

Chittenden County Regional Planning Commission Stormwater Awareness Survey 2023 Results Presentation

February 2023



**Opinion Research on
Elections and Public Policy**



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Chittenden County RPC – Stormwater Awareness Survey

Survey Methodology*

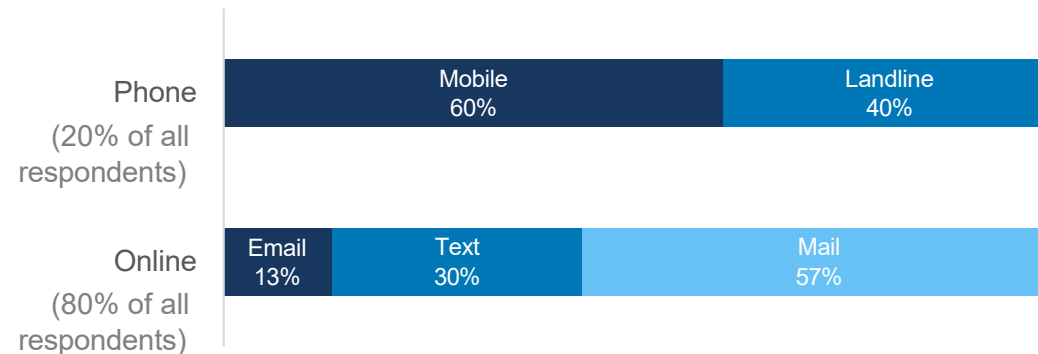
| | Survey Details |
|----------------------------|---|
| Mode | Phone (landline and mobile) Online (email, mail, and text to web) |
| Language | English and Spanish |
| Length | 9 minutes |
| Target Respondents | Chittenden County Stormwater customers in Burlington, South Burlington, Colchester, Essex Junction, Williston, Milton, Essex, Shelburne, and Winooski |
| Survey Fielding | January 12 – January 31, 2023 |
| Survey Participants | 500 |

Sample

The sample was secured through consumer data. We called, emailed, texted, and mailed residents. We matched the demographics of Chittenden County residents.

The sample of 500 residents was robust and yielded a +/-4.5% margin of error at a 95% level of confidence. The sample size was sufficient for statistically reliable comparisons among subgroups of residents (e.g., by demographic and geographic variables).

Data Collection Explained



All respondents selected English as their preferred language when given the choice between English and Spanish. The online survey was accessible by computer, tablet, and smart phone. Security measures precluded individuals from completing the survey more than once.



Probolsky Research in a Latina- and woman-owned market and opinion research firm with corporate, election, government, and non-profit clients.

*Due to rounding, totals shown on charts may not add up to 100%

Key Findings

When asked how they would define stormwater runoff 'rainwater coming off of a residential or commercial landscape' (Q2) was the most common answer, with 451 individuals (90.2%) reporting this as a source. The second most common answer is 'rainwater coming off of an agriculture landscape', making up 59.4% of the total respondents. We also have 195 individuals (39.0%) who identified 'rainwater coming off of a forested landscape'. It's interesting to note that some respondents were unsure about the source of rainwater runoff. We have 21 individuals (4.2%) who answered "don't know" to this question. This highlights the need for increased education and awareness about rainwater management and the impact it has on our environment.

According to the results from Question 4, 47.2% of respondents believe that Lake Champlain is more polluted than it was ten years ago, while only 14% think that it is less polluted. A significant percentage of respondents, 26.8%, believe that the lake's pollution level is about the same as it was ten years ago, and 12% are unsure. These poll results indicate that there is a widespread perception among the public that Lake Champlain's pollution level has either remained the same or worsened over the past ten years. Further measures on this issue should involve greater public engagement and education to raise awareness about the importance of protecting the lake and the steps that individuals can take to help, especially when considering that 79% of residents already agree that their personal actions affect the water in Lake Champlain (Q13).

Key Findings

The results of the survey indicate that further outreach and educational programming is necessary to raise public awareness of the Rethink Runoff and Stream Team programs. 10% of respondents were familiar with Rethink Runoff and only 3% were familiar with the Stream Team. When asked where they had heard of the programs there was equal distribution across platforms (Q26 and Q29). This could indicate a need for an all-around increase in outreach effort across all platforms.

Websites, broadcast television, radio, and social media are the most common daily news sources for residents (Q32). About 80% use websites for news at least once a week or more, 70% use the radio for news once a week or more, and 60% watch broadcast television once a week or more. To effectively reach citizens to distribute news and educational programming regarding stormwater awareness the best methods will be the internet, radio, or broadcast television.

Key Findings

Of the residents who had dogs, when asked about the way that they dispose of their dog's waste (Q18-22), regardless of the scenario, most respondents said that they throw it in the trash. The only case in which there was a significant difference between scenarios is when they walk the dog in their own yard. When the waste is in the owner's yard, they are far more likely to leave it on the ground or throw it into the brush than if they are in a public space. This could be a sign that dog owners are picking up waste in public places out of consideration for others but are unaware that there is a stormwater risk associated with leaving it on the ground in their own yards.

When asked about possible actions that they could take in the next two years to reduce the impact of stormwater runoff (Q34-Q37), the option that had the highest percent of respondents that selected "definitely" was "ask my landscaper to use natural lawn care practices" (15%). However, when combining the number of respondents who selected either "definitely" OR "maybe", the most preferred option was installing a rain barrel (36%: Definitely (12%) and Maybe (24.6%). Across all categories except landscaping practices there was a higher percent of respondents who said "maybe" than "definitely". Through educational programs, support for supplies and cost, and more outreach on the benefits of the practices, some of these residents may be open to implementing them.

Key Statistical Analysis Findings

Probolsky Research conducted additional analyses of Chittenden County Regional Planning Commission’s Stormwater Awareness Survey. A series of analysis of variance (ANOVA) tests were run and we found that there was no significant effect of age or town of residence on believing that personal actions affect the quality of water in Lake Champlain.

A chi-square test of independence was run to determine if there were differences between age and town of residence and selection of which method of handling stormwater introduces the least amount of pollution into local streams. There were no significant differences for age or town of residence.

There were some differences by age, however, selection of rainwater coming off an agricultural landscape was the most common option for all age groups. Ages 30-39 and 65+ were more likely to select all of the above as compared to the other age groups and age 18-29 were the most likely to indicate that they did not know. The same test was run for the differences by town of residence and there were no statistically significant differences.



**Selected less than 30 times, percentages should be interpreted with caution
+Prefer not to answer not included in table*

| | Percent of Age Group by Greatest Environmental Impact | | | | |
|---|---|-------|-------|-------|-------|
| | 18-29 | 30-39 | 40-49 | 50-64 | 65+ |
| Rain water coming off of an agricultural landscape | 52.6% | 39.2% | 50.0% | 33.8% | 33.1% |
| Rain water coming off of a residential/commercial landscape (street/sidewalk) | 21.1% | 29.7% | 26.1% | 34.6% | 30.1% |
| Rain water coming off a forested landscape* | 5.3% | 0.0% | 0.0% | 0.8% | 1.2% |
| All of the above | 10.5% | 27.0% | 15.9% | 20.8% | 29.5% |
| None of the above* | 0.0% | 1.4% | 0.0% | 4.6% | 2.4% |
| Don't know* | 10.5% | 2.7% | 8.0% | 5.4% | 3.6% |

Key Statistical Analysis Findings

Chi-square tests of independence were also conducted for the differences between age and town of residence on what happens to the water that goes into storm drains. There were some significant differences with younger participants selecting sewage treatment plant/facility more frequently, whereas older participants were more likely to select the nearest body of water untreated. There were no significant differences by town of residence.

| | Percent of Age Group by Knowledge of Where Storm Drain Water Goes | | | | |
|---|---|-------|-------|-------|-------|
| | 18-29* | 30-39 | 40-49 | 50-64 | 65+ |
| Go to a sewage treatment plant/facility | 63.2% | 31.1% | 33.0% | 23.1% | 23.5% |
| Go into the nearest body of water without being treated | 31.6% | 47.3% | 50.0% | 62.3% | 60.8% |
| Don't know | 5.3% | 16.2% | 12.5% | 9.2% | 11.4% |
| Other | 0.0% | 1.4% | 3.4% | 3.8% | 3.6% |
| It depends on the situation | 0.0% | 2.7% | 1.1% | 1.5% | 0.0% |
| Both | 0.0% | 1.4% | 0.0% | 0.0% | 0.2% |

**Small sample size, percentages should be interpreted with caution*



Key Statistical Analysis Findings

We also examined the impact of age and town of residence on the use of various sources for news through analysis of variance tests. There were significant age effects on the use of broadcast television, radio, and newspaper such that as participants got older, the more frequently they used these news sources. Social media and YouTube usage decreased with age. Website usage varied by age as usage was significantly higher for 30-39, 40-49, and 50-64 as compared to 65+ age bands. There were no other significant differences by age.

News source usage by town of residence did not vary significantly for broadcast television, radio, websites, social media, or YouTube. There were some small differences of newspaper usage being less frequent in the town of Milton (18% at least weekly) as compared to Shelburne (58% at least weekly), Burlington (55% at least weekly), and South Burlington (63% at least weekly).

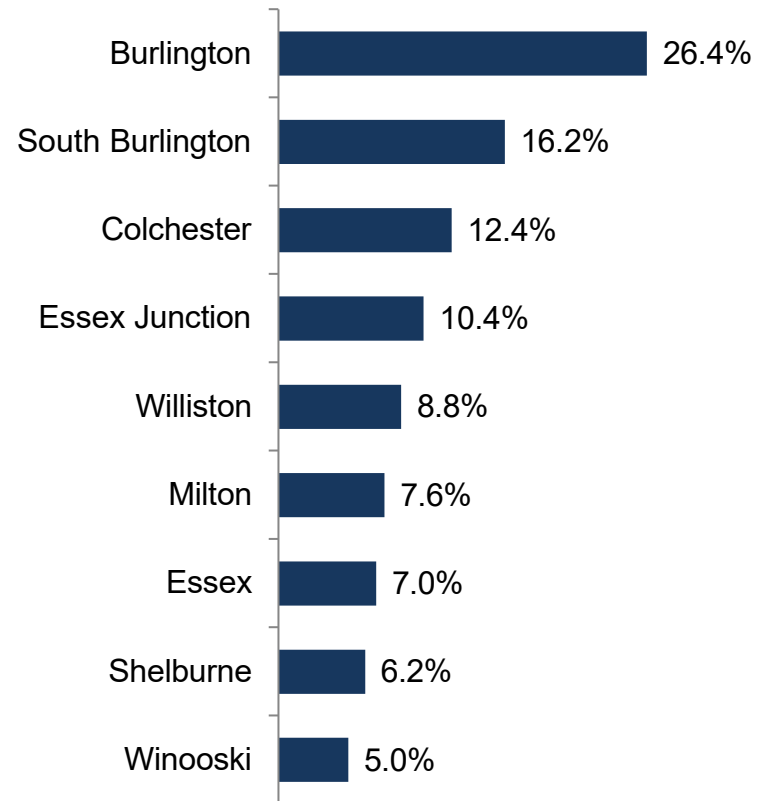
| | Percent of Age Group and at Least Weekly News Source Usage | | | | |
|----------------------|--|-------|-------|-------|-------|
| | 18-29* | 30-39 | 40-49 | 50-64 | 65+ |
| Broadcast television | 10.5% | 28.3% | 50.0% | 60.7% | 84.9% |
| Radio | 42.1% | 66.2% | 73.8% | 76.1% | 69.8% |
| Newspaper | 21.0% | 31.0% | 51.1% | 45.3% | 63.2% |
| Websites | 78.9% | 89.1% | 90.9% | 83.0% | 69.2% |
| Social media | 78.9% | 85.1% | 67.0% | 58.4% | 45.7% |
| YouTube | 57.8% | 59.4% | 57.9% | 46.1% | 32.5% |



*Selected less than 30 times, percentages should be interpreted with caution
 +Prefer not to answer not included in table

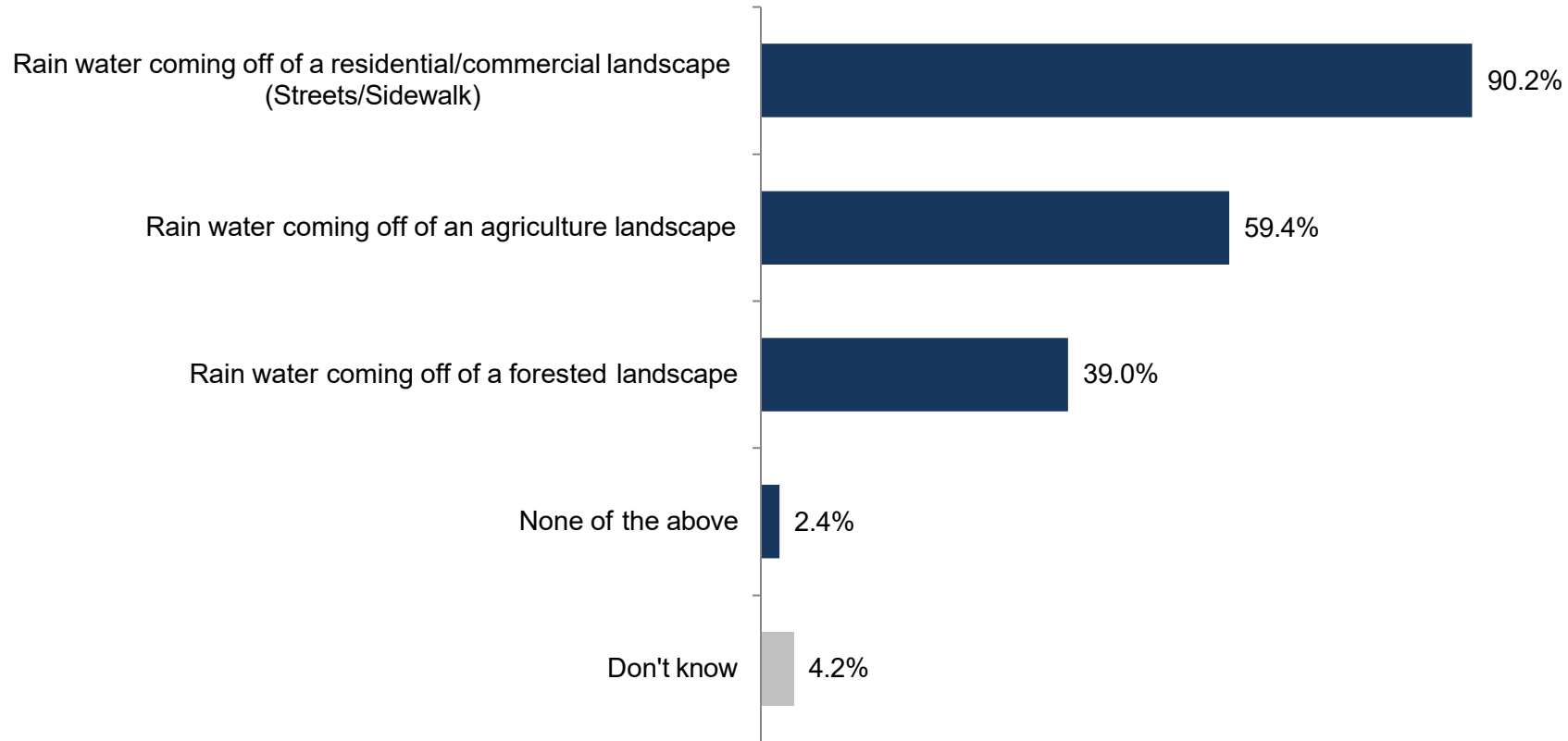
Geographic distribution of participants

Question 1: Which city or town do you live in?



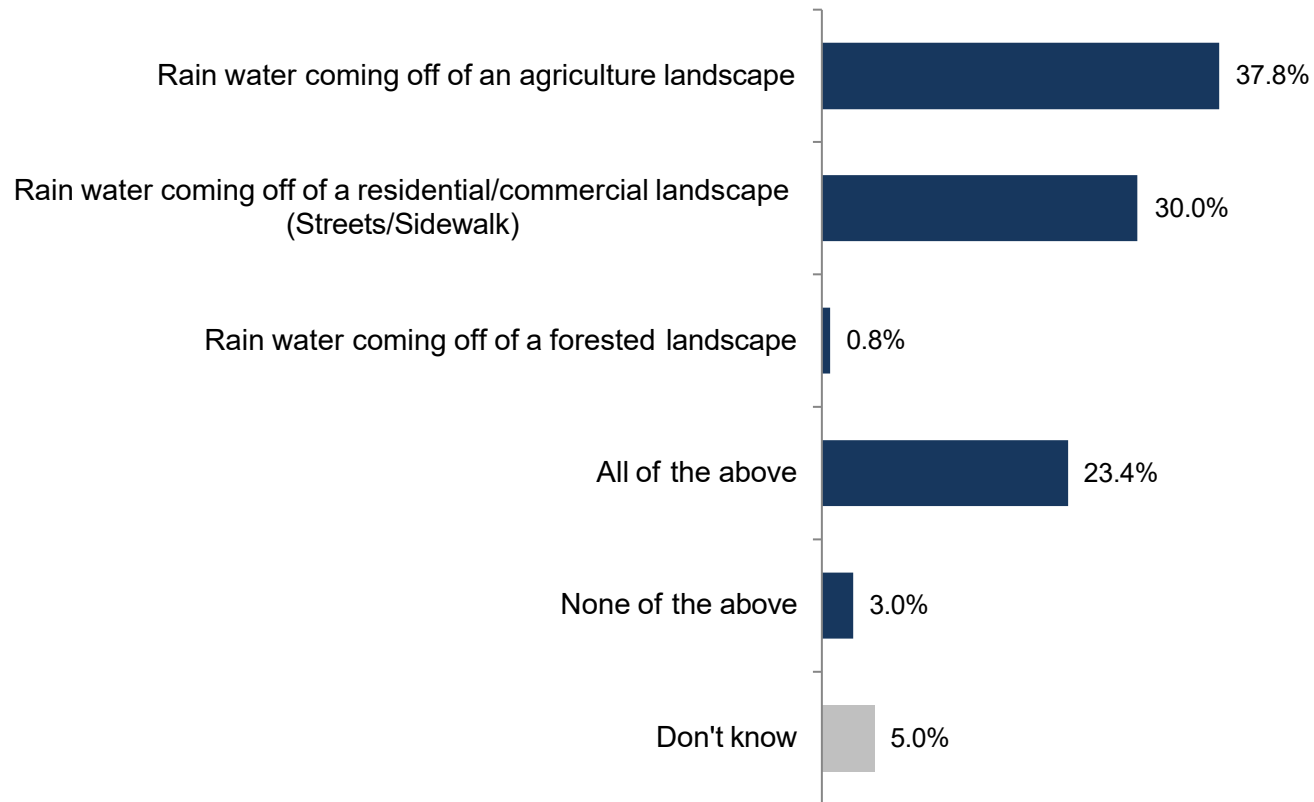
Majority associate stormwater runoff with residential/commercial and agricultural landscapes

Question 2: How do you define stormwater runoff? Select all that apply.



