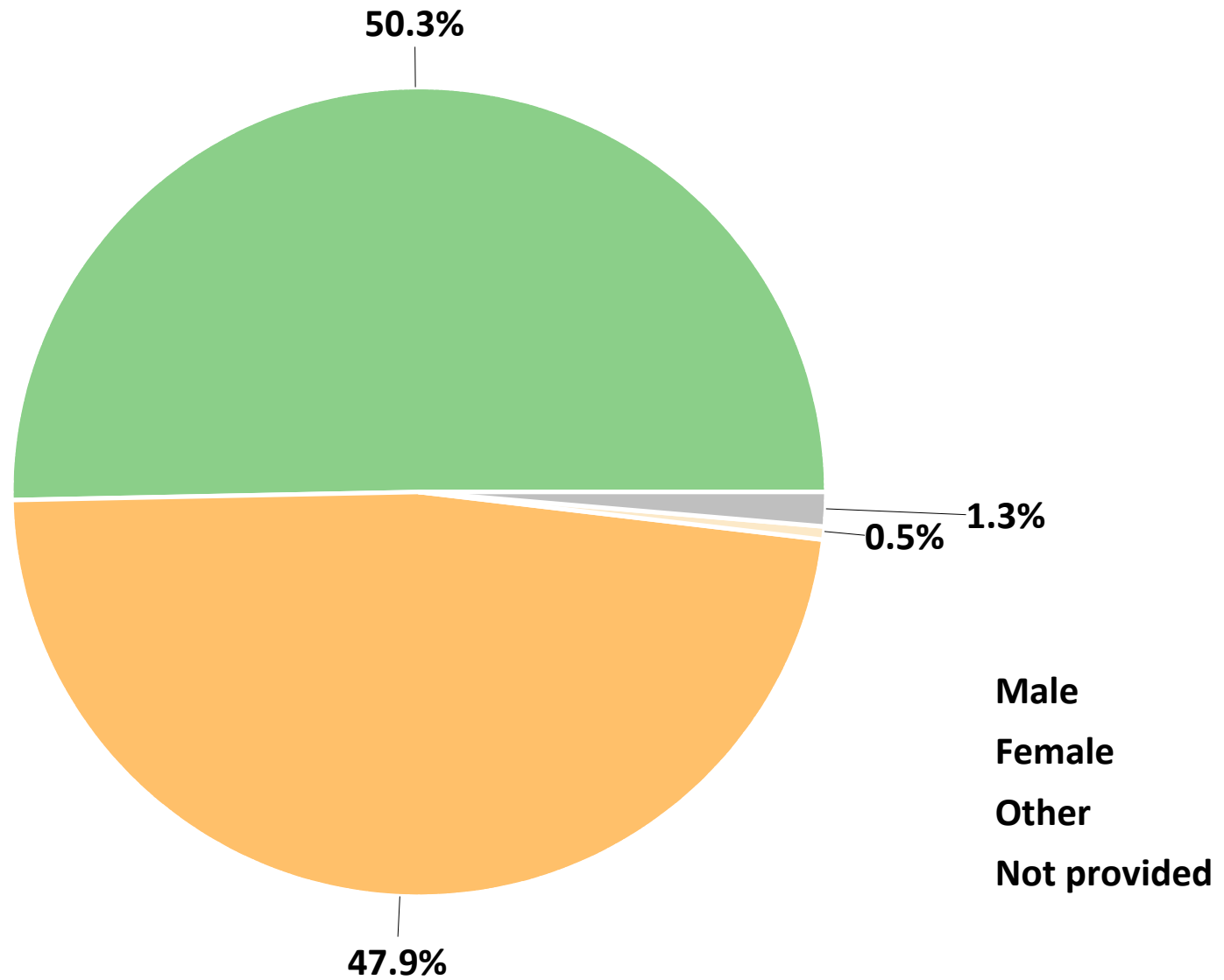
Demographics: Q30. Race/Ethnicity of Respondents