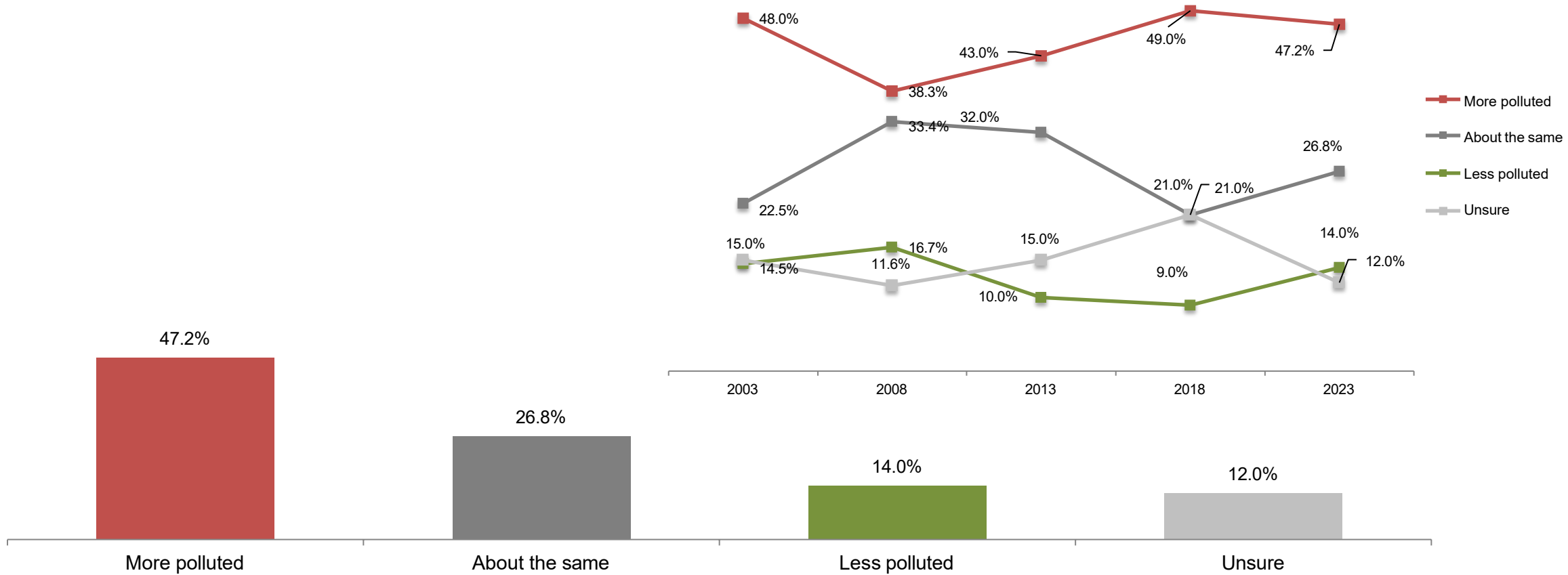
Rainwater coming off agricultural landscapes perceived as having the greatest impact

Question 3: Which of the following do you think has the greatest environmental impact?



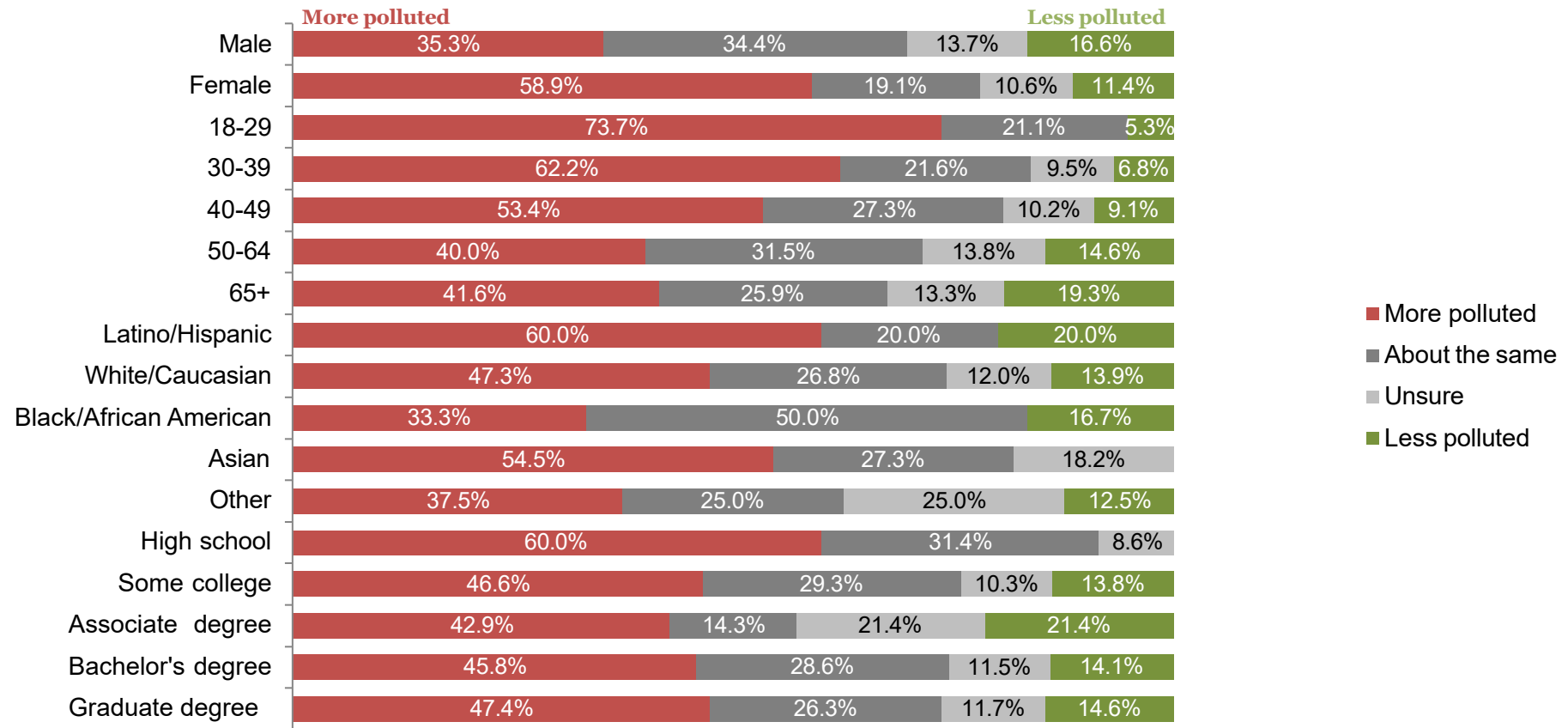
47% think Lake Champlain is more polluted than ten years ago

Question 4: In general, compared to ten years ago, do you think that Lake Champlain is...



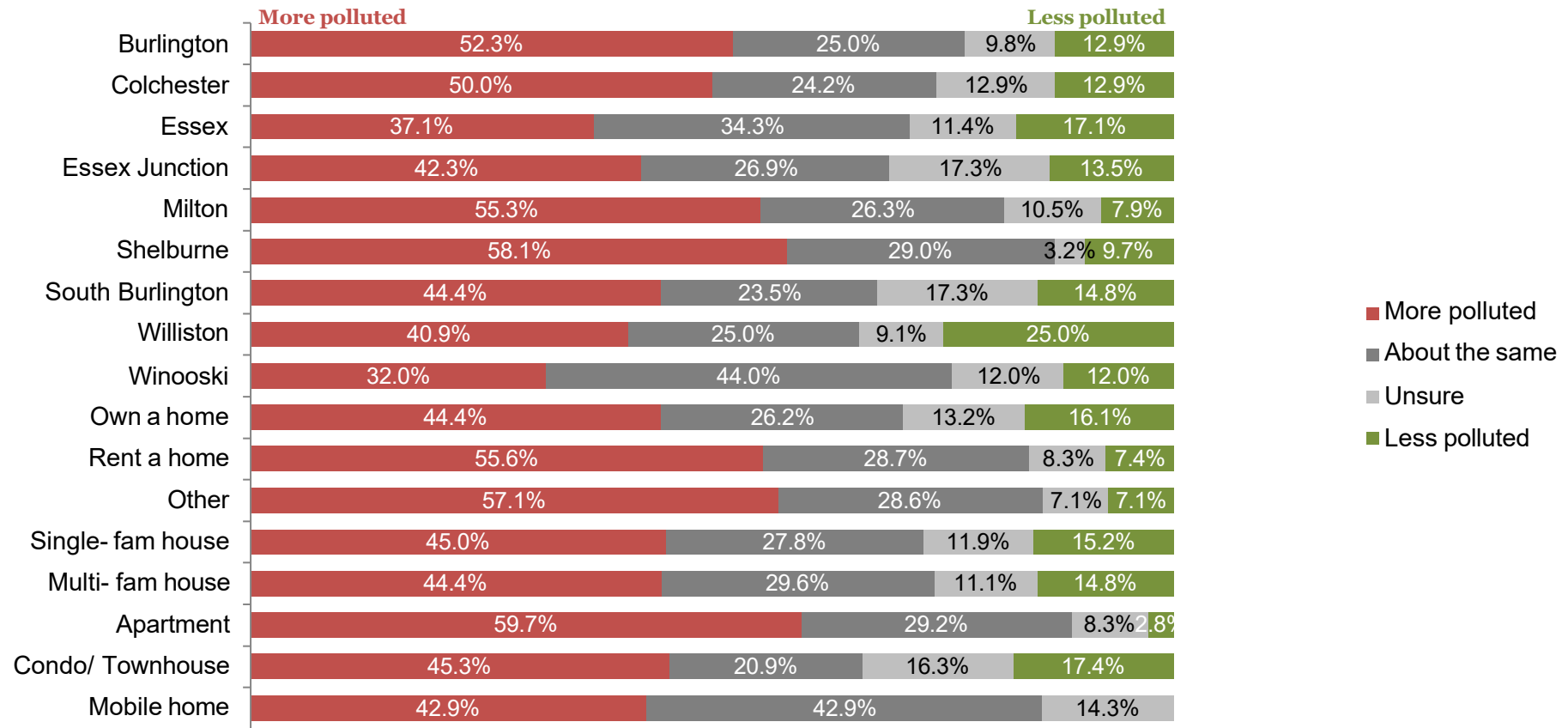
Results by gender, age, ethnicity, and education

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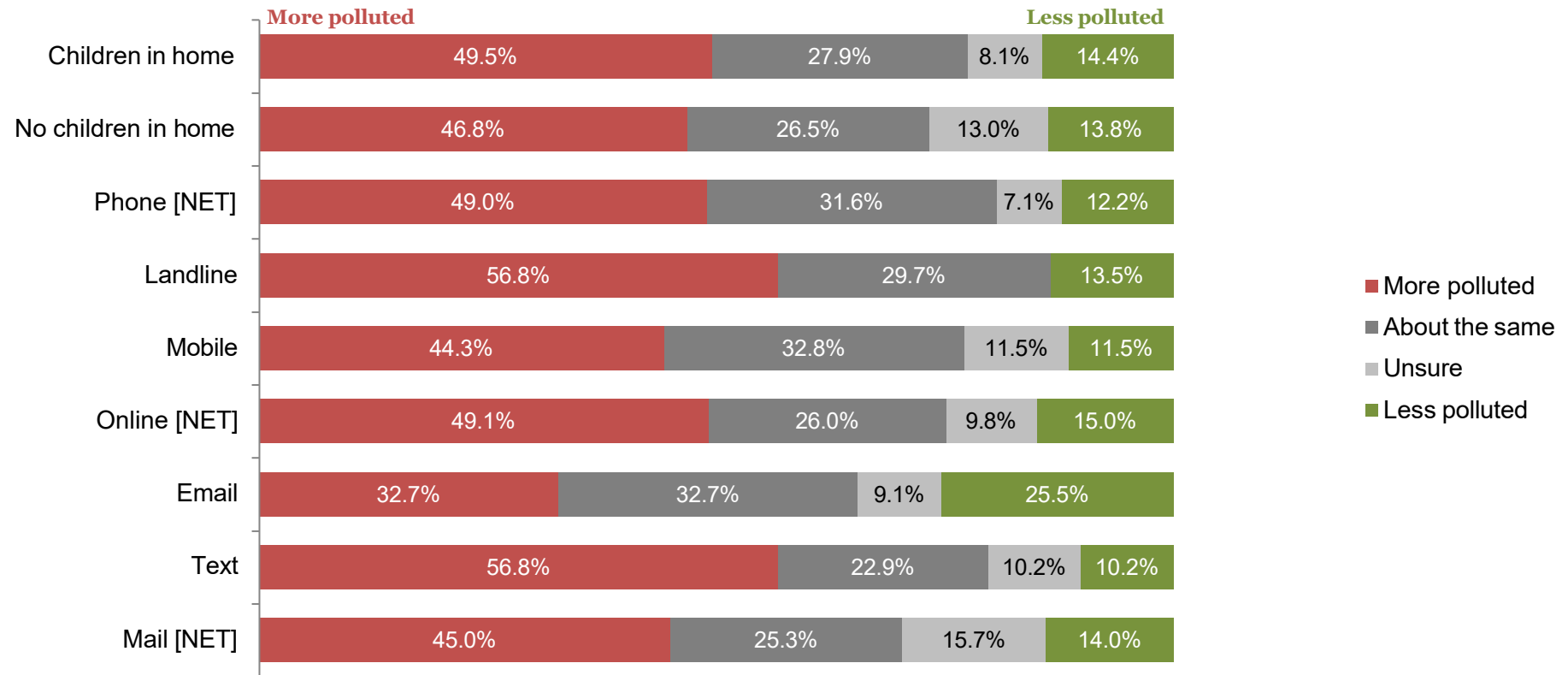
Results by geography, home ownership, and type of housing

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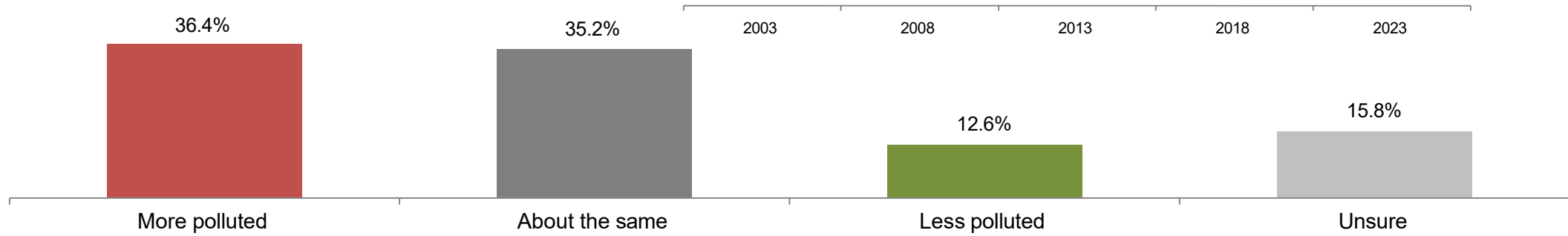
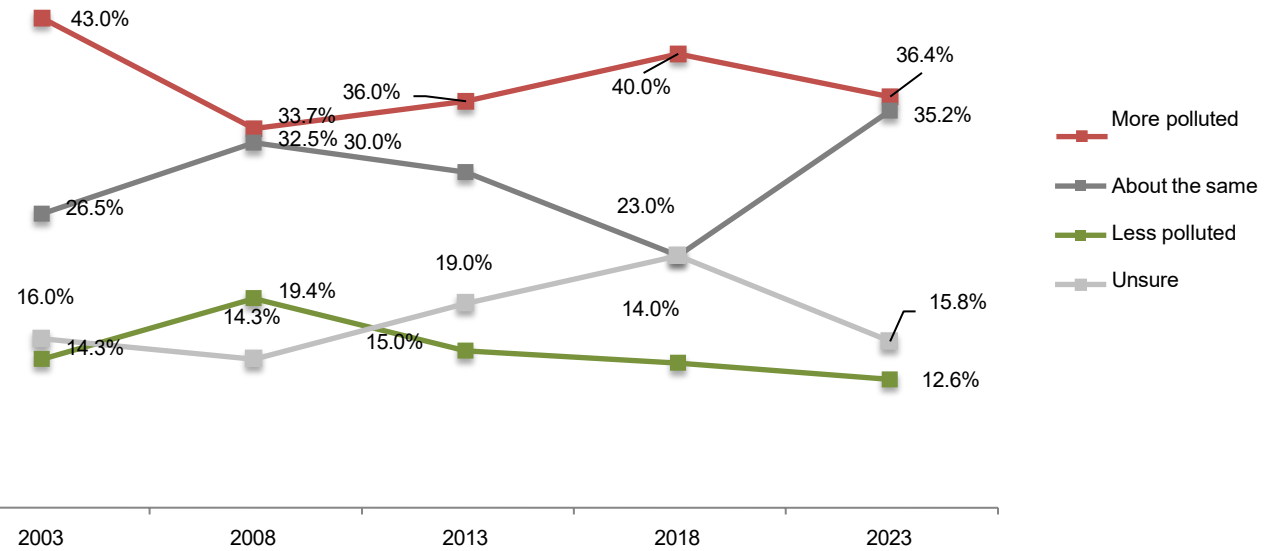
Results by children in home and survey mode

Question 4: In general, compared to ten years ago, do you think that Lake Champlain is...



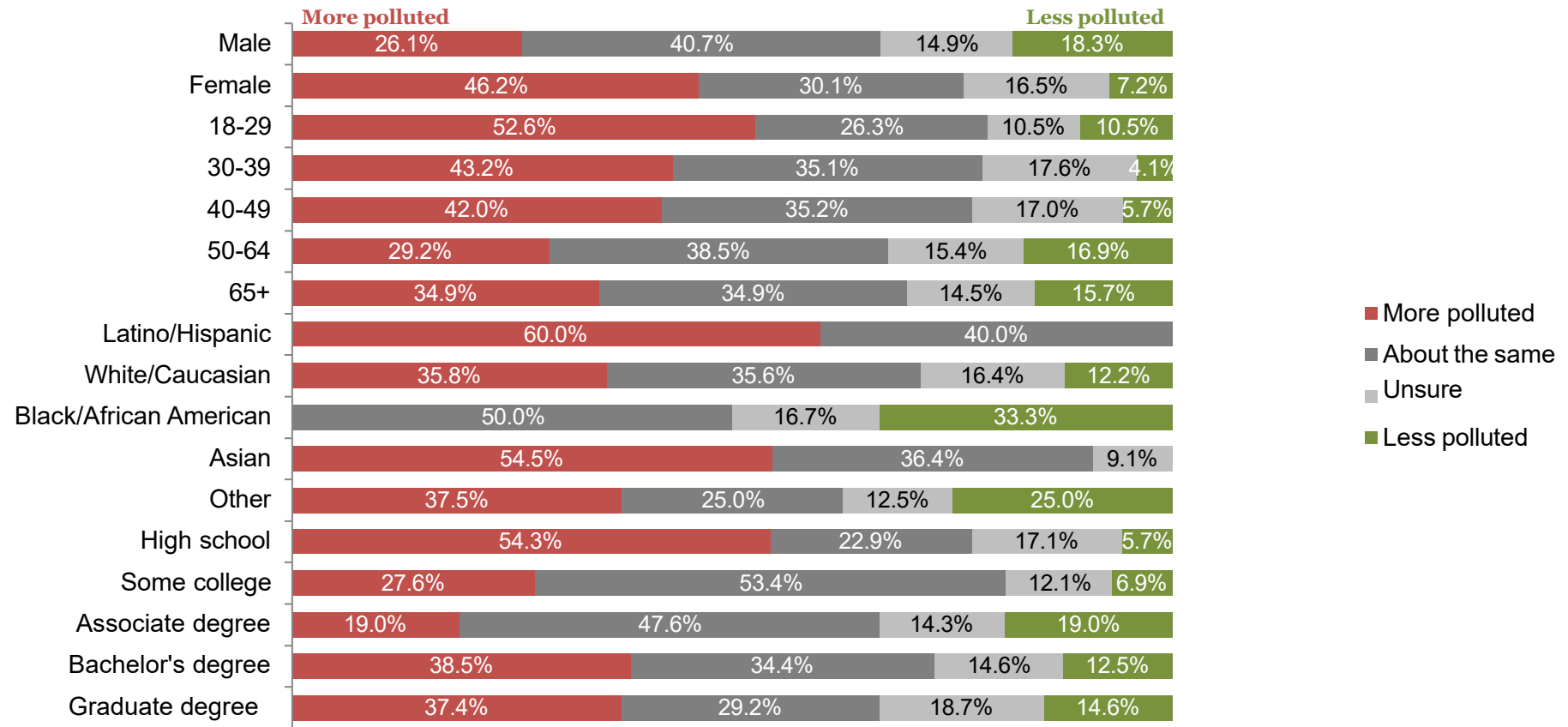
48% think local brooks, streams, and rivers are about the same or less polluted than ten years ago

Question 5: Compared to ten years ago, do you think that **your local brooks, streams, and rivers** are...



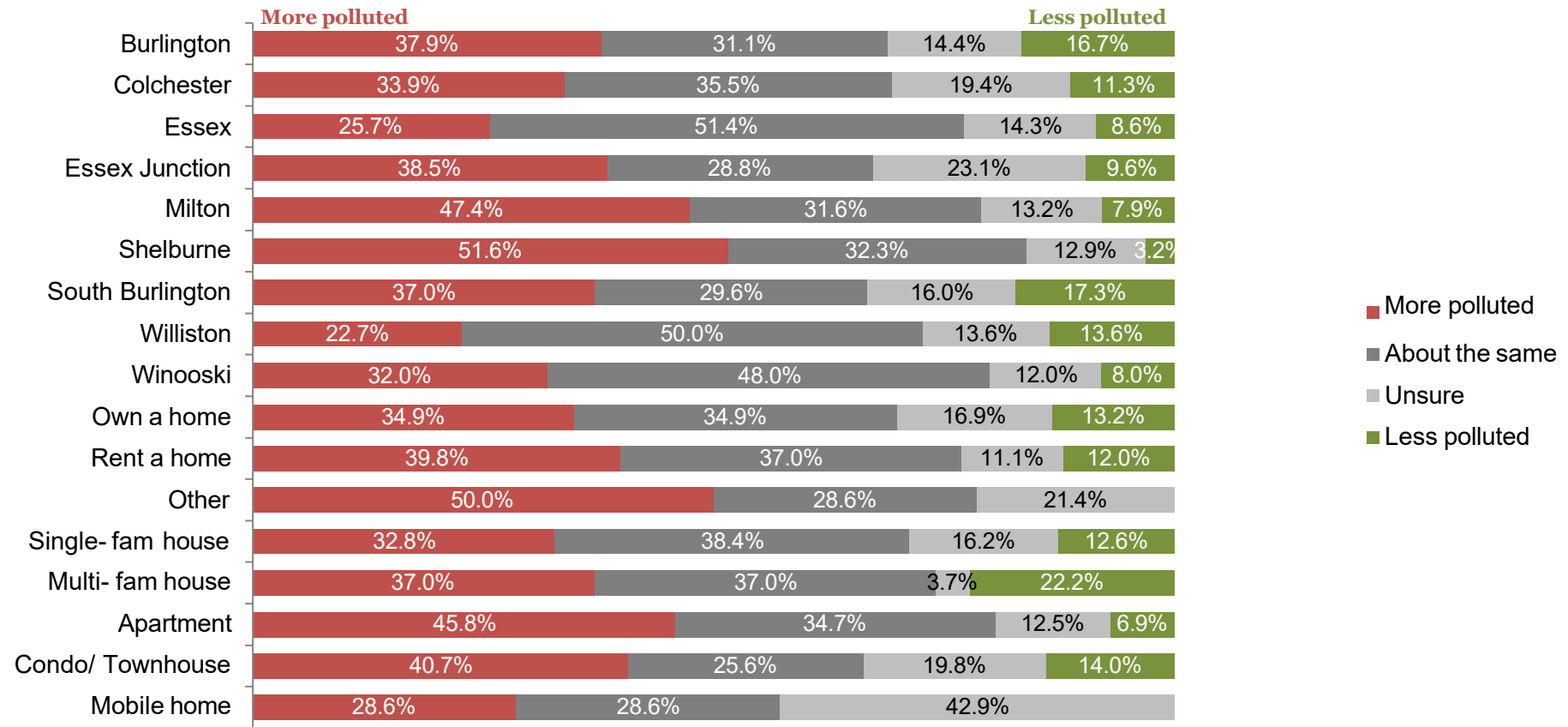
Results by gender, age, ethnicity, and education

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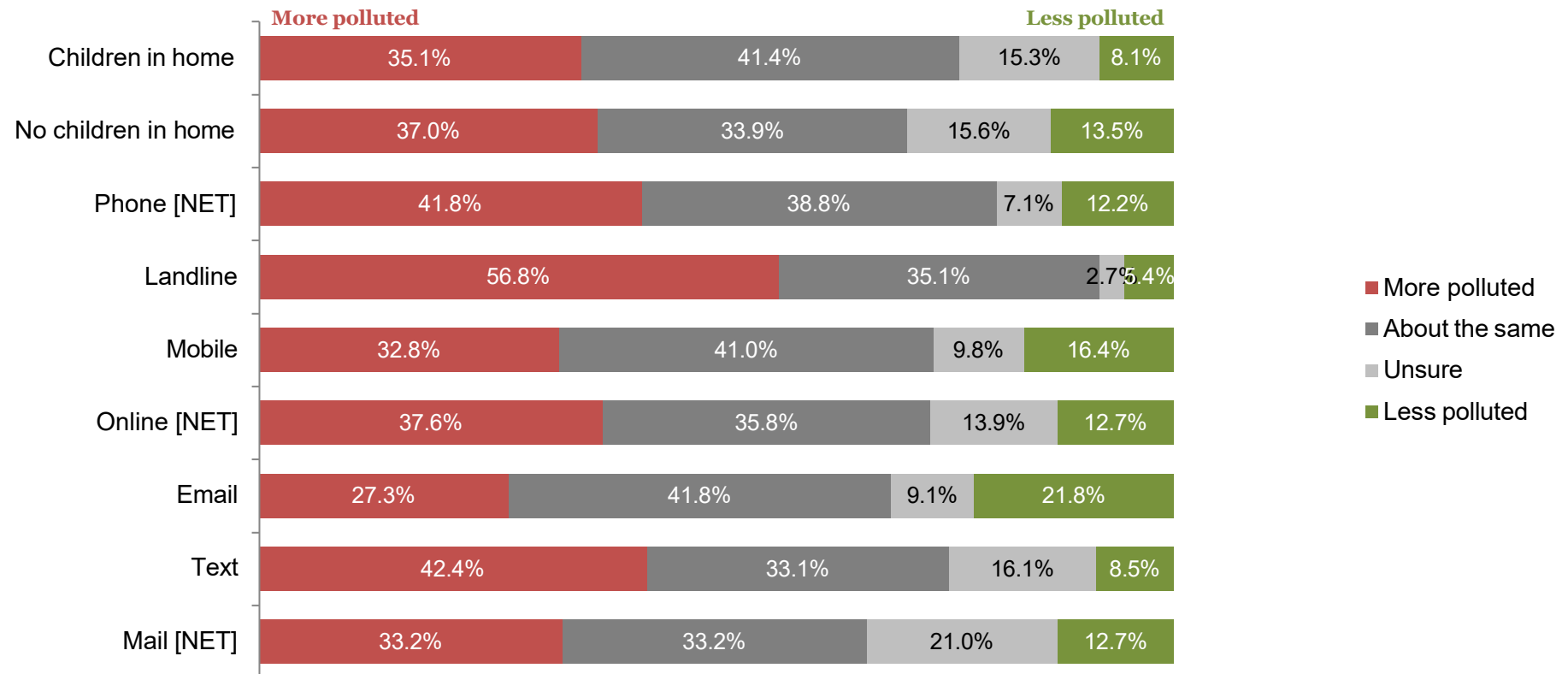
Results by geography, home ownership, and type of housing

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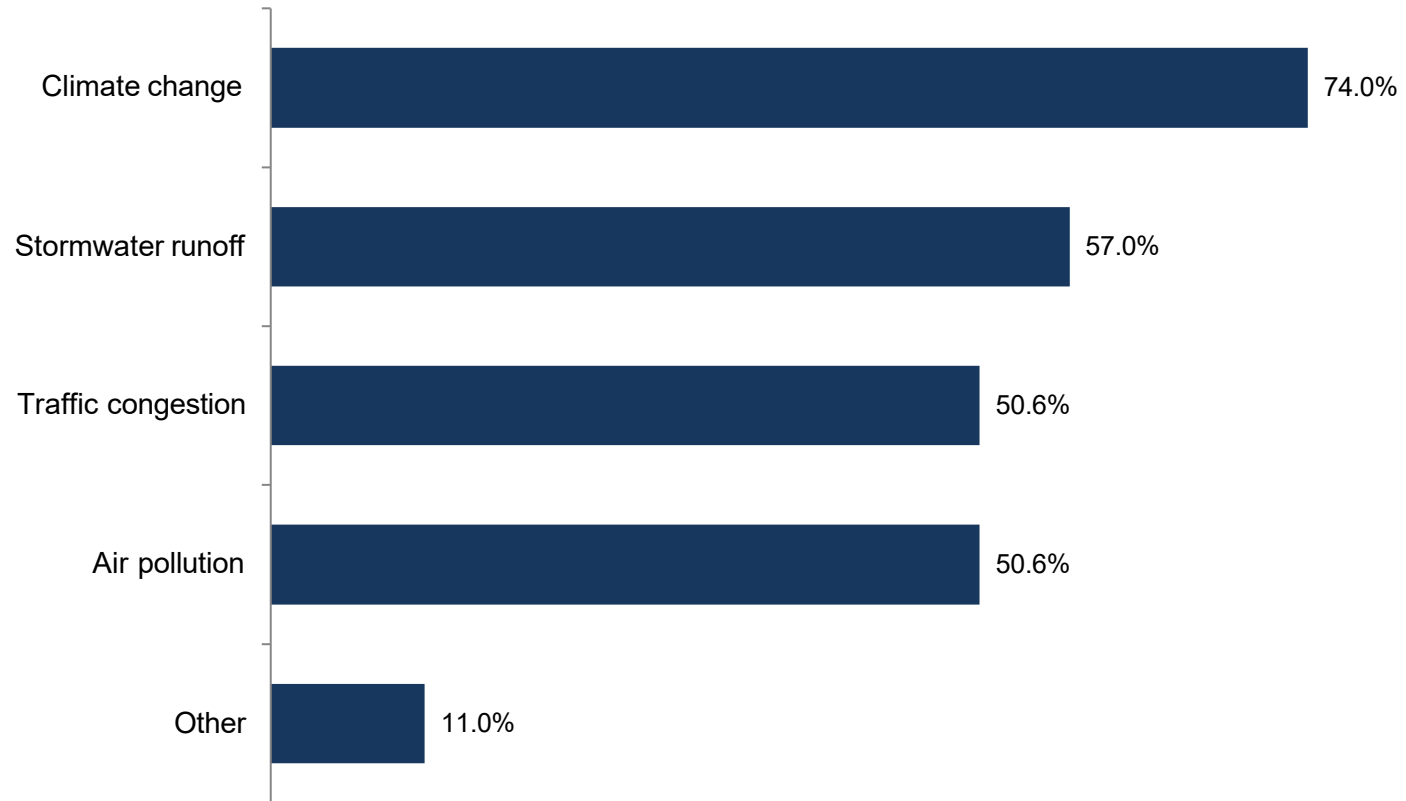
Results by children in home and survey mode

Question 5: Compared to ten years ago, do you think that your local brooks, streams, and rivers are...



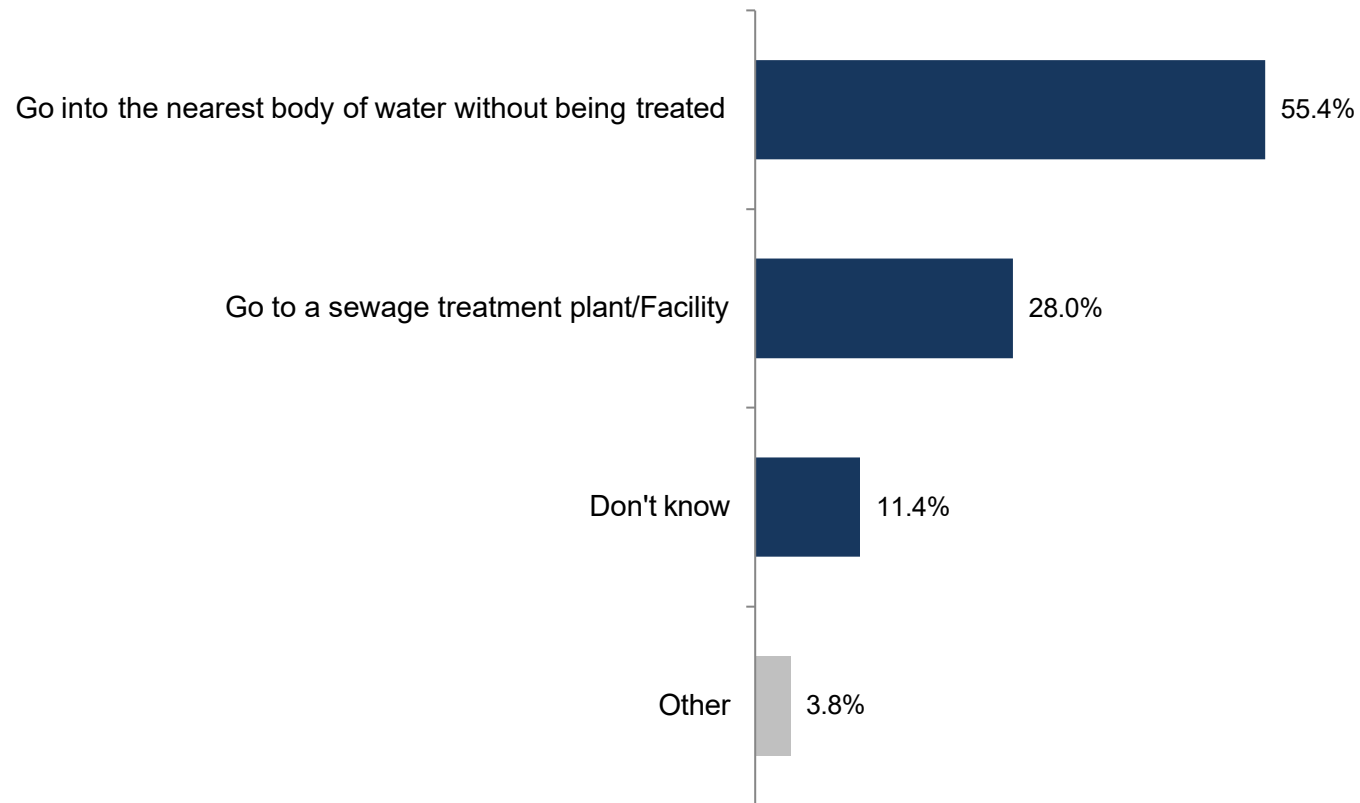
Climate change is concerning to 74% of residents

Question 6: Which one of the following are concerning to you? Select all that apply.



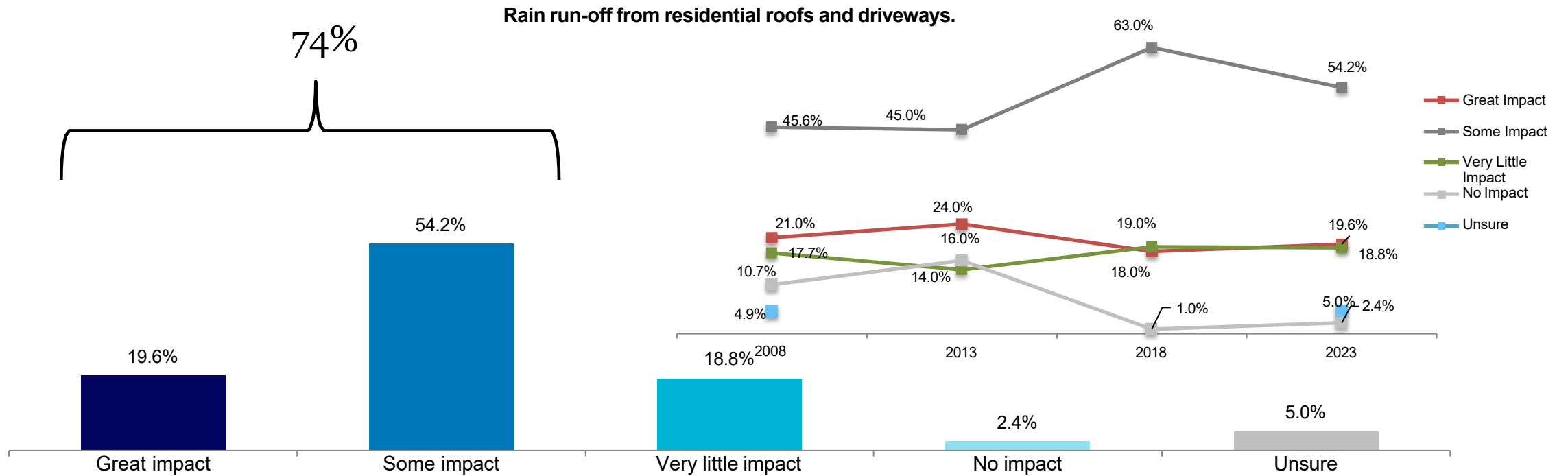
55% think that stormwater runs into the nearest bodies of water without being treated

Question 7: Stormwater that runs off of streets, parking lots, roofs, and other hard surfaces flows into drains. To the best of your knowledge, what happens to that water that goes into storm drains? Does that water...