by percentage of respondents



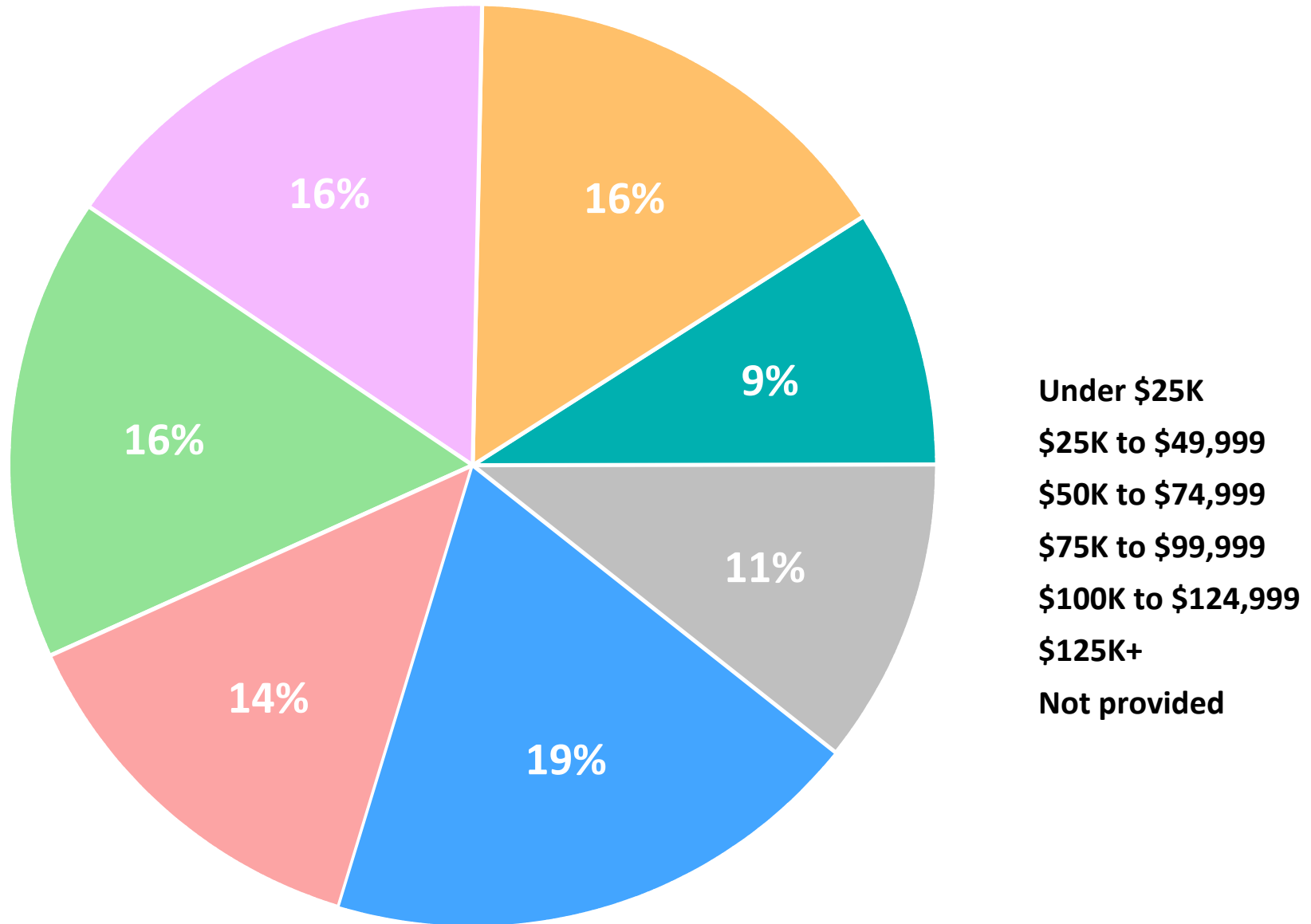
Demographics: Q31. Gender of Respondents

by percentage of respondents



Demographics: Q32. Total Annual Household Income

by percentage of respondents



Section 2

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=610)

	Very good	Good	Adequate	Poor	Very poor	Don't know
Q1-1. Air quality	13.9%	38.7%	34.1%	6.7%	1.3%	5.2%
Q1-2. Economic development & job creation	6.6%	25.9%	41.0%	15.1%	4.1%	7.4%
Q1-3. Efforts to minimize the impacts of flooding	10.0%	20.3%	32.0%	21.0%	4.4%	12.3%
Q1-4. Level of safety from crime in neighborhoods	4.9%	17.2%	27.2%	28.4%	16.9%	5.4%
Q1-5. Local governmental services	8.0%	20.7%	33.4%	22.8%	8.5%	6.6%
Q1-6. Opportunities for health & fitness	13.8%	31.5%	31.6%	15.1%	3.0%	5.1%
Q1-7. Public education (K-12)	10.3%	26.2%	27.4%	17.2%	9.8%	9.0%
Q1-8. Recycling programs	13.3%	23.0%	31.5%	18.2%	6.4%	7.7%
Q1-9. Regional efforts to acquire & protect natural areas	8.9%	19.0%	25.4%	20.7%	10.5%	15.6%
Q1-10. Water quality in lakes, streams, & rivers	7.7%	20.5%	29.3%	22.1%	5.7%	14.6%
Q1-11. Extreme weather readiness	12.8%	27.7%	35.6%	12.0%	4.8%	7.2%
Q1-12. Use of green infrastructure (e.g., tree planting, rain gardens, stream protection)	8.2%	17.9%	26.2%	26.4%	8.7%	12.6%

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=610)

	Very good	Good	Adequate	Poor	Very poor
Q1-1. Air quality	14.7%	40.8%	36.0%	7.1%	1.4%
Q1-2. Economic development & job creation	7.1%	28.0%	44.2%	16.3%	4.4%
Q1-3. Efforts to minimize the impacts of flooding	11.4%	23.2%	36.4%	23.9%	5.0%
Q1-4. Level of safety from crime in neighborhoods	5.2%	18.2%	28.8%	30.0%	17.9%
Q1-5. Local governmental services	8.6%	22.1%	35.8%	24.4%	9.1%
Q1-6. Opportunities for health & fitness	14.5%	33.2%	33.3%	15.9%	3.1%
Q1-7. Public education (K-12)	11.4%	28.8%	30.1%	18.9%	10.8%
Q1-8. Recycling programs	14.4%	24.9%	34.1%	19.7%	6.9%
Q1-9. Regional efforts to acquire & protect natural areas	10.5%	22.5%	30.1%	24.5%	12.4%
Q1-10. Water quality in lakes, streams, & rivers	9.0%	24.0%	34.4%	25.9%	6.7%
Q1-11. Extreme weather readiness	13.8%	29.9%	38.3%	12.9%	5.1%
Q1-12. Use of green infrastructure (e.g., tree planting, rain gardens, stream protection)	9.4%	20.5%	30.0%	30.2%	9.9%