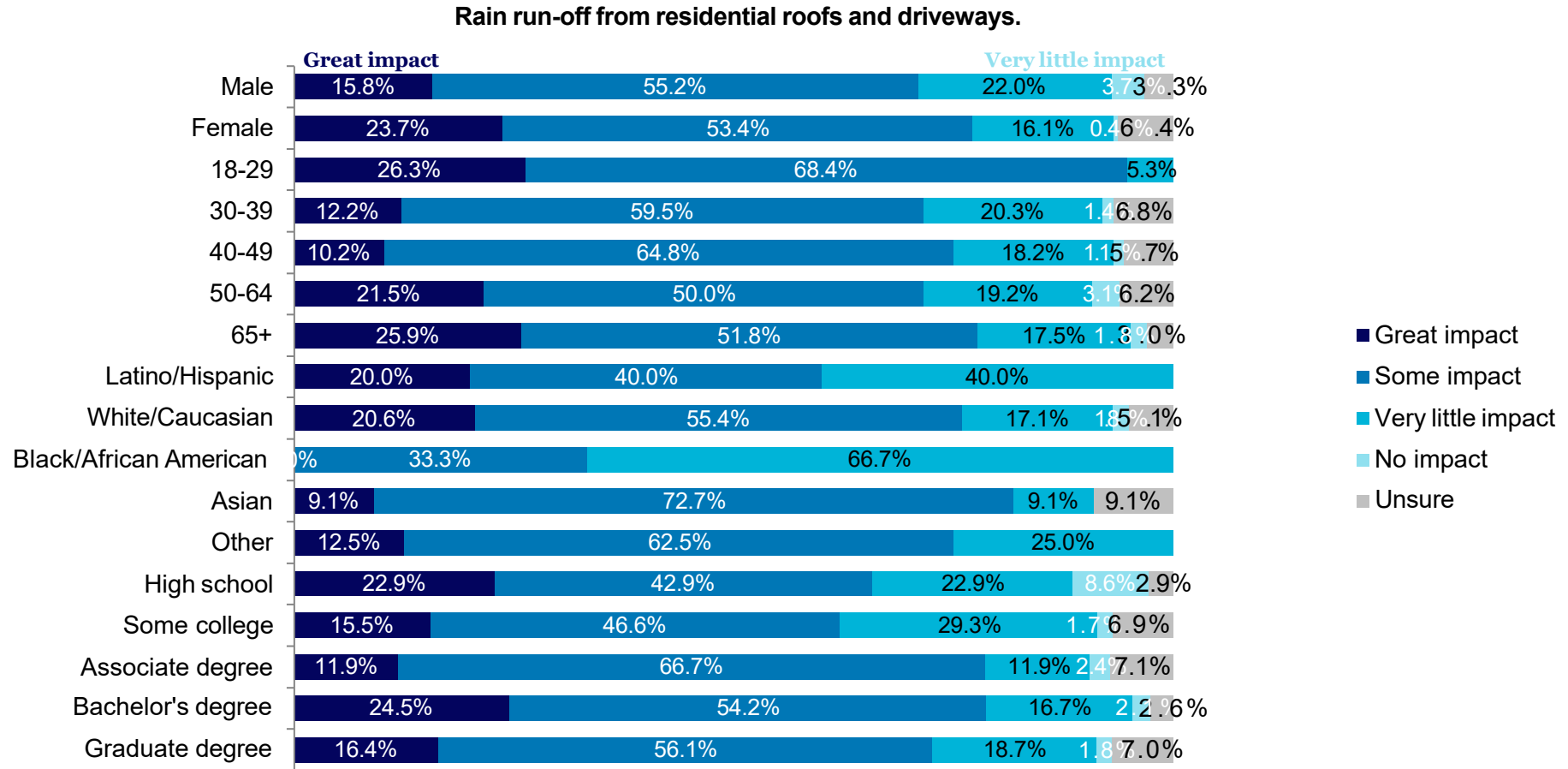
Run off from residential roofs and driveways considered to be of some or great impact by 74% of residents

Question 8: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



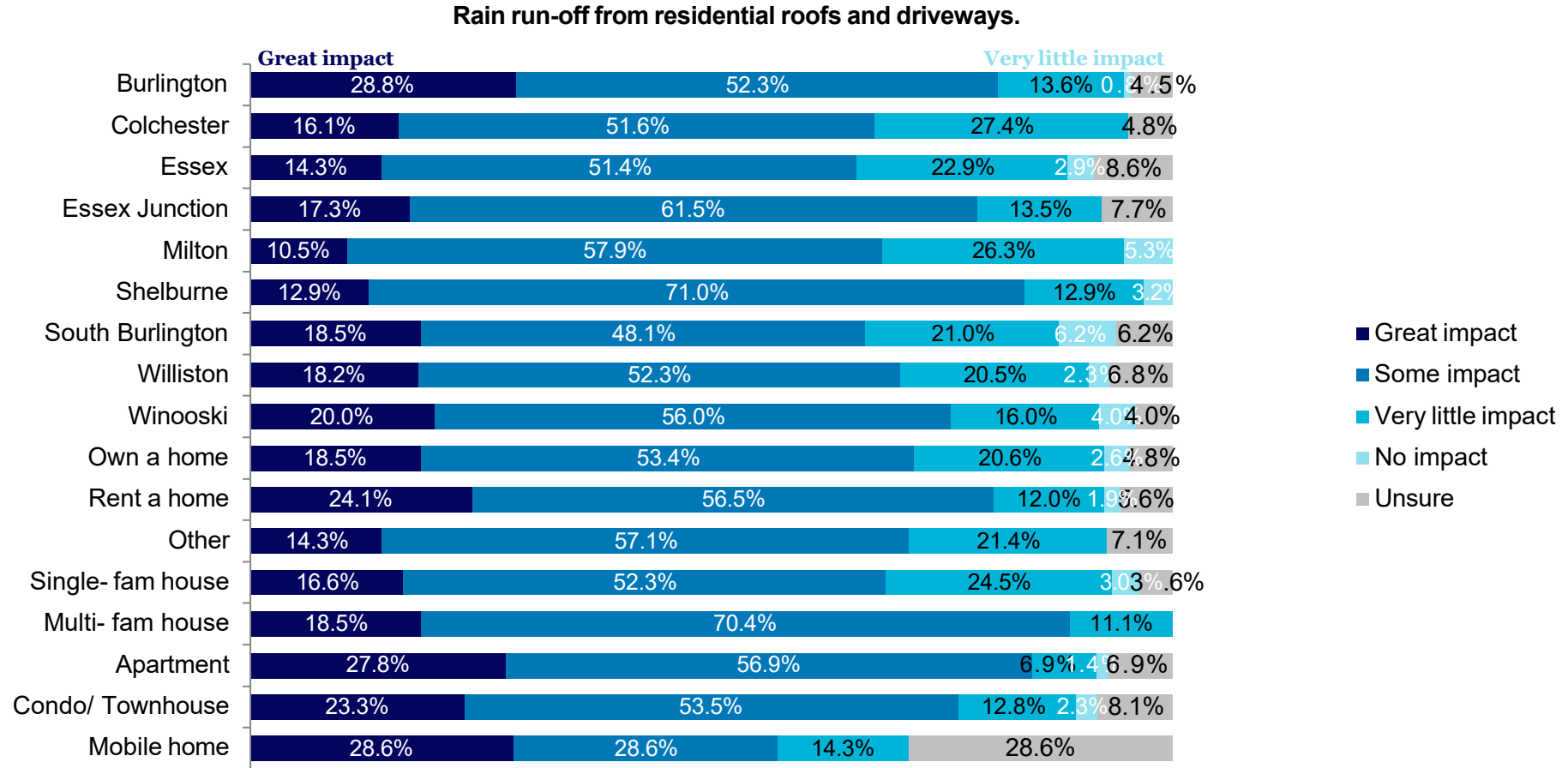
Results by gender, age, ethnicity, and education

Question 8: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



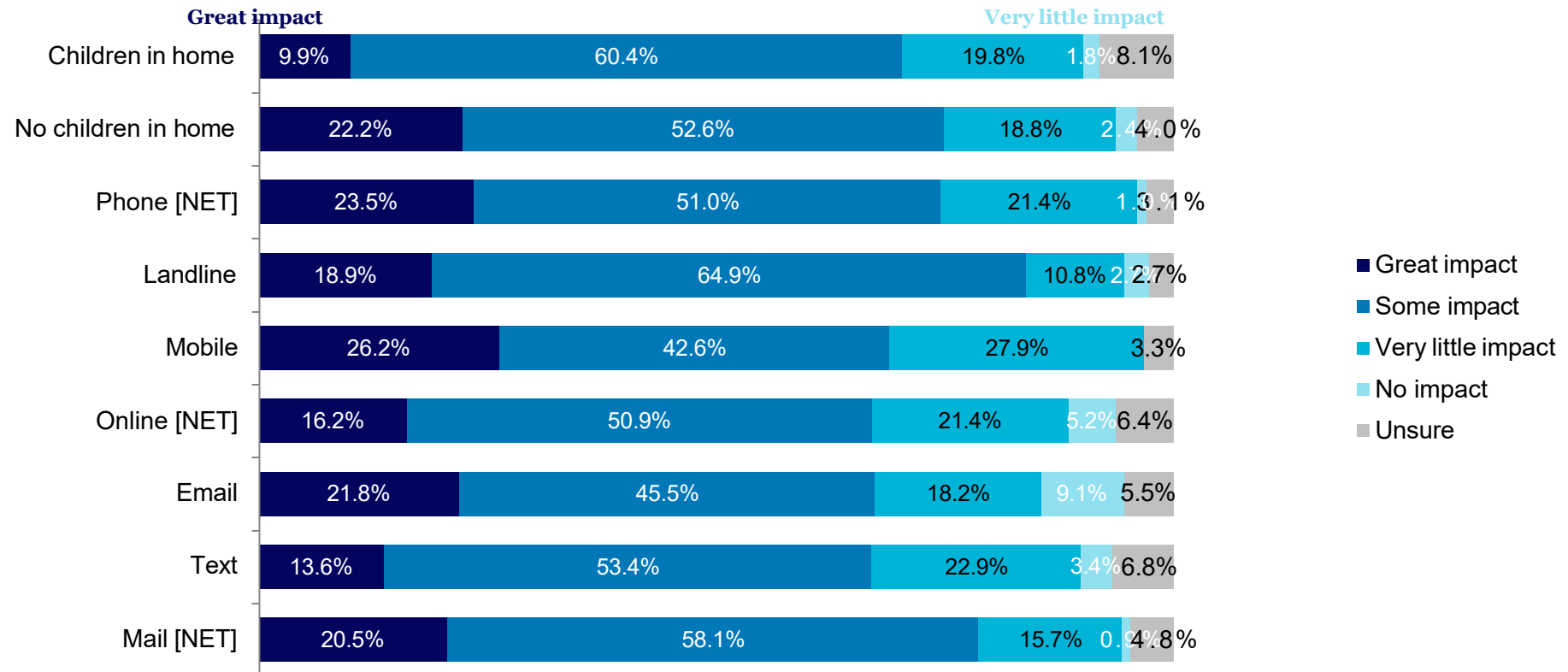
Results by geography, home ownership, and type of housing

Question 8: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



Results by children in home and survey mode

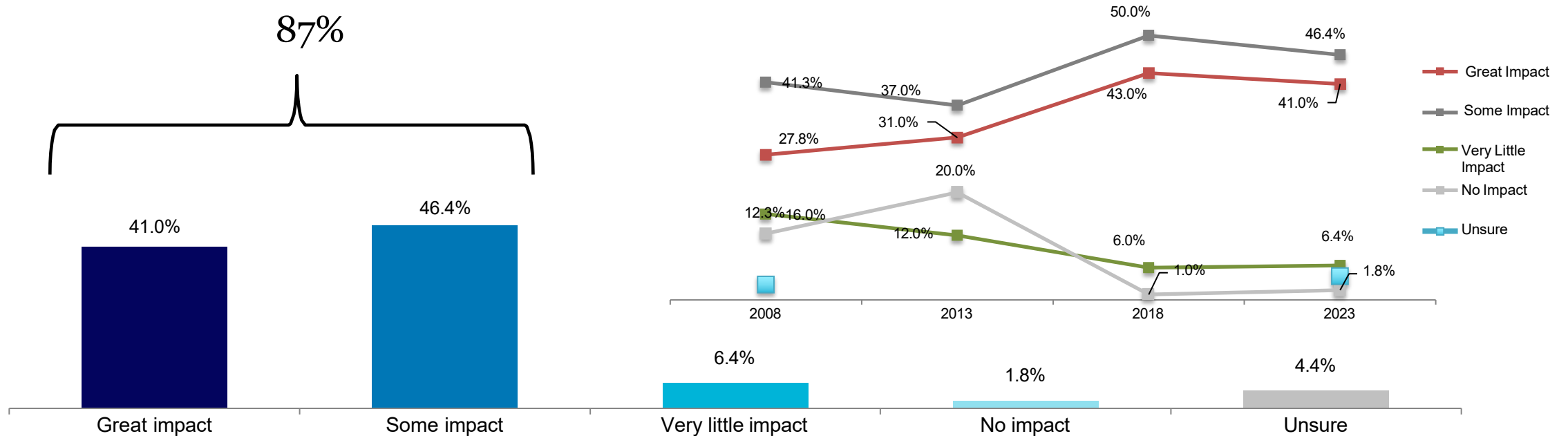
Question 8: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



87% of residents see run-off from parking lots as having some or great impact on water quality

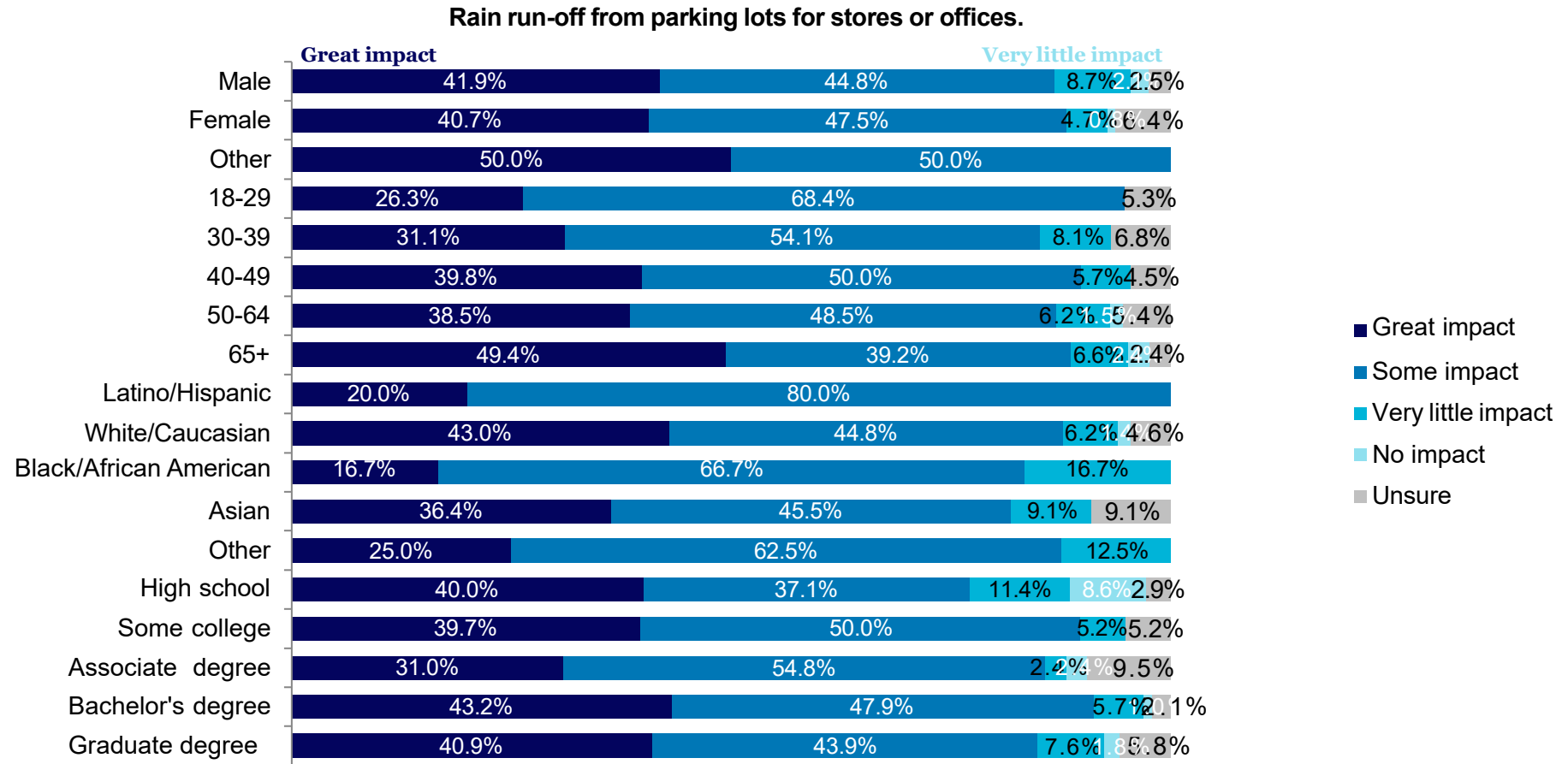
Question 9: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:

Rain run-off from parking lots for stores or offices.



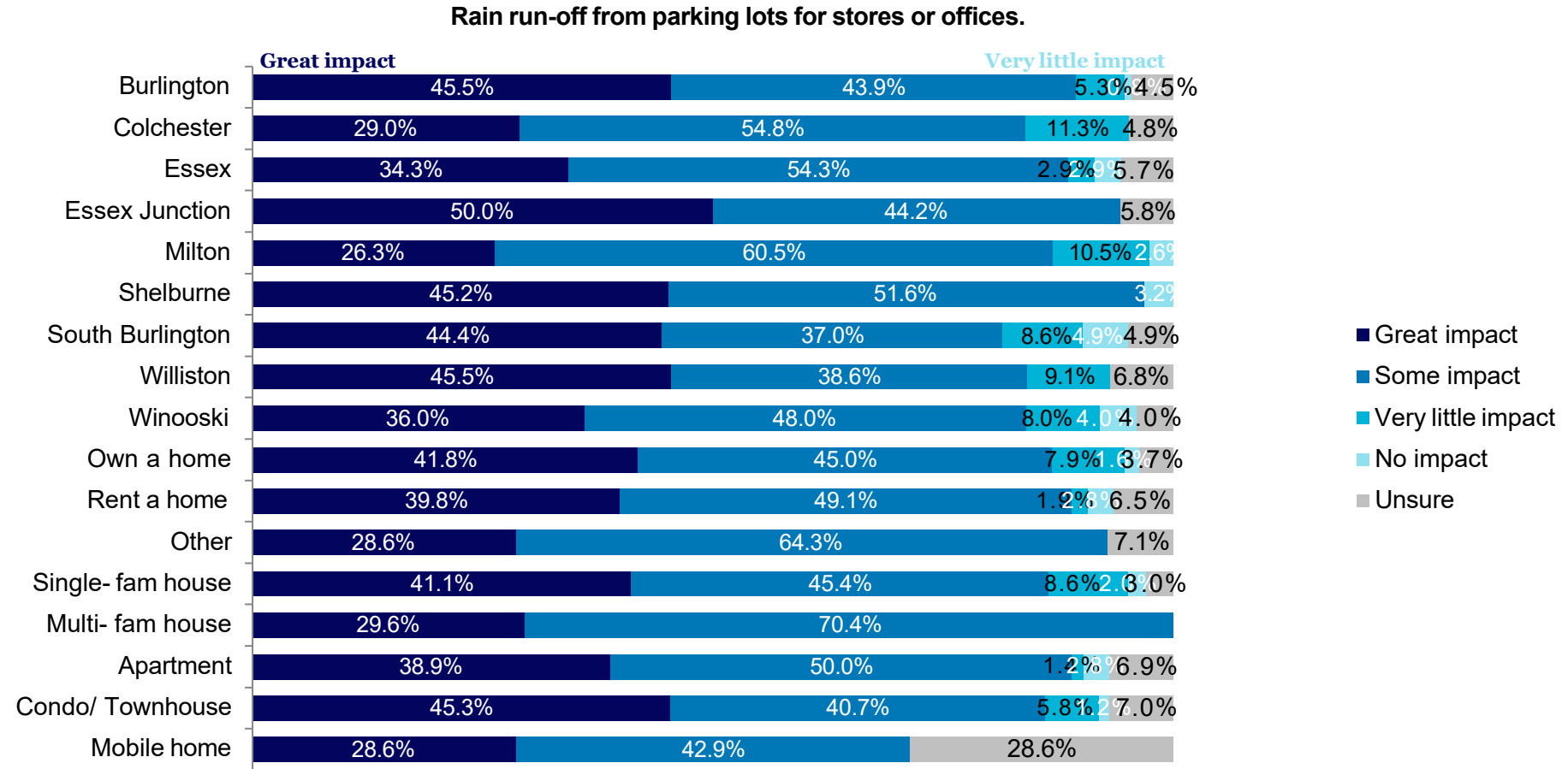
Results by gender, age, ethnicity, and education

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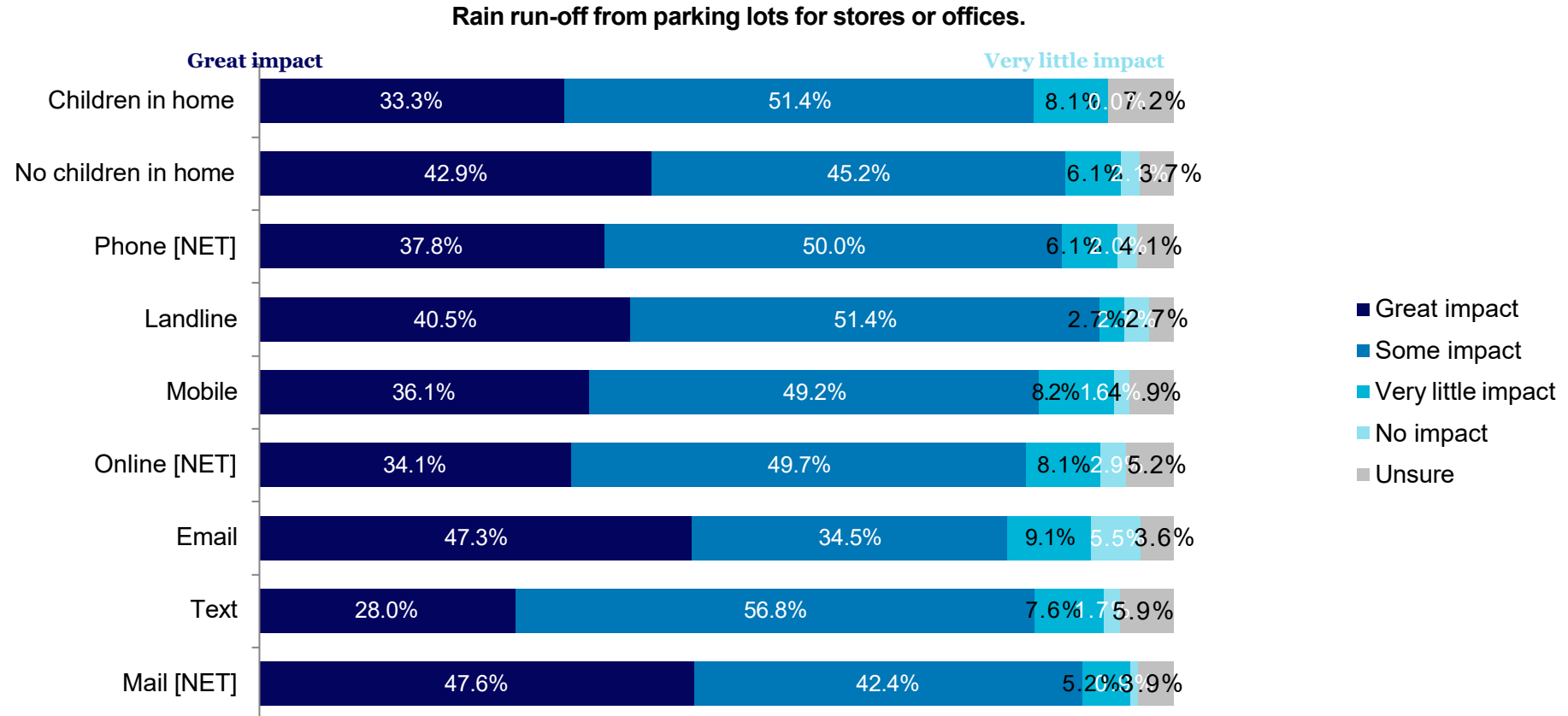
Results by geography, home ownership, and type of housing

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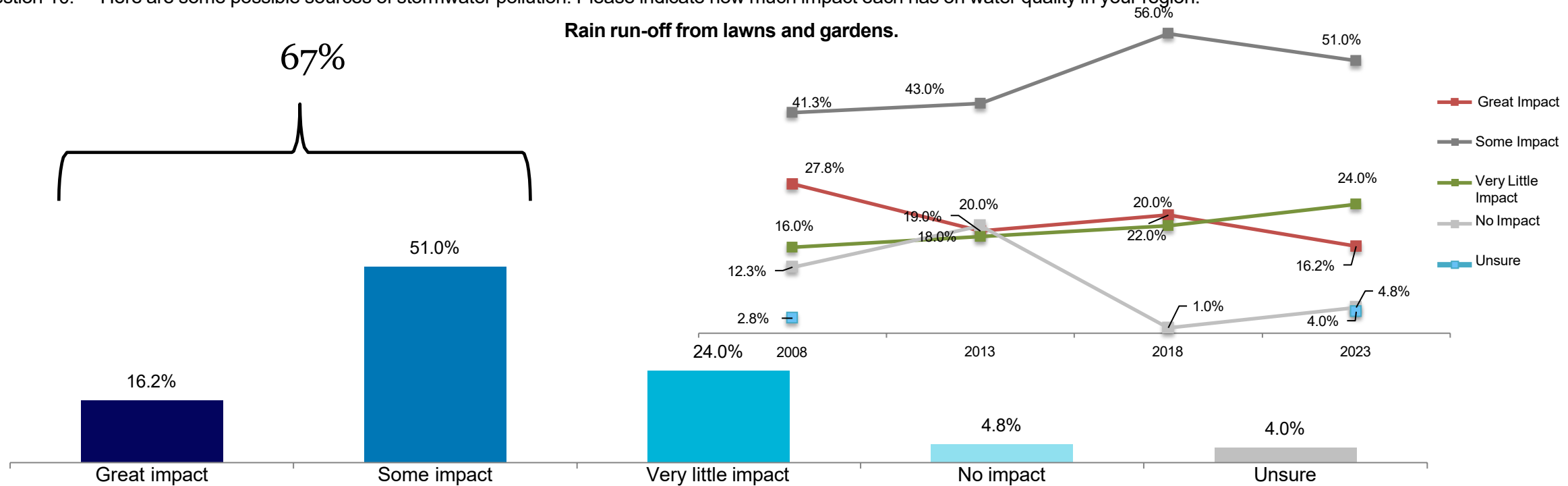
Results by children in home and survey mode

Question 9: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



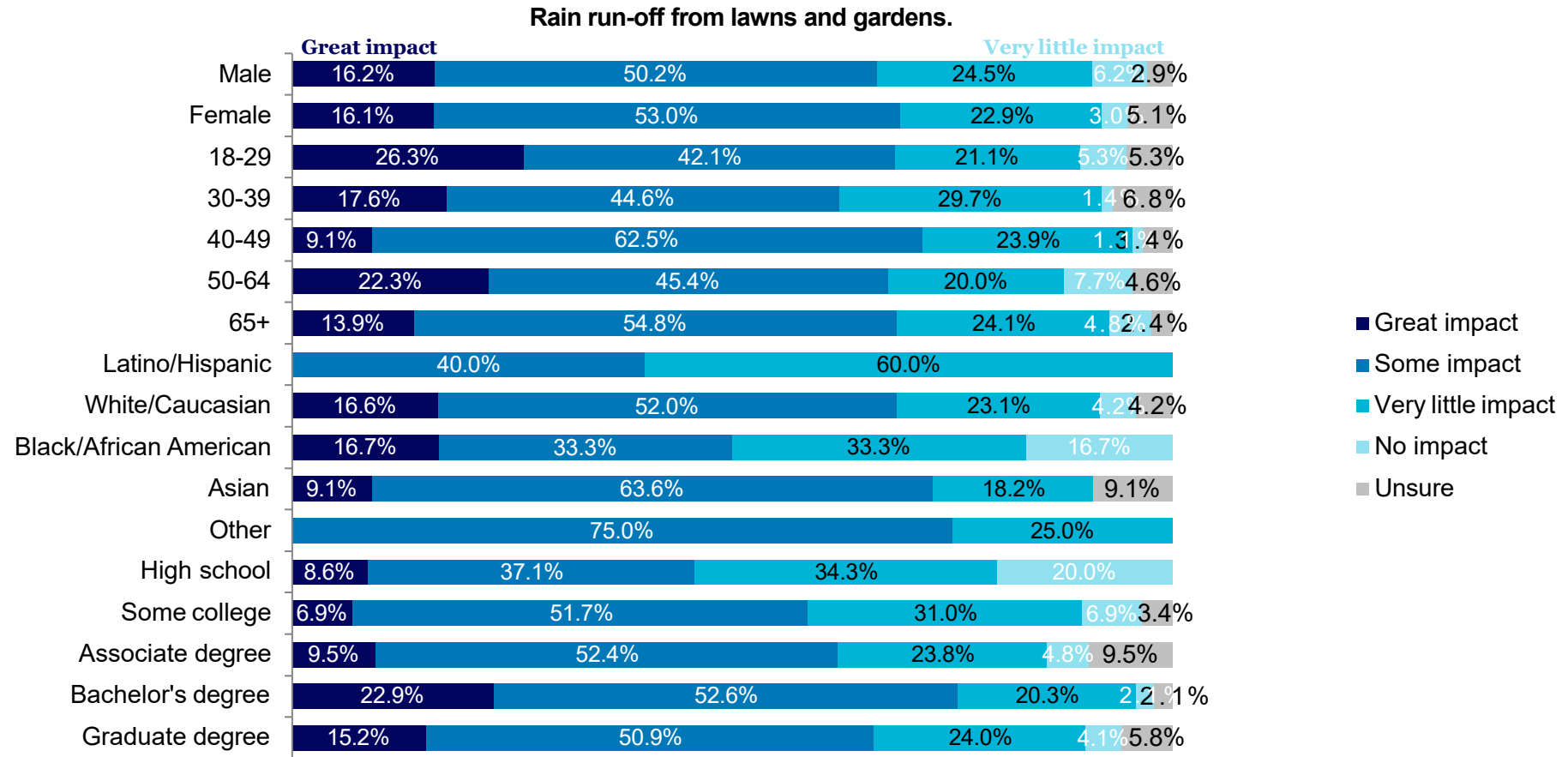
67% think run-off from lawns and gardens some or great impact on water quality

Question 10: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



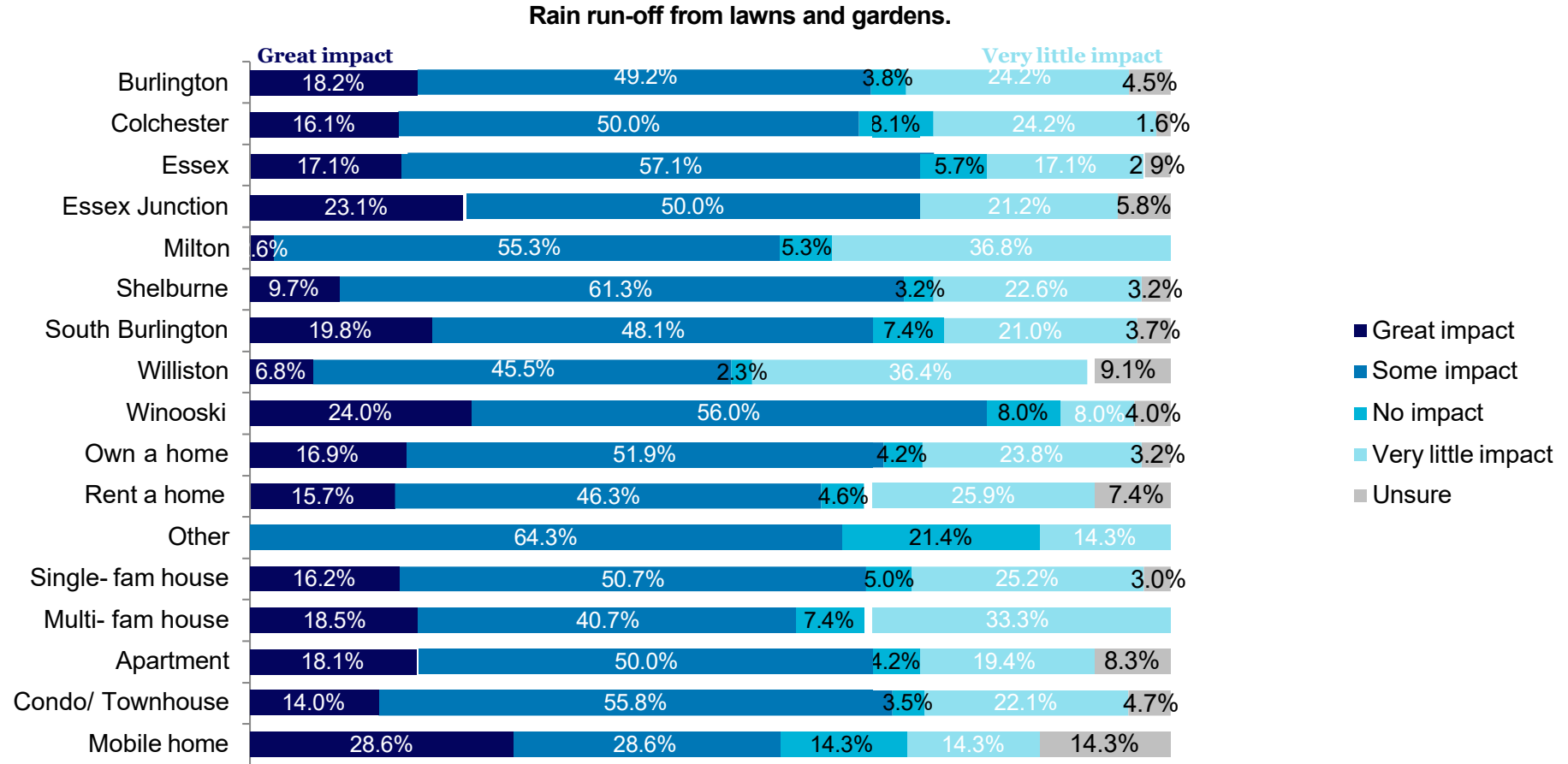
Results by gender, age, ethnicity, and education

Question 10: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



Results by geography, home ownership, and type of housing

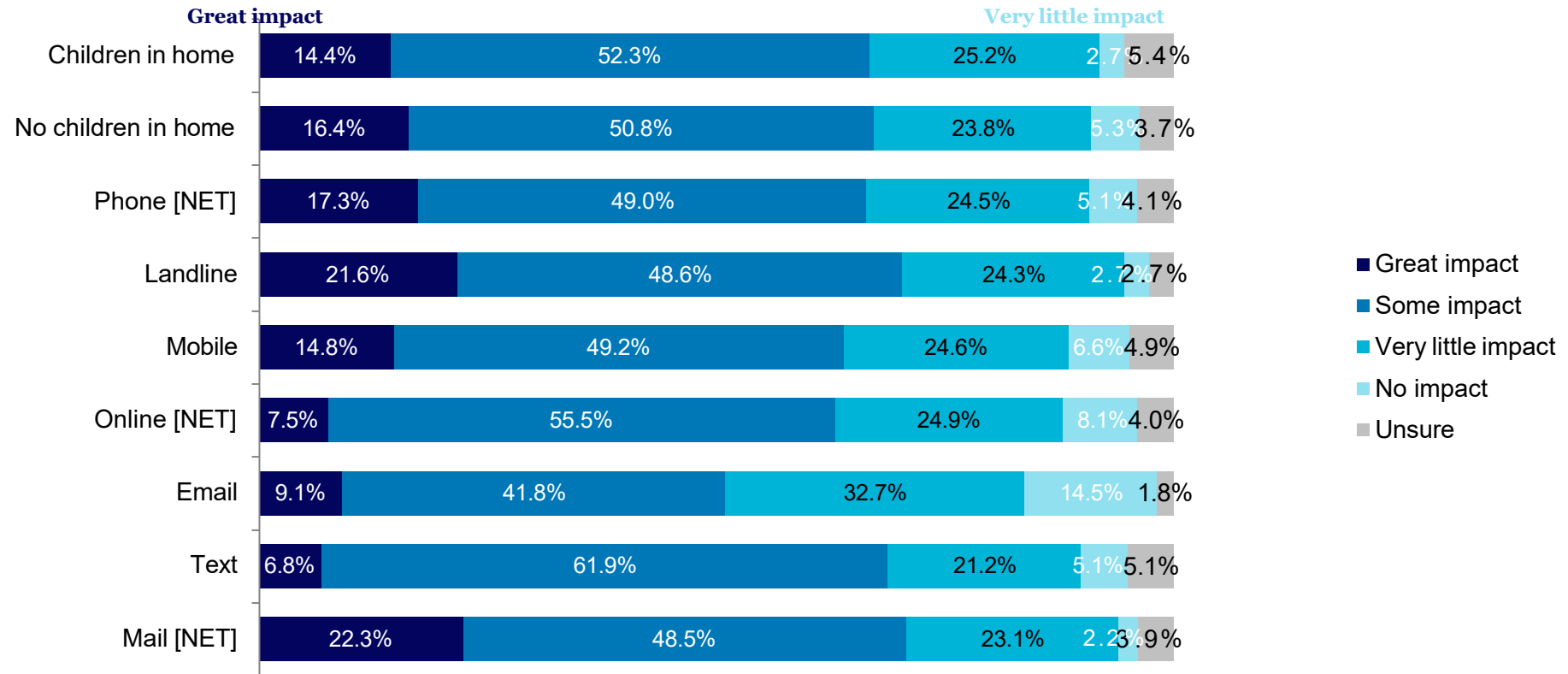
Question 10: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