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

<u>Q2. Top choice</u>	<u>Number</u>	<u>Percent</u>
Air quality	34	5.6 %
Economic development & job creation	93	15.2 %
Efforts to minimize the impacts of flooding	13	2.1 %
Level of safety from crime in neighborhoods	193	31.6 %
Local governmental services	41	6.7 %
Opportunities for health & fitness	11	1.8 %
Public education (K-12)	90	14.8 %
Recycling programs	20	3.3 %
Regional efforts to acquire & protect natural areas	11	1.8 %
Water quality in lakes, streams, & rivers	24	3.9 %
Extreme weather readiness	13	2.1 %
Use of green infrastructure (e.g., tree planting, rain gardens, stream protection)	36	5.9 %
None chosen	31	5.1 %
Total	610	100.0 %

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

<u>Q2. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Air quality	29	4.8 %
Economic development & job creation	83	13.6 %
Efforts to minimize the impacts of flooding	20	3.3 %
Level of safety from crime in neighborhoods	104	17.0 %
Local governmental services	45	7.4 %
Opportunities for health & fitness	28	4.6 %
Public education (K-12)	121	19.8 %
Recycling programs	17	2.8 %
Regional efforts to acquire & protect natural areas	30	4.9 %
Water quality in lakes, streams, & rivers	33	5.4 %
Extreme weather readiness	24	3.9 %
Use of green infrastructure (e.g., tree planting, rain gardens, stream protection)	40	6.6 %
None chosen	36	5.9 %
Total	610	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	29	4.8 %
Economic development & job creation	60	9.8 %
Efforts to minimize the impacts of flooding	35	5.7 %
Level of safety from crime in neighborhoods	75	12.3 %
Local governmental services	37	6.1 %
Opportunities for health & fitness	34	5.6 %
Public education (K-12)	89	14.6 %
Recycling programs	20	3.3 %
Regional efforts to acquire & protect natural areas	60	9.8 %
Water quality in lakes, streams, & rivers	40	6.6 %
Extreme weather readiness	42	6.9 %
Use of green infrastructure (e.g., tree planting, rain gardens, stream protection)	42	6.9 %
None chosen	47	7.7 %
Total	610	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	92	15.1 %
Economic development & job creation	236	38.7 %
Efforts to minimize the impacts of flooding	68	11.1 %
Level of safety from crime in neighborhoods	372	61.0 %
Local governmental services	123	20.2 %
Opportunities for health & fitness	73	12.0 %
Public education (K-12)	300	49.2 %
Recycling programs	57	9.3 %
Regional efforts to acquire & protect natural areas	101	16.6 %
Water quality in lakes, streams, & rivers	97	15.9 %
Extreme weather readiness	79	13.0 %
Use of green infrastructure (e.g., tree planting, rain gardens, stream protection)	118	19.3 %
None chosen	31	5.1 %
Total	1747	

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

Q3. Do you think the water in lakes & streams near your home is safe for your pets to drink	Number	Percent
Yes	155	25.4 %
No	301	49.3 %
Don't know	154	25.2 %
Total	610	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. Do you think the water in lakes & streams near your home is safe for your pets to drink	Number	Percent
Yes	155	34.0 %
No	301	66.0 %
Total	456	100.0 %

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

Q4. Do you think the water in lakes & streams near your home is safe for children to play in	Number	Percent
Yes	174	28.5 %
No	286	46.9 %
Don't know	150	24.6 %
Total	610	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. Do you think the water in lakes & streams near your home is safe for children to play in	Number	Percent
Yes	174	37.8 %
No	286	62.2 %
Total	460	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	22	3.6 %
Most of the time	70	11.5 %
Some of the time	190	31.1 %
Seldom or never	204	33.4 %
Don't know	124	20.3 %
Total	610	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	22	4.5 %
Most of the time	70	14.4 %
Some of the time	190	39.1 %
Seldom or never	204	42.0 %
Total	486	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	105	17.2 %
Most of the time	158	25.9 %
Some of the time	187	30.7 %
Seldom or never	120	19.7 %
Don't know	40	6.6 %
Total	610	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	105	18.4 %
Most of the time	158	27.7 %
Some of the time	187	32.8 %
Seldom or never	120	21.1 %
Total	570	100.0 %

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

Q7. How concerned are you about pollution in lakes, streams, & other waterways in Kansas City (Lawrence) area

	Number	Percent
Very concerned	274	44.9 %
Somewhat concerned	232	38.0 %
Not sure	50	8.2 %
Not concerned	54	8.9 %
Total	610	100.0 %

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

Q8. What do you think of the water quality in lakes, streams, rivers, & other waterways in Kansas City (Lawrence) area

	Number	Percent
Getting much better	18	3.0 %
Getting somewhat better	79	13.0 %
Staying about the same	292	47.9 %
Getting somewhat worse	110	18.0 %
Getting much worse	46	7.5 %
Don't know	65	10.7 %
Total	610	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 (Lawrence) is... (without "don't know")

Q8. What do you think of the water quality in lakes, streams, rivers, & other waterways in Kansas City (Lawrence) area

	Number	Percent
Getting much better	18	3.3 %
Getting somewhat better	79	14.5 %
Staying about the same	292	53.6 %
Getting somewhat worse	110	20.2 %
Getting much worse	46	8.4 %
Total	545	100.0 %

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

Q9. How much do you think climate change is impacting weather in Kansas City (Lawrence) region	Number	Percent
A lot	317	52.0 %
A little	177	29.0 %
Not at all	84	13.8 %
Don't know	32	5.2 %
Total	610	100.0 %

WITHOUT "DON'T KNOW"