Results by children in home and survey mode

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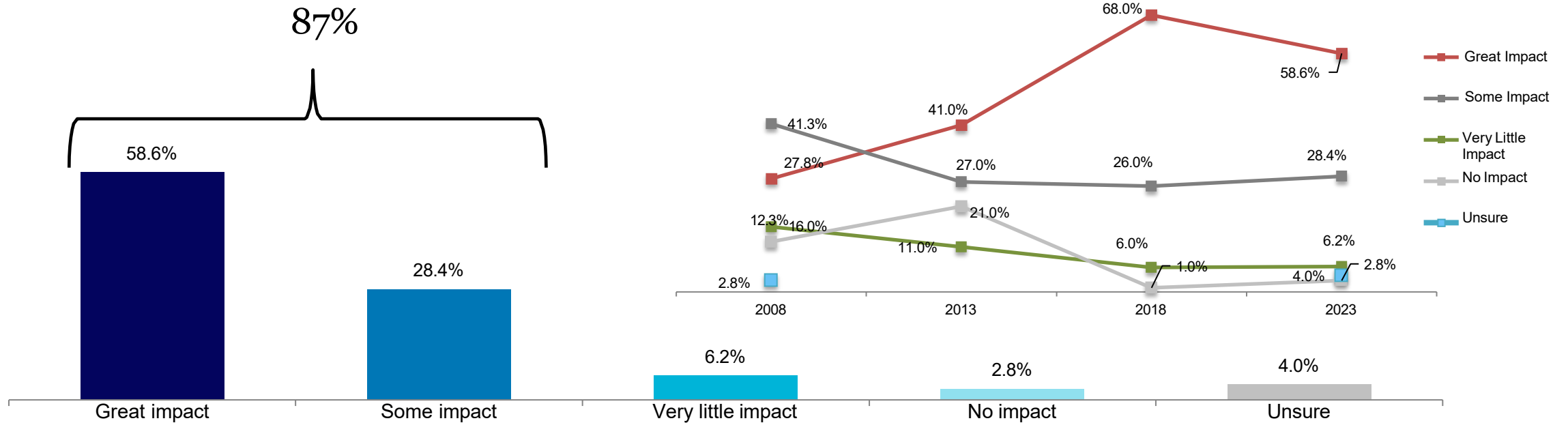
Rain run-off from lawns and gardens.



Rain run-off from farms considered to be some or great impact by 87%

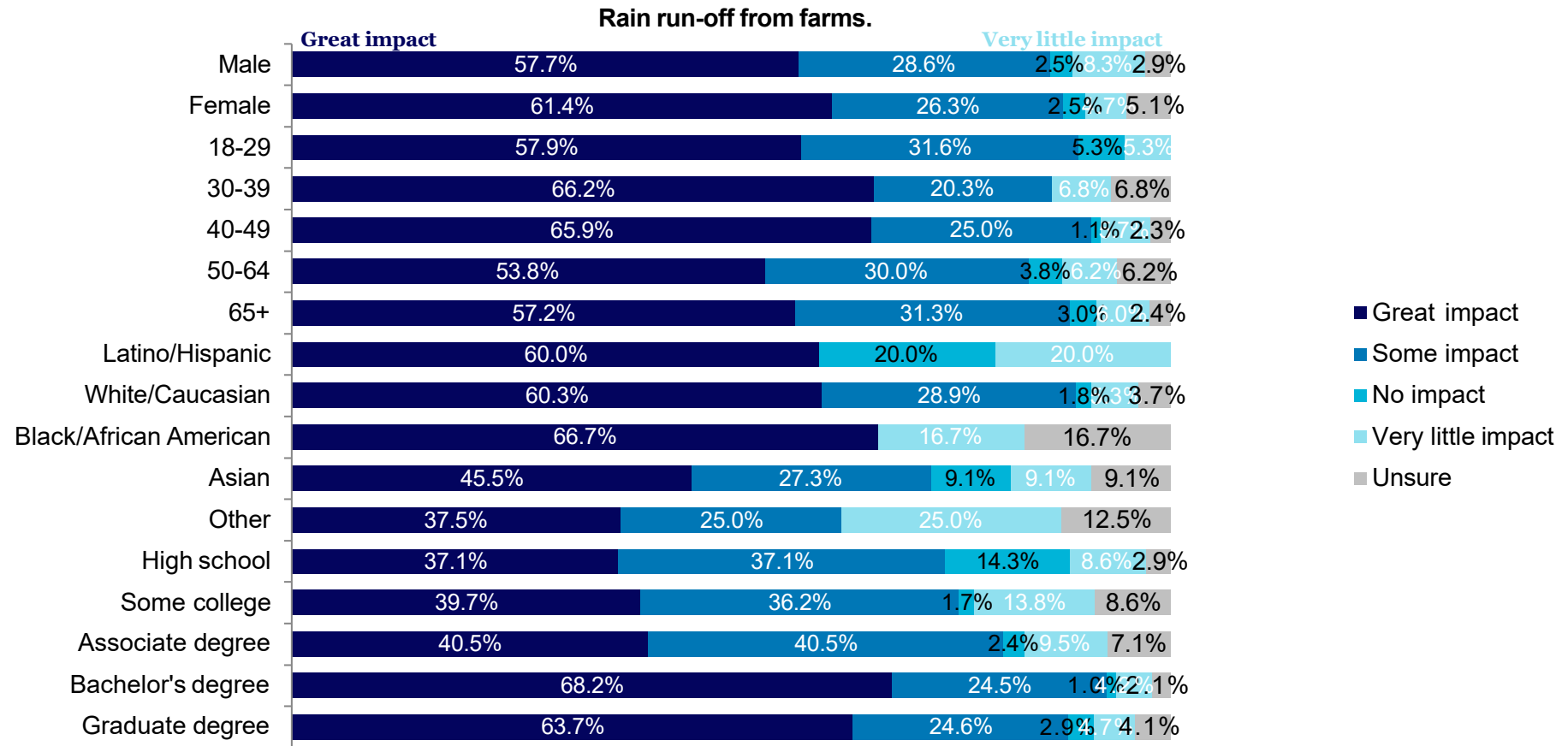
Question 11: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:

Rain run-off from farms.



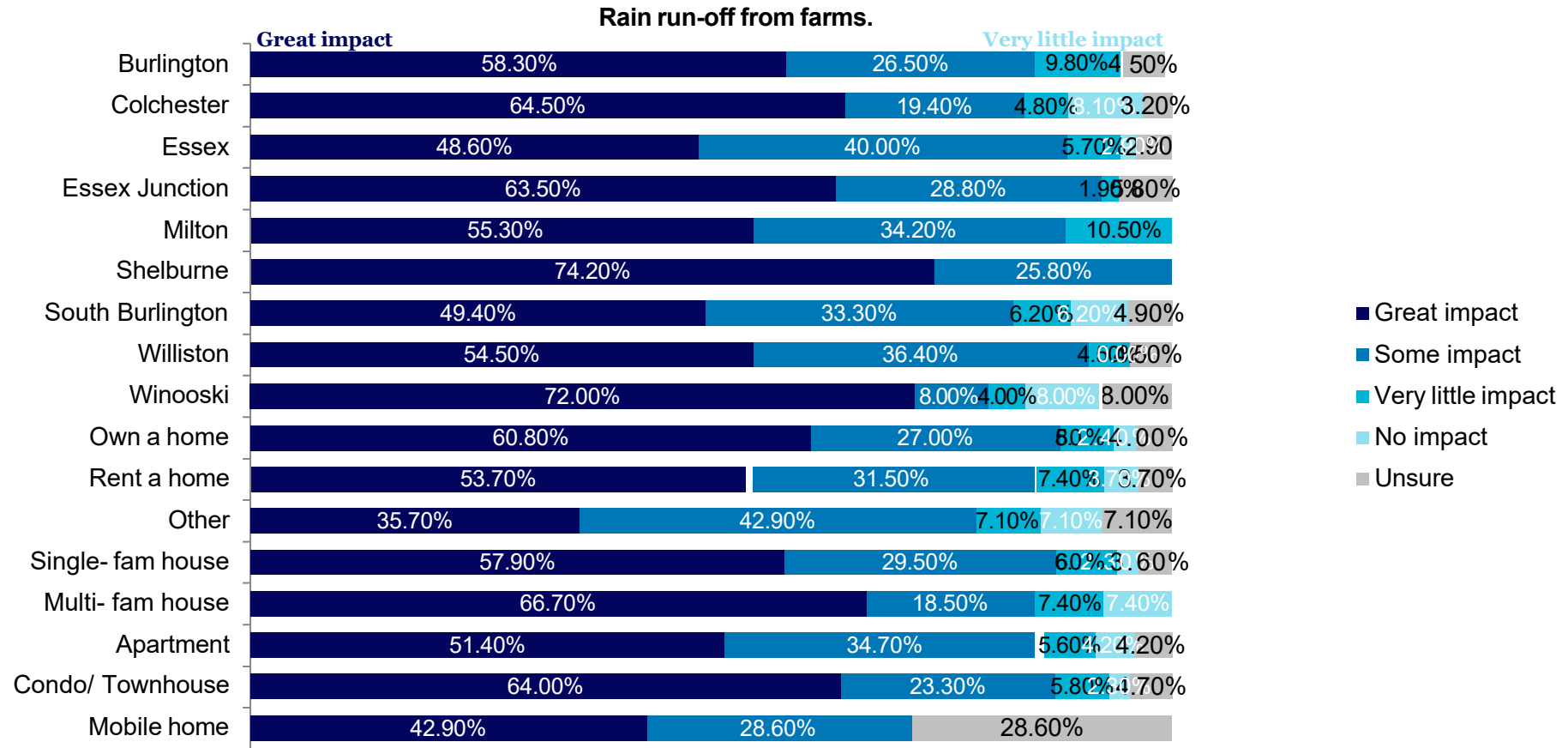
Results by gender, age, ethnicity, and education

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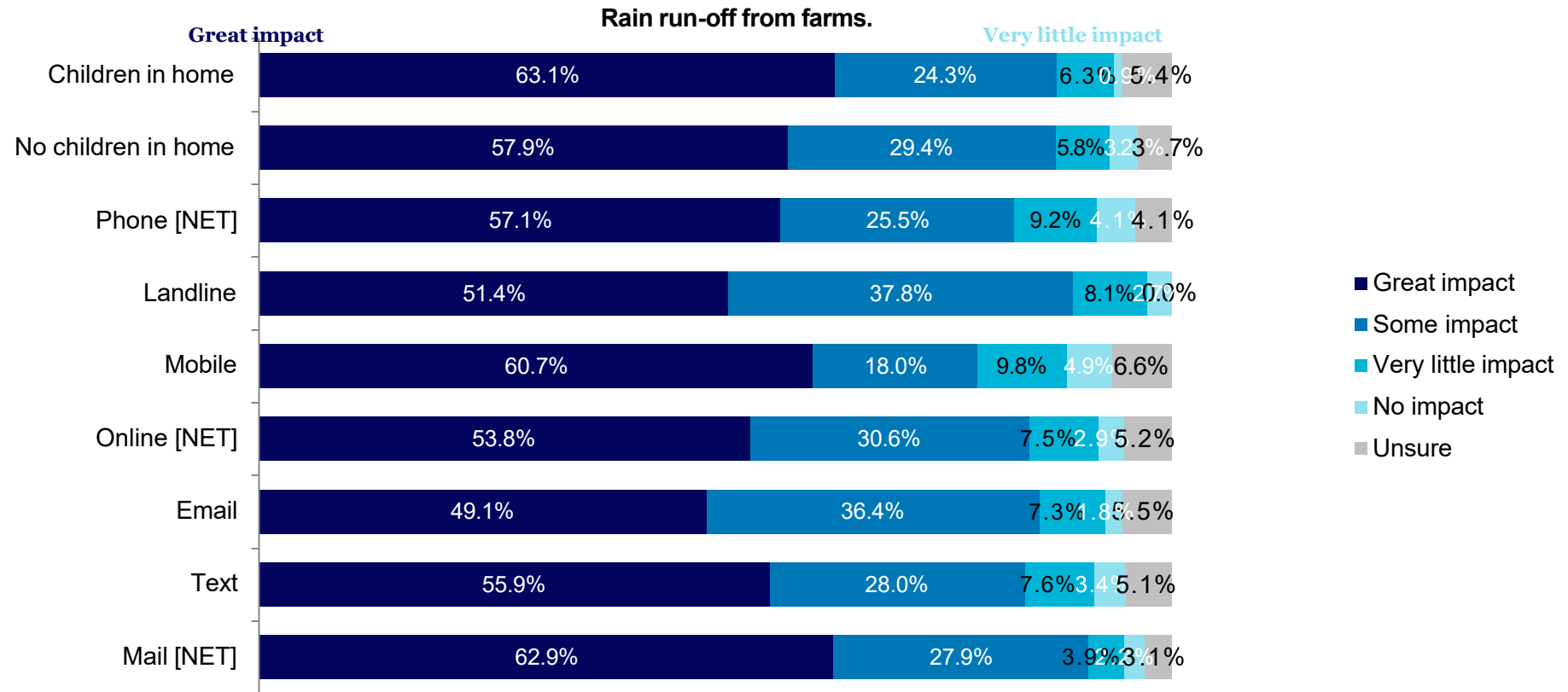
Results by geography, home ownership, and type of housing

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Results by children in home and survey mode

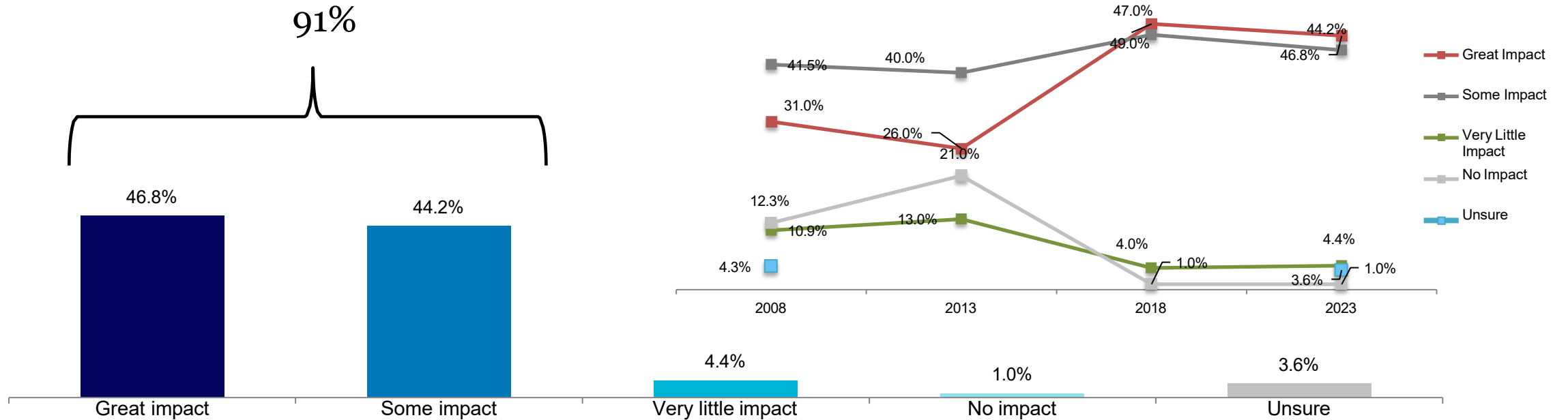
Question 11: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:



91% think that run-off from roads has some or great impact on water quality

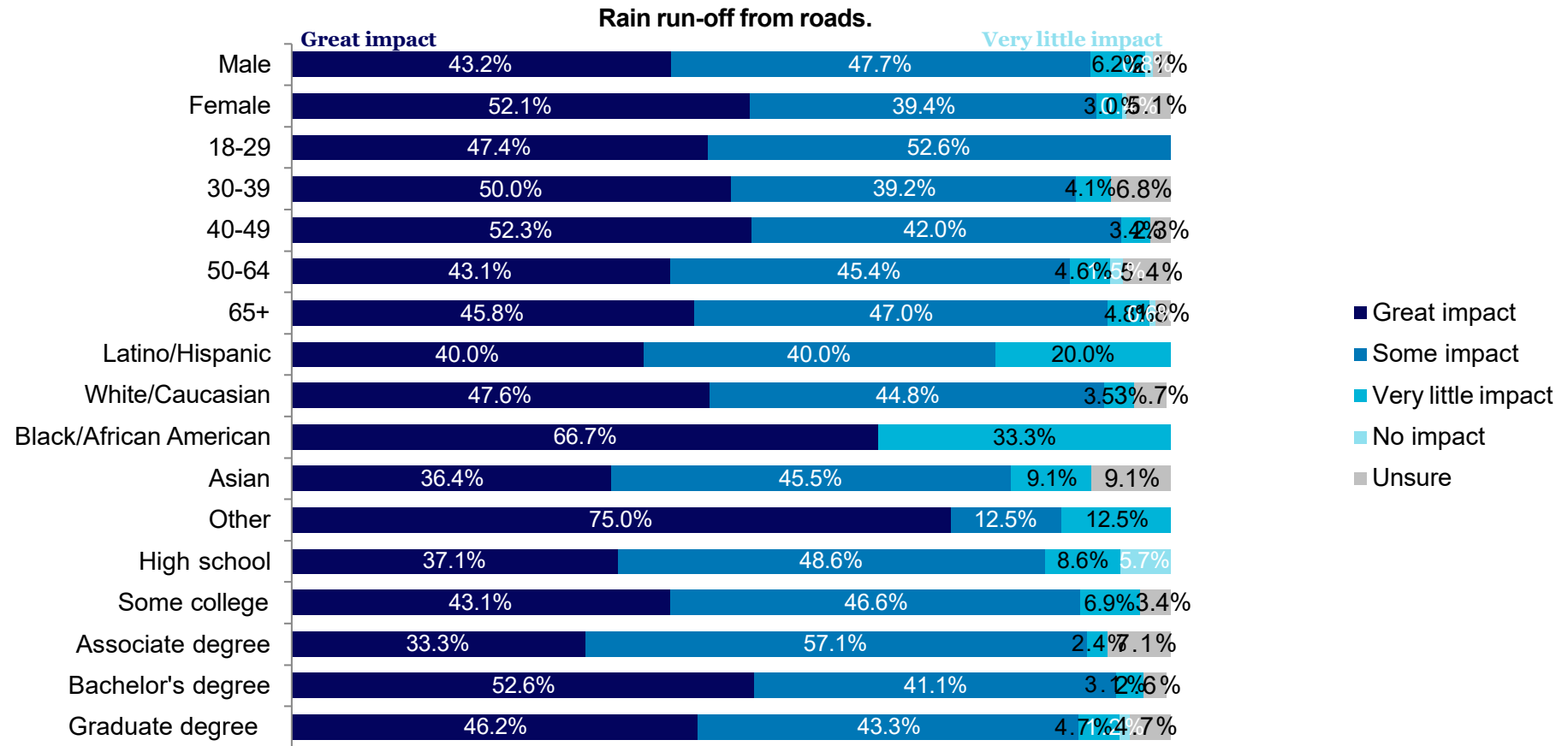
Question 12: Here are some possible sources of stormwater pollution. Please indicate how much impact each has on water quality in your region:

Rain run-off from roads.