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

Q9. How much do you think climate change is impacting weather in Kansas City (Lawrence) region	Number	Percent
A lot	317	54.8 %
A little	177	30.6 %
Not at all	84	14.5 %
Total	578	100.0 %

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

Q10. How confident are you that Kansas City (Lawrence) region can respond to & bounce back from extreme weather events	Number	Percent
Very confident	111	18.2 %
Somewhat confident	307	50.3 %
Not confident	163	26.7 %
Don't know	29	4.8 %
Total	610	100.0 %

WITHOUT "DON'T KNOW"

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

Q10. How confident are you that Kansas City (Lawrence) region can respond to & bounce back from extreme weather events	Number	Percent
Very confident	111	19.1 %
Somewhat confident	307	52.8 %
Not confident	163	28.1 %
Total	581	100.0 %

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

Q11. How worried are you about the impact of drought & extreme rain events/flooding on Kansas City (Lawrence)

region	Number	Percent
Very worried	133	21.8 %
Somewhat worried	329	53.9 %
Not worried	135	22.1 %
Don't know	13	2.1 %
Total	610	100.0 %

WITHOUT "DON'T KNOW"

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

Q11. How worried are you about the impact of drought & extreme rain events/flooding on Kansas City (Lawrence)

region	Number	Percent
Very worried	133	22.3 %
Somewhat worried	329	55.1 %
Not worried	135	22.6 %
Total	597	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. Have you or other members of your household disposed of yard waste in streets, a stormwater drain, or a lake/stream during past year

	Number	Percent
Yes	42	6.9 %
No	556	91.1 %
Don't know	12	2.0 %
Total	610	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. Have you or other members of your household disposed of yard waste in streets, a stormwater drain, or a lake/stream during past year

	Number	Percent
Yes	42	7.0 %
No	556	93.0 %
Total	598	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. Have you or other members of your household dumped paint, motor oil, or other household waste into streets, a stormwater drain, or a lake/stream during past year

	Number	Percent
Yes	25	4.1 %
No	582	95.4 %
Don't know	3	0.5 %
Total	610	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. Have you or other members of your household dumped paint, motor oil, or other household waste into streets, a stormwater drain, or a lake/stream during past year

	Number	Percent
Yes	25	4.1 %
No	582	95.9 %
Total	607	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. Have you or other members of your household littered or dumped debris along or in a lake or stream during past year

	Number	Percent
Yes	19	3.1 %
No	586	96.1 %
Don't know	5	0.8 %
Total	610	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. Have you or other members of your household littered or dumped debris along or in a lake or stream during past year

	Number	Percent
Yes	19	3.1 %
No	586	96.9 %
Total	605	100.0 %

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

Q15. Do you think it is safe to eat fish that are caught in lakes & streams near your home	Number	Percent
Yes	166	27.2 %
No	272	44.6 %
Don't know	172	28.2 %
Total	610	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. Do you think it is safe to eat fish that are caught in lakes & streams near your home	Number	Percent
Yes	166	37.9 %
No	272	62.1 %
Total	438	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/Lawrence area?

Q16. Do you think you can personally do anything to help improve water quality in lakes, streams & other waterways in Kansas City (Lawrence) area	Number	Percent
Yes	290	47.5 %
No	149	24.4 %
Don't know	171	28.0 %
Total	610	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 (Lawrence) area? (without "don't know")**

Q16. Do you think you can personally do anything to help improve water quality in lakes, streams & other waterways in Kansas City (Lawrence) area	Number	Percent
Yes	290	66.1 %
No	149	33.9 %
Total	439	100.0 %

Q17. Have you or other members of your household done anything to help clean-up lakes or streams in the Kansas City (Lawrence) area during the past year?

Q17. Have you or other members of your household
done anything to help clean-up lakes or streams in

<u>Kansas City (Lawrence) area during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	177	29.0 %
No	404	66.2 %
Don't know	29	4.8 %
Total	610	100.0 %

WITHOUT "DON'T KNOW"

Q17. Have you or other members of your household done anything to help clean-up lakes or streams in the Kansas City (Lawrence) area during the past year? (without "don't know")

Q17. Have you or other members of your household
done anything to help clean-up lakes or streams in

<u>Kansas City (Lawrence) area during past year</u>	<u>Number</u>	<u>Percent</u>
Yes	177	30.5 %
No	404	69.5 %
Total	581	100.0 %

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

(N=610)

	Yes	No	Not provided
Q18-1. Use environmentally friendly products on your lawn	66.7%	26.2%	7.0%
Q18-2. Pick up trash in your community	71.1%	27.5%	1.3%
Q18-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	83.6%	13.4%	3.0%
Q18-4. Manage yard waste (dispose of, or compost)	88.9%	9.7%	1.5%
Q18-5. Pick up & dispose of your pet's waste	73.3%	13.8%	13.0%
Q18-6. Report illegal dumping	42.1%	43.9%	13.9%

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

(N=610)

	Yes	No
Q18-1. Use environmentally friendly products on your lawn	71.8%	28.2%
Q18-2. Pick up trash in your community	72.1%	27.9%
Q18-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	86.1%	13.9%
Q18-4. Manage yard waste (dispose of, or compost)	90.2%	9.8%
Q18-5. Pick up & dispose of your pet's waste	84.2%	15.8%
Q18-6. Report illegal dumping	49.0%	51.0%

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

(N=407)

	Very willing	Somewhat willing	Not sure	Not willing	Not provided
Q18-1. Use environmentally friendly products on your lawn	25.0%	29.7%	17.4%	7.0%	20.9%
Q18-2. Pick up trash in your community	10.7%	38.5%	26.0%	11.2%	13.6%
Q18-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	36.7%	24.4%	8.9%	6.7%	23.3%
Q18-4. Manage yard waste (dispose of, or compost)	18.8%	21.9%	20.3%	4.7%	34.4%
Q18-5. Pick up & dispose of your pet's waste	13.1%	13.1%	13.1%	9.8%	50.8%
Q18-6. Report illegal dumping	37.9%	21.8%	14.8%	5.0%	20.5%

WITHOUT "NOT PROVIDED"

Q18. If you DO NOT currently participate, please rate how willing you would be to do each of the following. (without "not provided")

(N=407)

	Very willing	Somewhat willing	Not sure	Not willing
Q18-1. Use environmentally friendly products on your lawn	31.6%	37.5%	22.1%	8.8%
Q18-2. Pick up trash in your community	12.3%	44.5%	30.1%	13.0%
Q18-3. Take household hazardous waste, such as paint & motor oil to a disposal facility	47.8%	31.9%	11.6%	8.7%
Q18-4. Manage yard waste (dispose of, or compost)	28.6%	33.3%	31.0%	7.1%
Q18-5. Pick up & dispose of your pet's waste	26.7%	26.7%	26.7%	20.0%
Q18-6. Report illegal dumping	47.7%	27.4%	18.6%	6.3%

Q19. Please indicate how often you do the following.

(N=610)

	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	3.0%	3.1%	13.1%	18.0%	57.5%	5.2%
Q19-2. Walk or bike along lakes & streams in Kansas City area	18.2%	19.8%	23.8%	19.3%	16.7%	2.1%
Q19-3. Let your children play in creeks or streams near your home	3.9%	5.1%	5.9%	11.0%	35.7%	38.4%
Q19-4. Fish in lakes or streams near your home	4.3%	5.1%	14.4%	21.1%	42.5%	12.6%

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

(N=610)

	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/Lawrence	3.1%	3.3%	13.8%	19.0%	60.7%
Q19-2. Walk or bike along lakes & streams in Kansas City area/Lawrence	18.6%	20.3%	24.3%	19.8%	17.1%
Q19-3. Let your children play in creeks or streams near your home	6.4%	8.2%	9.6%	17.8%	58.0%
Q19-4. Fish in lakes or streams near your home	4.9%	5.8%	16.5%	24.2%	48.6%

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=610)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not provided
Q20-1. Quality of local streams where I live affects my quality of life	23.3%	36.1%	28.4%	7.7%	2.3%	2.3%
Q20-2. Quality of local streams where I live affects property values	29.2%	40.7%	19.8%	6.2%	2.0%	2.1%
Q20-3. Quality of local streams where I live affects drinking water quality	30.7%	37.4%	17.9%	9.3%	2.3%	2.5%
Q20-4. I think it is important to improve quality of water in lakes & streams in my community	48.9%	35.9%	11.8%	1.1%	1.0%	1.3%
Q20-5. I have confidence in my community's ability to address flooding related problems	11.1%	32.0%	31.6%	18.9%	4.1%	2.3%
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	17.7%	33.8%	26.7%	12.0%	7.0%	2.8%
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	10.3%	27.7%	27.9%	20.8%	11.6%	1.6%
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	12.1%	29.5%	23.9%	20.5%	12.8%	1.1%

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	35.2%	43.4%	14.9%	2.8%	2.0%	1.6%
Q20-10. I would support my local government allocating resources to improve water quality	30.2%	47.2%	14.9%	3.3%	2.1%	2.3%
Q20-11. Public entities should be doing more to directly implement protection & restoration of urban waterways	33.0%	40.8%	18.4%	3.4%	2.8%	1.6%

WITHOUT "NOT PROVIDED"

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=610)

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Q20-1. Quality of local streams where I live affects my quality of life	23.8%	36.9%	29.0%	7.9%	2.3%
Q20-2. Quality of local streams where I live affects property values	29.8%	41.5%	20.3%	6.4%	2.0%
Q20-3. Quality of local streams where I live affects drinking water quality	31.4%	38.3%	18.3%	9.6%	2.4%
Q20-4. I think it is important to improve quality of water in lakes & streams in my community	49.5%	36.4%	12.0%	1.2%	1.0%
Q20-5. I have confidence in my community's ability to address flooding related problems	11.4%	32.7%	32.4%	19.3%	4.2%
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	18.2%	34.7%	27.5%	12.3%	7.3%
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	10.5%	28.2%	28.3%	21.2%	11.8%

WITHOUT "NOT PROVIDED"

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")

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
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	12.3%	29.9%	24.2%	20.7%	12.9%
Q20-9. I would support my local government working with other cities & counties to improve water quality	35.8%	44.2%	15.2%	2.8%	2.0%
Q20-10. I would support my local government allocating resources to improve water quality	30.9%	48.3%	15.3%	3.4%	2.2%
Q20-11. Public entities should be doing more to directly implement protection & restoration of urban waterways	33.5%	41.5%	18.7%	3.5%	2.8%

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

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

	Number	Percent
Directly to lakes & streams without treatment	227	37.2 %
To lakes & streams after receiving some treatment	51	8.4 %
To a wastewater treatment plant	92	15.1 %
Don't know	240	39.3 %
Total	610	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 (rain water) go after it enters a storm drain in your community

	Number	Percent
Directly to lakes & streams without treatment	227	61.4 %
To lakes & streams after receiving some treatment	51	13.8 %
To a wastewater treatment plant	92	24.9 %
Total	370	100.0 %