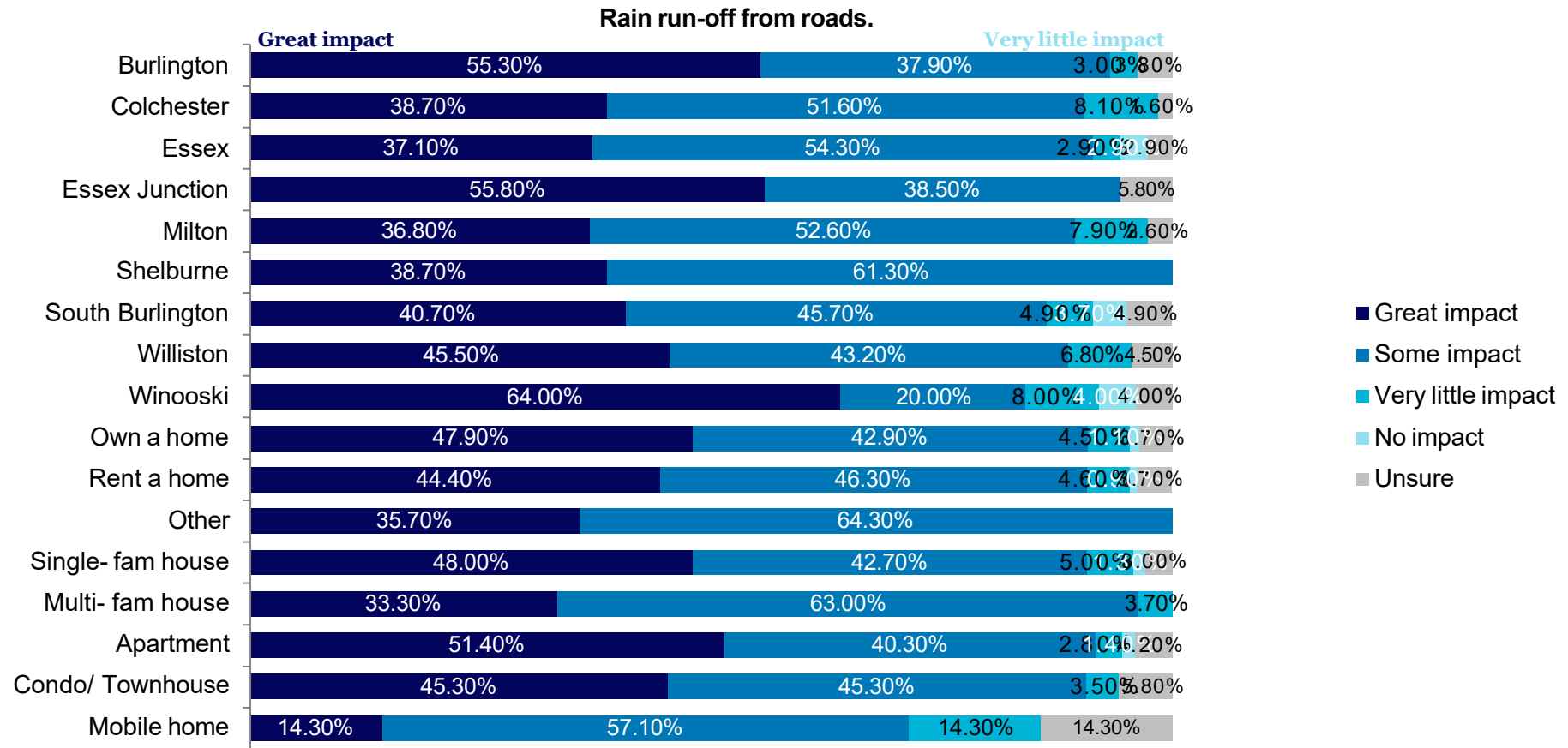
Results by gender, age, ethnicity, and education

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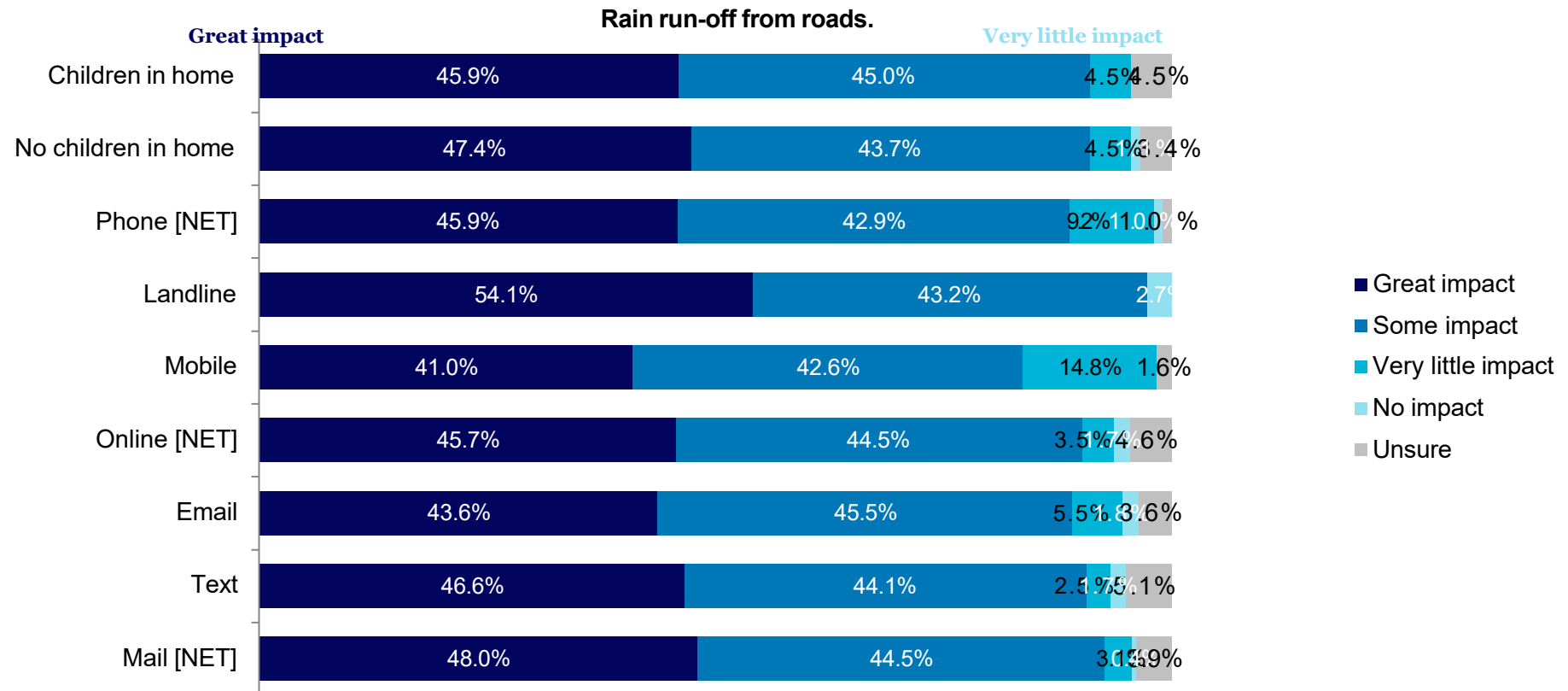
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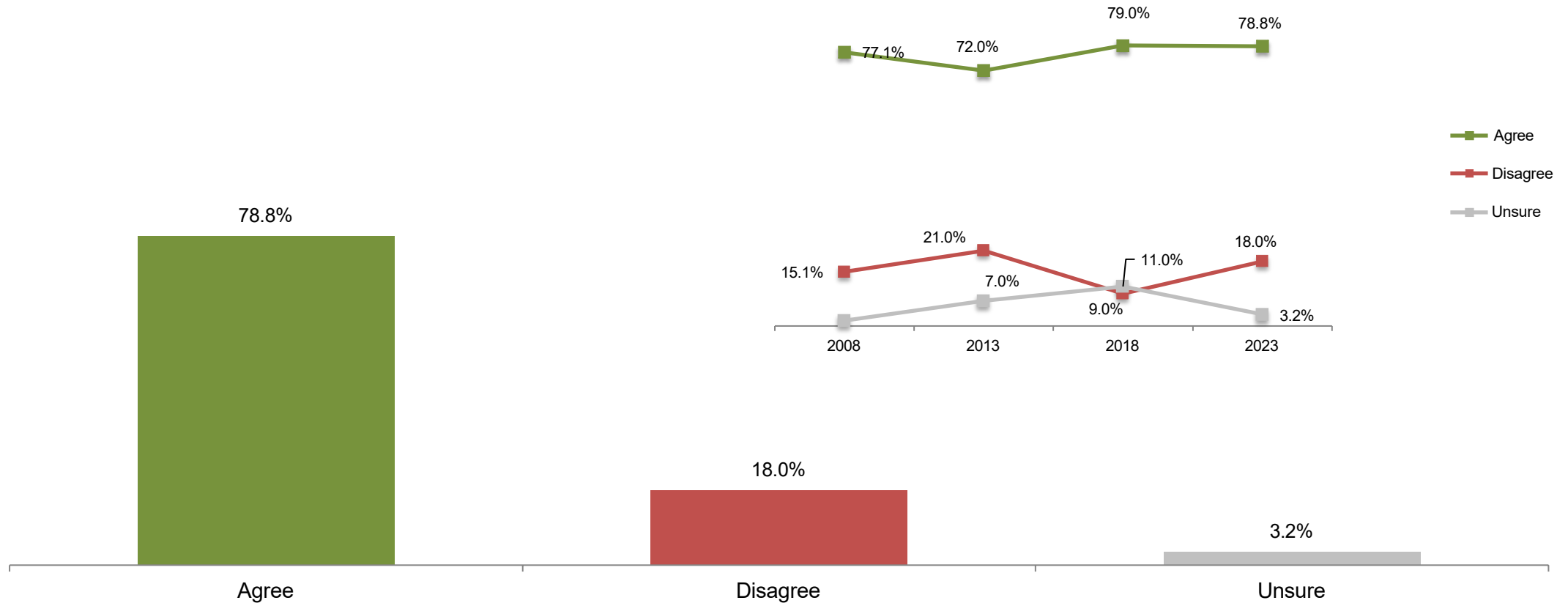
Results by children in home and survey mode

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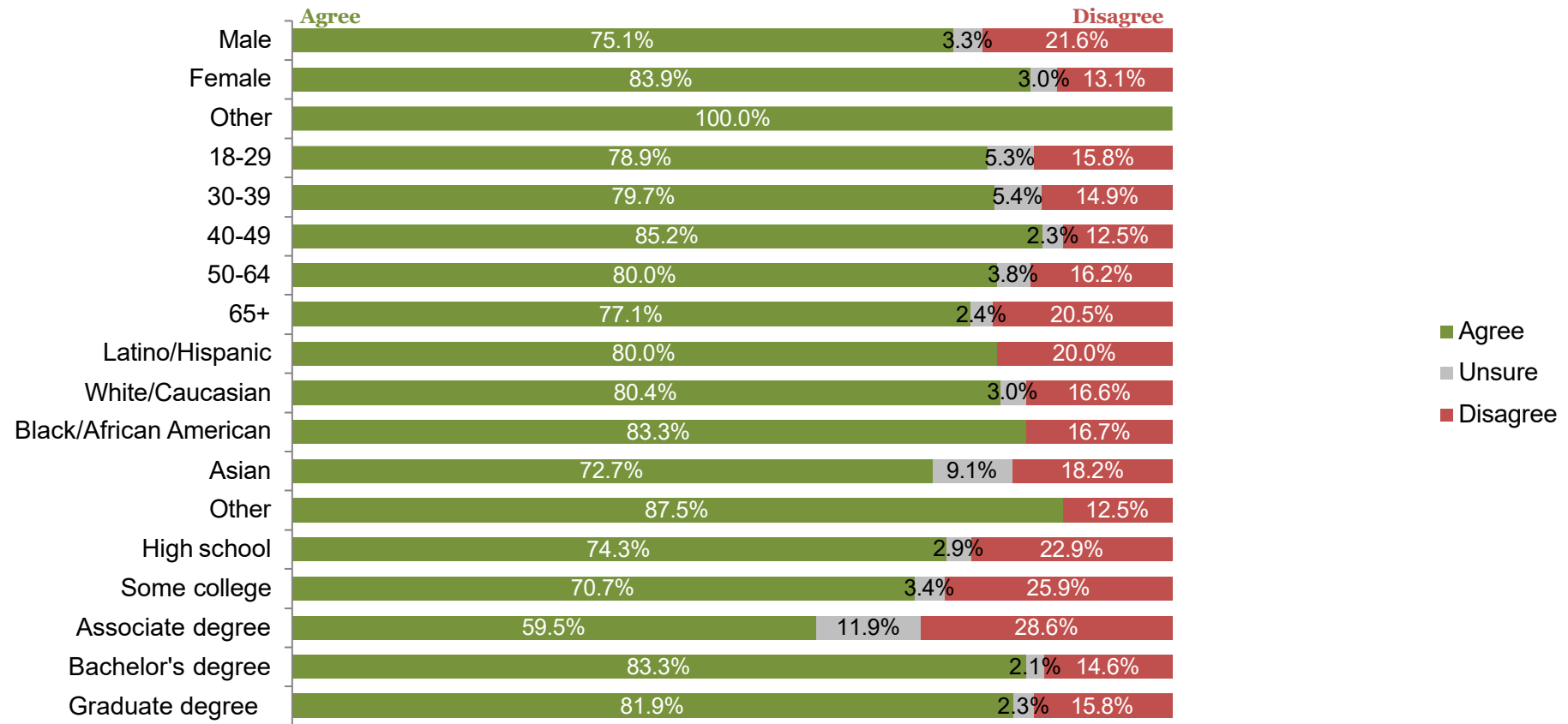
79% agree that their personal actions affect the water quality in Lake Champlain

Question 13: How much do you agree or disagree with the following statement: **My personal actions affect the quality of water in Lake Champlain.**



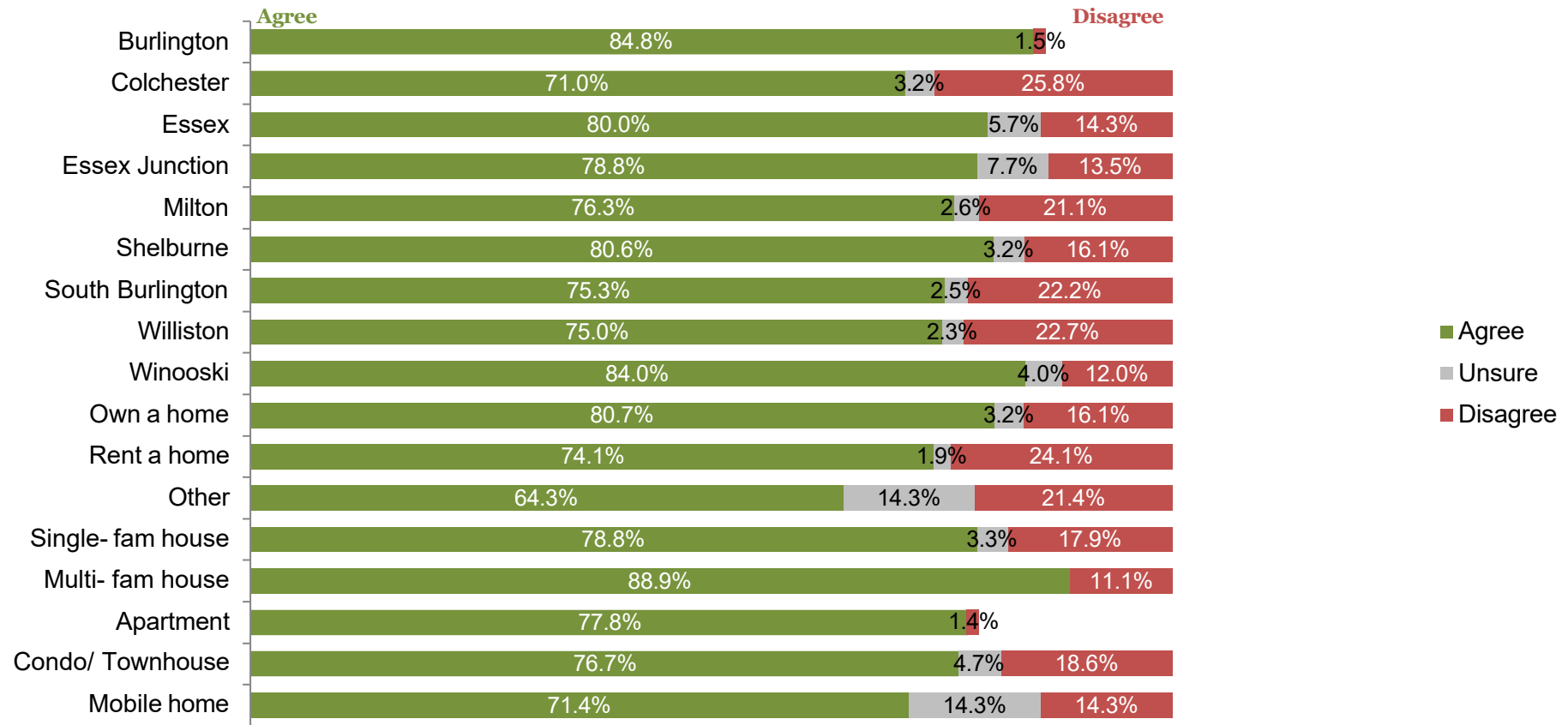
Results by gender, age, ethnicity, and education