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

Q22. What would you say you are compared to two years ago

	Number	Percent
Are more aware of the water quality of lakes & streams in Kansas City area	135	22.1 %
Have about the same level of awareness about water quality issues	422	69.2 %
Are less aware of the water quality of lakes & streams in Kansas City area	23	3.8 %
Not applicable (did not live in Kansas City two years ago)	24	3.9 %
Not provided	6	1.0 %
Total	610	100.0 %

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

Q22. What would you say you are compared to two years ago

	Number	Percent
Are more aware of the water quality of lakes & streams in Kansas City area	135	22.4 %
Have about the same level of awareness about water quality issues	422	69.9 %
Are less aware of the water quality of lakes & streams in Kansas City area	23	3.8 %
Not applicable (did not live in Kansas City two years ago)	24	4.0 %
Total	604	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 in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes & streams in Kansas City area during past

<u>year</u>	<u>Number</u>	<u>Percent</u>
Yes	104	17.0 %
No	480	78.7 %
Don't know	26	4.3 %
Total	610	100.0 %

WITHOUT "DON'T KNOW"

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 in advertisements, brochures, outdoor advertisements, displays or other promotional materials about water quality in lakes & streams in Kansas City area during past

<u>year</u>	<u>Number</u>	<u>Percent</u>
Yes	104	17.8 %
No	480	82.2 %
Total	584	100.0 %

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

<u>Q23a. Types of information you have seen or heard</u>	<u>Number</u>	<u>Percent</u>
Newspapers, magazines, or other print media	36	34.6 %
Brochures	19	18.3 %
City or County newsletters	39	37.5 %
Television stories/ads	21	20.2 %
Radio stories/ads	11	10.6 %
Internet	31	29.8 %
Watershed festival	3	2.9 %
Social media	41	39.4 %
Water bill inserts	17	16.3 %
Community event	22	21.2 %
Other	3	2.9 %
Total	243	

Q23a-11. Other:

<u>Q23a-11. Other</u>	<u>Number</u>	<u>Percent</u>
Storm drain stencils	1	33.3 %
Signs on stormwater infrastructure	1	33.3 %
Signs on street drains noting that it goes to the waterway	1	33.3 %
Total	3	100.0 %

Q24. Have you heard of KCRainkeepers.org?

<u>Q24. Have you heard of KCRainkeepers.org</u>	<u>Number</u>	<u>Percent</u>
Yes	62	10.2 %
No	526	86.2 %
Don't know	22	3.6 %
Total	610	100.0 %

WITHOUT "DON'T KNOW"**Q24. Have you heard of KCRainkeepers.org? (without "don't know")**

<u>Q24. Have you heard of KCRainkeepers.org</u>	<u>Number</u>	<u>Percent</u>
Yes	62	10.5 %
No	526	89.5 %
Total	588	100.0 %

Q25. Have you done any of the following to manage how and when rain leaves your property?

(N=610)

	Yes	No
Q25-1. Captured rainwater in a rain barrel	24.3%	75.7%
Q25-2. Placed flower beds & other landscaping in a location where they will absorb water & allow rainwater to filter naturally through the soil rather than run off the top into the storm drain	60.5%	39.5%
Q25-3. Disconnected downspout from standpipe	12.3%	87.7%
Q25-4. Redirected downspout to vegetated area/retain water on property	44.3%	55.7%
Q25-5. Installed permeable pavers or surfaces including sidewalks, driveways, patios to increase drainage on property	27.5%	72.5%

Q26. 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=610)

	Very supportive	Supportive	Not sure	Not supportive	Not supportive at all	Not provided
Q26-1. Invest in stream restoration & restoration of natural areas around water bodies (i.e., riparian restoration)	31.6%	38.2%	19.0%	3.3%	1.8%	6.1%
Q26-2. Reduce allowances for impervious or paved surfaces on new developments	23.6%	34.6%	28.0%	5.1%	1.5%	7.2%
Q26-3. Increase setback distances from natural stream systems for fences & buildings	28.7%	37.0%	21.0%	3.9%	3.4%	5.9%
Q26-4. Require the inclusion of native trees & plants in routine civic landscape design for things like medians & rights of way	46.9%	33.0%	9.3%	3.0%	2.0%	5.9%
Q26-5. Provide reimbursement programs for residents who want to collect stormwater in rain barrels	34.1%	28.0%	21.0%	7.2%	3.6%	6.1%
Q26-6. Adopt rigorous storm drainage standards for new development to reduce flood risks, protect water quality & conserve natural resources	41.5%	32.1%	14.6%	4.1%	1.8%	5.9%
Q26-7. Provide tax incentives for developers who choose to exceed minimum stormwater drainage standards (e.g., collection of stormwater in cisterns for on-site use)	27.4%	33.9%	19.8%	8.5%	3.9%	6.4%

WITHOUT "NOT PROVIDED"

Q26. 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. (without "not provided")

(N=610)

	Very supportive	Supportive	Not sure	Not supportive	Not supportive at all
Q26-1. Invest in stream restoration & restoration of natural areas around water bodies (i.e., riparian restoration)	33.7%	40.7%	20.2%	3.5%	1.9%
Q26-2. Reduce allowances for impervious or paved surfaces on new developments	25.4%	37.3%	30.2%	5.5%	1.6%
Q26-3. Increase setback distances from natural stream systems for fences & buildings	30.5%	39.4%	22.3%	4.2%	3.7%
Q26-4. Require the inclusion of native trees & plants in routine civic landscape design for things like medians & rights of way	49.8%	35.0%	9.9%	3.1%	2.1%
Q26-5. Provide reimbursement programs for residents who want to collect stormwater in rain barrels	36.3%	29.8%	22.3%	7.7%	3.8%
Q26-6. Adopt rigorous storm drainage standards for new development to reduce flood risks, protect water quality & conserve natural resources	44.1%	34.1%	15.5%	4.4%	1.9%

WITHOUT "NOT PROVIDED"

Q26. 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. (without "not provided")

	Very supportive	Supportive	Not sure	Not supportive	Not supportive at all
Q26-7. Provide tax incentives for developers who choose to exceed minimum stormwater drainage standards (e. g., collection of stormwater in cisterns for on-site use)	29.2%	36.3%	21.2%	9.1%	4.2%

Q27. What is your age?

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	105	17.2 %
35-44	116	19.0 %
45-54	104	17.0 %
55-64	126	20.7 %
65+	126	20.7 %
Not provided	33	5.4 %
Total	610	100.0 %

WITHOUT “NOT PROVIDED”**Q27. What is your age? (without "not provided")**

<u>Q27. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	105	18.2 %
35-44	116	20.1 %
45-54	104	18.0 %
55-64	126	21.8 %
65+	126	21.8 %
Total	577	100.0 %

Q28. In which County do you live?

<u>Q28. In which county do you live</u>	<u>Number</u>	<u>Percent</u>
Cass	30	4.9 %
Clay	70	11.5 %
Douglas (Lawrence)	26	4.3 %
Jackson	191	31.3 %
Johnson (KS)	173	28.4 %
Leavenworth	24	3.9 %
Miami	11	1.8 %
Platte	31	5.1 %
Ray	8	1.3 %
Wyandotte	46	7.5 %
Total	610	100.0 %

Q29. Are you or any members of your family of Hispanic or Latino ancestry?

Q29. Are you or any members of your family of Hispanic or Latino ancestry	Number	Percent
Yes	59	9.7 %
No	540	88.5 %
Not provided	11	1.8 %
Total	610	100.0 %

WITHOUT "NOT PROVIDED"**Q29. Are you or any members of your family of Hispanic or Latino ancestry? (without "not provided")**

Q29. Are you or any members of your family of Hispanic or Latino ancestry	Number	Percent
Yes	59	9.8 %
No	540	90.2 %
Total	599	100.0 %

Q30. Which of the following BEST describes your race/ethnicity?

Q30. Your race/ethnicity	Number	Percent
Asian or Asian Indian	23	3.8 %
Black or African American	84	13.8 %
American Indian or Alaska Native	2	0.3 %
White	481	78.9 %
Native Hawaiian or other Pacific Islander	1	0.2 %
Other	8	1.3 %
Total	599	

Q30-6. Self-describe your race/ethnicity:

Q30-6. Self-describe your race/ethnicity	Number	Percent
Multi races	3	37.5 %
Mexican	2	25.0 %
Mixed	2	25.0 %
Latina	1	12.5 %
Total	8	100.0 %

Q31. What is your gender?

Q31. Your gender	Number	Percent
Male	307	50.3 %
Female	292	47.9 %
Other	3	0.5 %
Not provided	8	1.3 %
Total	610	100.0 %

WITHOUT “NOT PROVIDED”**Q31. What is your gender? (without "not provided")**

Q31. Your gender	Number	Percent
Male	307	51.0 %
Female	292	48.5 %
Other	3	0.5 %
Total	602	100.0 %

Q31-3. Self-describe your gender:

Q31-3. Self-describe your gender	Number	Percent
Gender queer	2	66.7 %
Non Binary	1	33.3 %
Total	3	100.0 %

Q32. Would you say your total annual household income is...

<u>Q32. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	55	9.0 %
\$25K to \$49,999	96	15.7 %
\$50K to \$74,999	97	15.9 %
\$75K to \$99,999	98	16.1 %
\$100K to \$124,999	84	13.8 %
\$125K+	115	18.9 %
Not provided	65	10.7 %
Total	610	100.0 %

WITHOUT "NOT PROVIDED"**Q32. Would you say your total annual household income is... (without "not provided")**

<u>Q32. Your total annual household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	55	10.1 %
\$25K to \$49,999	96	17.6 %
\$50K to \$74,999	97	17.8 %
\$75K to \$99,999	98	18.0 %
\$100K to \$124,999	84	15.4 %
\$125K+	115	21.1 %
Total	545	100.0 %

Section 3

Survey Instrument

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

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



April 2026

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. Your input is an important part of MARC's efforts to help plan the future of the Kansas City area. **Please help us by taking a few minutes to complete the enclosed survey. Your completed survey enters you into a random drawing to win one of five \$100 gift cards.**

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 prefer, you can take the survey online at marcwater.etcsurvey.org.

If you have questions, please contact Natalie Unruh at 816-701-8225 or email nunruh@marc.org.

Thanks for your help!

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Jacobs", written over a white background.

Tom Jacobs
Director, Environmental Programs

2026 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 Natalie Unruh at 816-701-8225 or email nunruh@marc.org. Thank you for your participation. If you prefer, you can take the survey online at marcwater.etcsurvey.org. **We will select five people at random to win a \$100 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.	Extreme weather readiness	5	4	3	2	1	9
12.	Use of green infrastructure (e.g., tree planting, rain gardens, stream protection)	5	4	3	2	1	9

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

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

Perceptions of Lakes and Streams

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

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

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

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

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

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

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

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

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

____ (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

Extreme Weather Readiness

9. How much do you think climate change is impacting weather in the Kansas City region (i.e., flooding, heat waves, 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, heat waves, 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 Q23a.] ____ (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 heard of KCRainkeepers.org? ____ (1) Yes ____ (2) No ____ (9) Don't know

25. 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 to increase drainage on property	Yes	No

Support for Initiatives

26. 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

Demographics

27. What is your age? _____ years

28. In which county do you live?

____(01) Clay	____(05) Wyandotte	____(09) Miami
____(02) Jackson	____(06) Leavenworth	____(10) Other: _____
____(03) Johnson (KS)	____(07) Cass	
____(04) Platte	____(08) Ray	

29. Are you or any members of your family of Hispanic or Latino ancestry?

____(1) Yes ____ (2) No

30. 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: _____

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

32. 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

33. Would you like to enter a drawing for one \$100 Visa gift card for fully completing your survey?
(Limited to one per household. Sent via email.)

____(1) Yes [Answer Q33a.] ____ (2) No

33a. Please provide your contact information.

Name: _____ Phone Number: _____

Email Address: _____

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.

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

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



April 2026

Dear City of Lawrence 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. Your input is an important part of MARC's efforts to help plan the future of the City of Lawrence. **Please help us by taking a few minutes to complete the enclosed survey. Your completed survey enters you into a random drawing to win one of five \$100 gift cards.**

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 prefer, you can take the survey online at marcwaterlawrence.etcsurvey.org.

If you have questions, please contact Natalie Unruh at 816-701-8225 or email nunruh@marc.org.

Thanks for your help!

Sincerely,

A handwritten signature in black ink, appearing to read "Tom Jacobs", written over a light blue horizontal line.

Tom Jacobs
Director, Environmental Programs

2026 Community Planning Survey

Please take a few minutes to complete this survey. This is the City of Lawrence's first time participating in the survey, and your feedback is especially valuable. Your input is an important part of MARC's efforts to help plan the future of the City of Lawrence. If you have questions, please call Natalie Unruh at 816-701-8225 or email nunruh@marc.org. Thank you for your participation. If you prefer, you can take the survey online at marcwaterlawrence.etcsurvey.org. **We will select five people at random to win a \$100 Visa gift card.** You can register at the end of the survey.

Perceptions of Lakes and Streams

1. **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
2. **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
3. **How often does the water in lakes and streams near your home smell bad?**
☐ (1) All of the time ☐ (3) Some of the time ☐ (9) Don't know
☐ (2) Most of the time ☐ (4) Seldom or never
4. **How often do you see litter and junk in lakes and streams near your home?**
☐ (1) All of the time ☐ (3) Some of the time ☐ (9) Don't know
☐ (2) Most of the time ☐ (4) Seldom or never
5. **How concerned are you about pollution in lakes, streams, and other waterways in the City of Lawrence?**
☐ (4) Very concerned ☐ (3) Somewhat concerned ☐ (2) Not sure ☐ (1) Not concerned
6. **Do you think the water quality in lakes, streams, rivers, and other waterways in the City of Lawrence 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

Extreme Weather Readiness

7. **How much do you think climate change is impacting weather in the City of Lawrence (i.e., flooding, heat waves, droughts, extreme weather)?**
☐ (3) A lot ☐ (2) A little ☐ (1) Not at all ☐ (9) Don't know
8. **How confident are you that the City of Lawrence can respond to and bounce back from extreme weather events (i.e., droughts, heat waves, flooding, storms)?**
☐ (3) Very confident ☐ (2) Somewhat confident ☐ (1) Not confident ☐ (9) Don't know
9. **How worried are you about the impact of drought and extreme rain events/flooding on the City of Lawrence?**
☐ (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 City of Lawrence, so please answer them honestly. Your responses will remain confidential.

10. 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

11. 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

12. 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

13. 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

14. Do you think you can personally do anything to help improve water quality in lakes, streams and other waterways in the City of Lawrence?

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

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

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

16. 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

17. 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 City of Lawrence	5	4	3	2	1	9
2.	Walk or bike along lakes and streams in the City of Lawrence	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

18. 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

19. 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

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

- ☐ (1) Are more aware of the water quality of lakes and streams in the City of Lawrence
☐ (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 City of Lawrence
☐ (4) Not applicable (did not live in Lawrence two years ago)

21. 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 City of Lawrence during the past year?

- ☐ (1) Yes [Answer Q21a.]
 ☐ (2) No [Skip to Q22.]
 ☐ (9) Don't know [Skip to Q22.]

21a. 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

22. Have you heard of KCRainkeepers.org? ☐ (1) Yes ☐ (2) No ☐ (9) Don't know

23. 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 to increase drainage on property	Yes	No

Demographics

24. What is your age? _____ years
25. What is your zip code?
____(1) 66044 ____ (2) 66045 ____ (3) 66046 ____ (4) 66047 ____ (5) 66049
26. Are you or any members of your family of Hispanic or Latino ancestry?
____(1) Yes ____ (2) No
27. 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: _____
28. What is your gender? ____ (1) Male ____ (2) Female ____ (3) Other: _____
29. Would you say your total annual household income is...
____(1) Under \$25,000 ____ (3) \$50,000 to \$74,999 ____ (5) \$100,000 to \$124,999
____(2) \$25,000 to \$49,999 ____ (4) \$75,000 to \$99,999 ____ (6) \$125,000 or more
30. Would you like to enter a drawing for one \$100 Visa gift card for fully completing your survey?
(Limited to one per household. Sent via email.)
____(1) Yes [Answer Q30a.] ____ (2) No
- 30a. Please provide your contact information.
- Name: _____ Phone Number: _____
- Email Address: _____

This concludes the survey. Thank you for your time!
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