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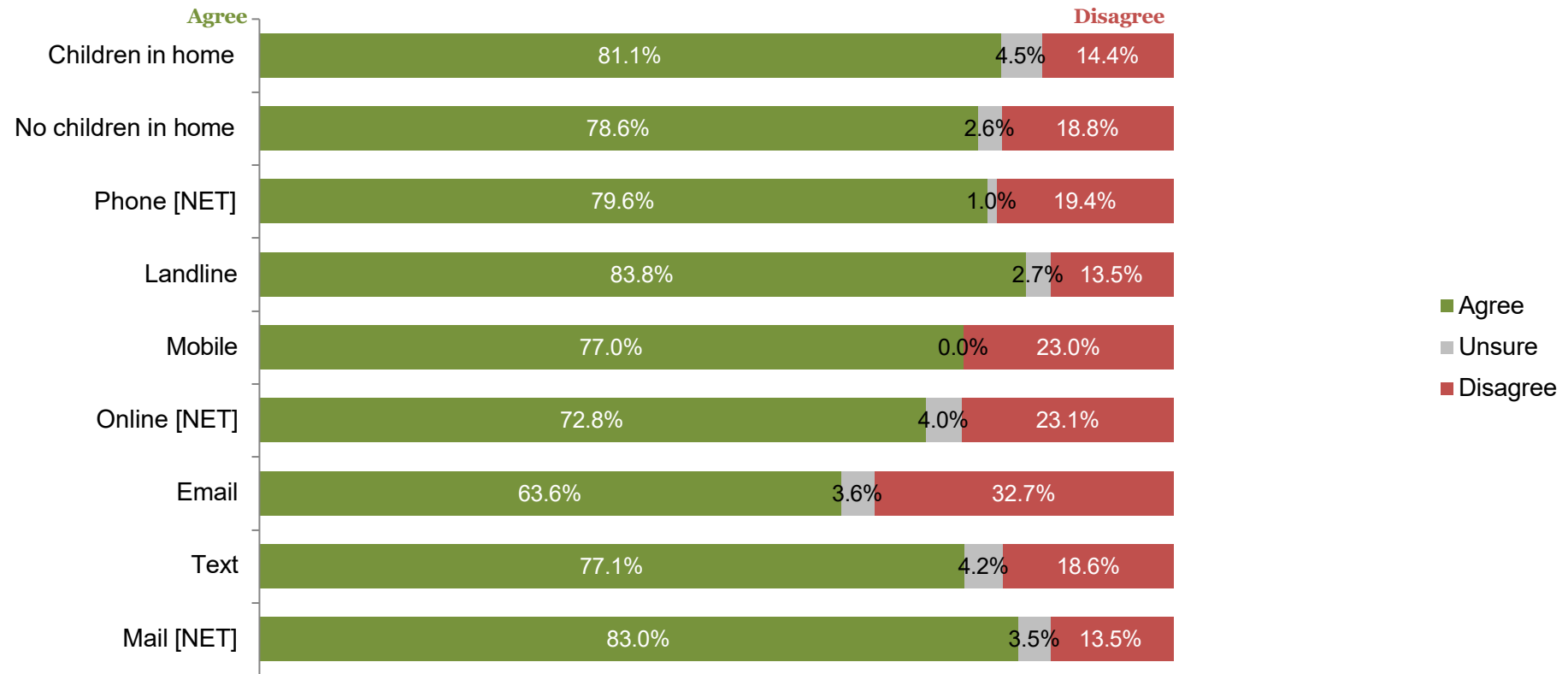
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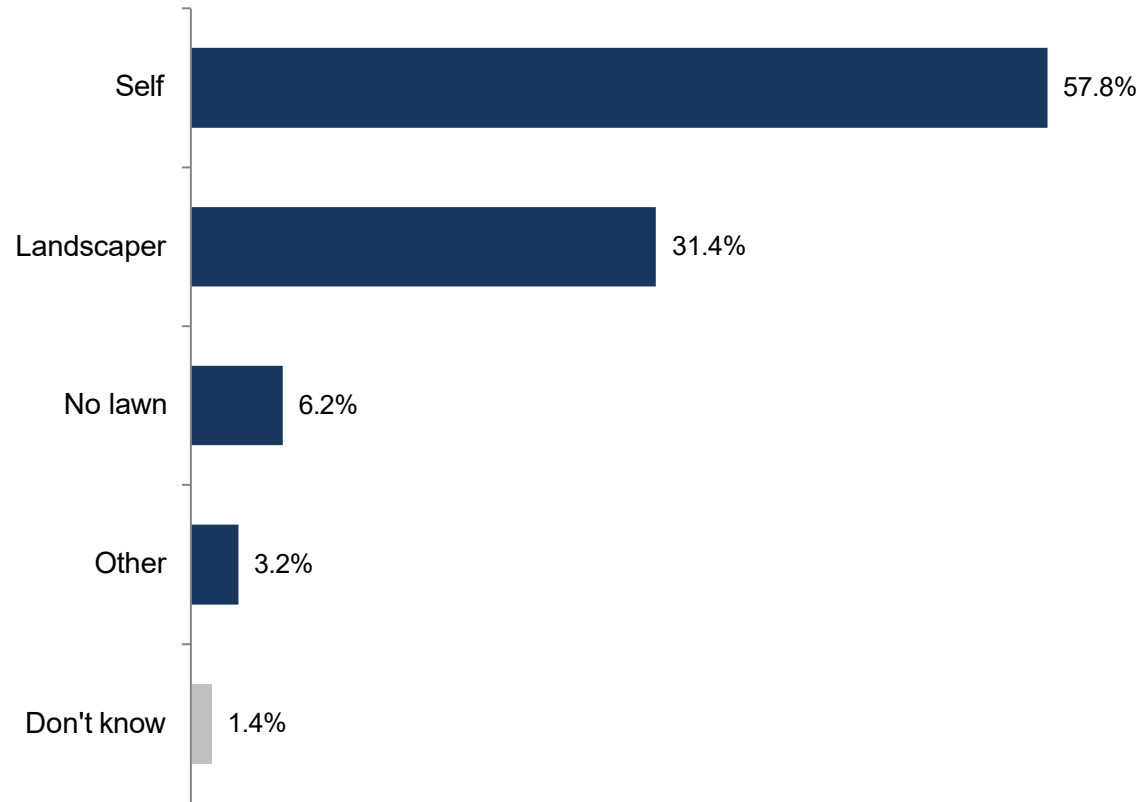
Results by children in home and survey mode

Question 13: How much do you agree or disagree with the following statement: My personal actions affect the quality of water in Lake Champlain.



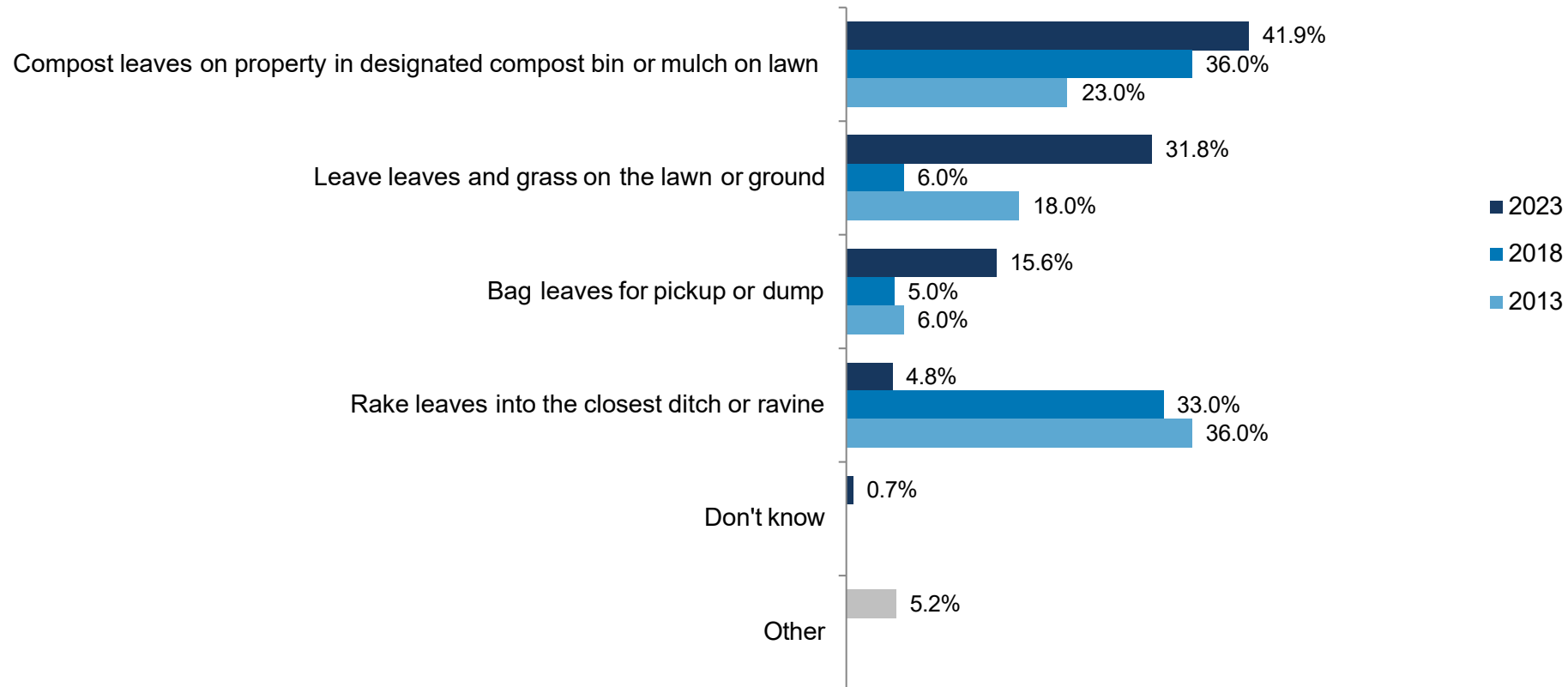
58% maintain their own lawn

Question 14: Did you (or your family) maintain your lawn yourself, or did you or your landlord hire a landscaper?



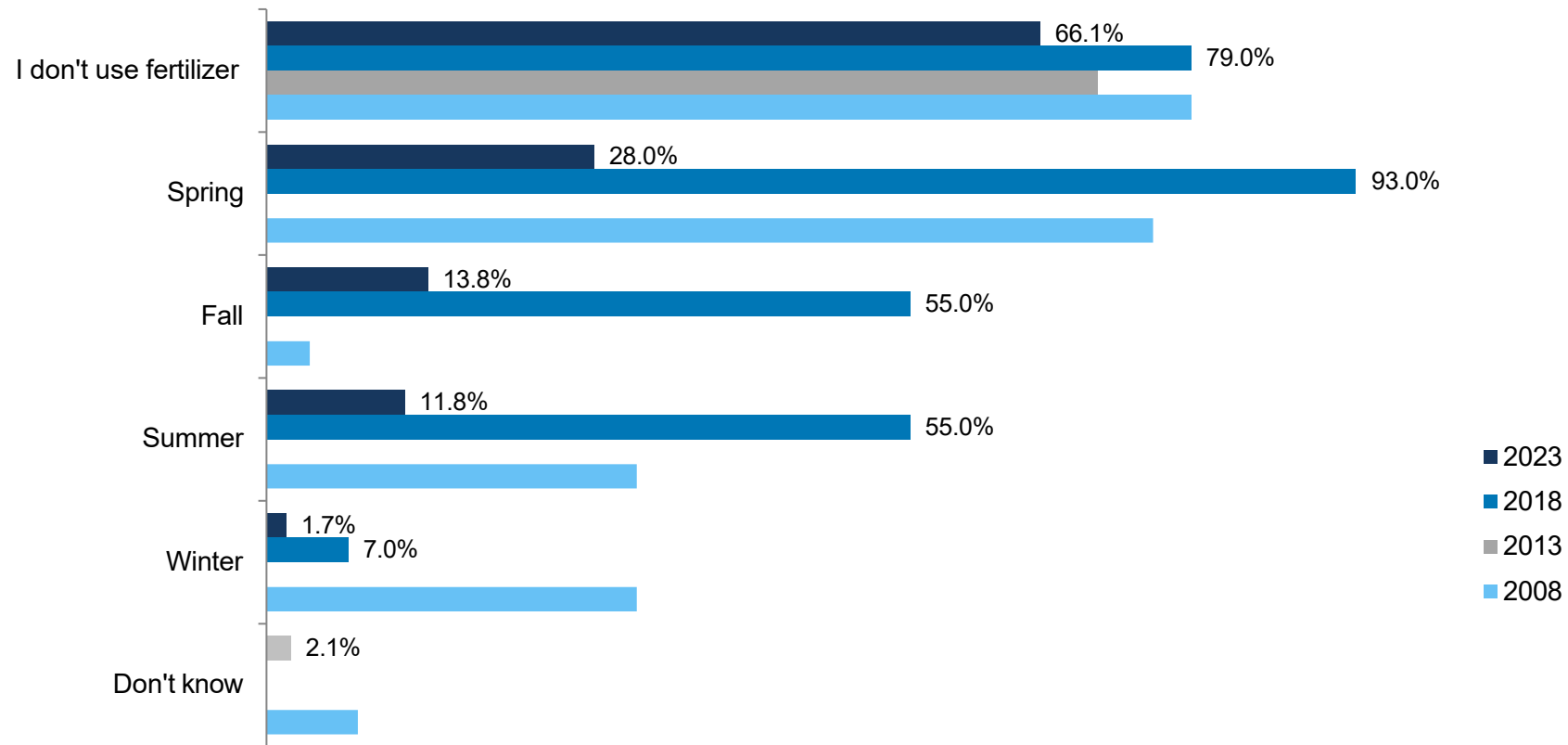
42% compost leaves in designated bins or as mulch

Question 15: When you maintain your lawn, what do you typically do with the waste (leaves and grass clippings)?
[AMONG THOSE WHO ANSWERED "SELF" TO Q14]



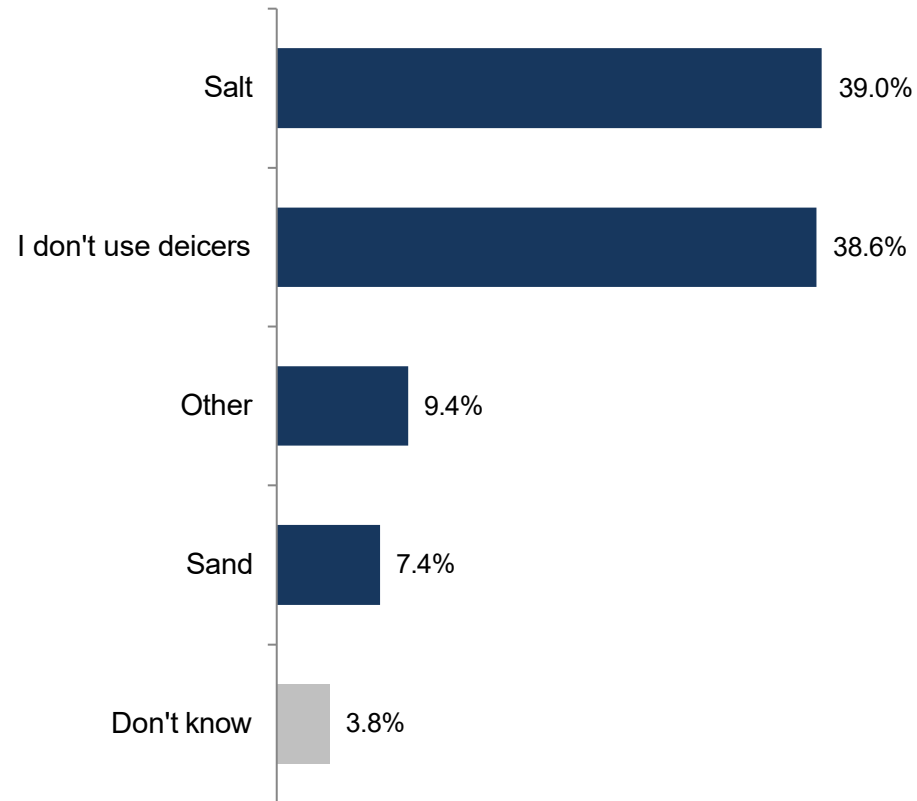
Majority do not use fertilizer, those who do prefer Spring

Question 16: If you fertilize your lawn, what time of year do you typically apply fertilizer?
[AMONG THOSE WHO ANSWERED "SELF" TO Q14]



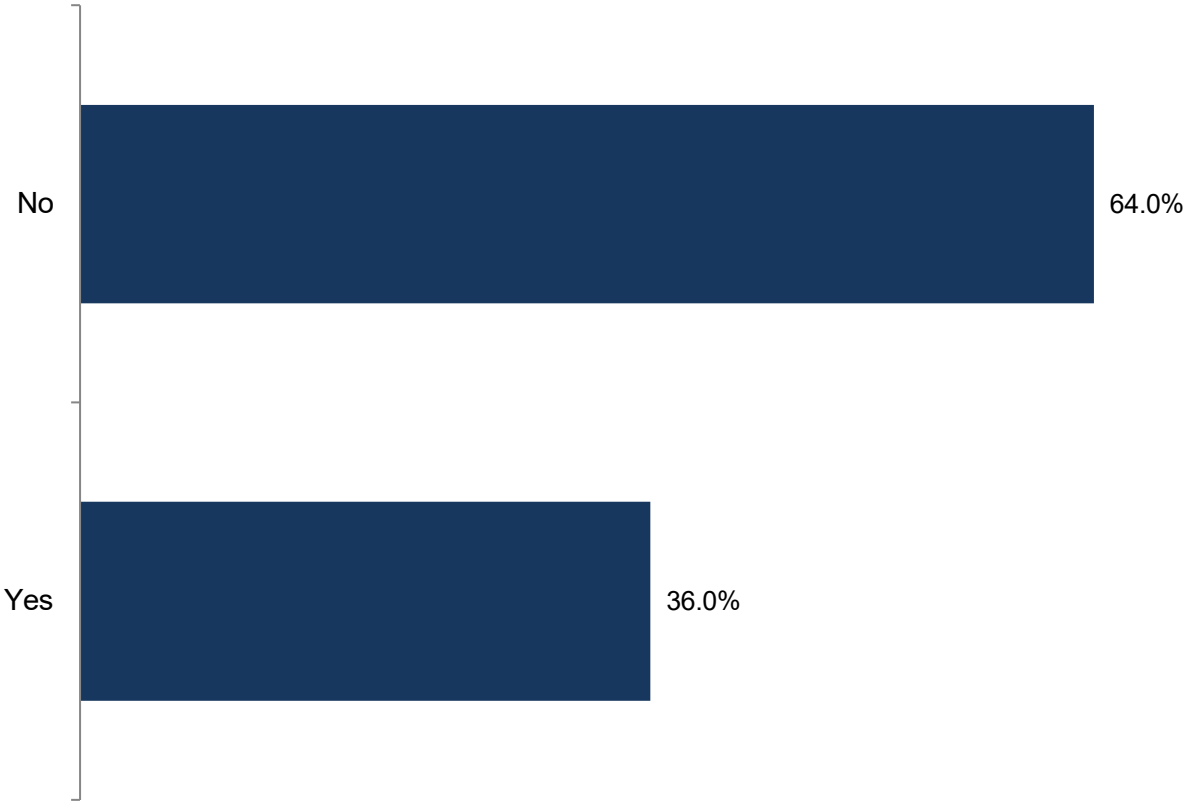
Salt is the most frequently used de-icer among those who use them

Question 17: Do you apply salt, sand, or other de-icers to your property in the winter?



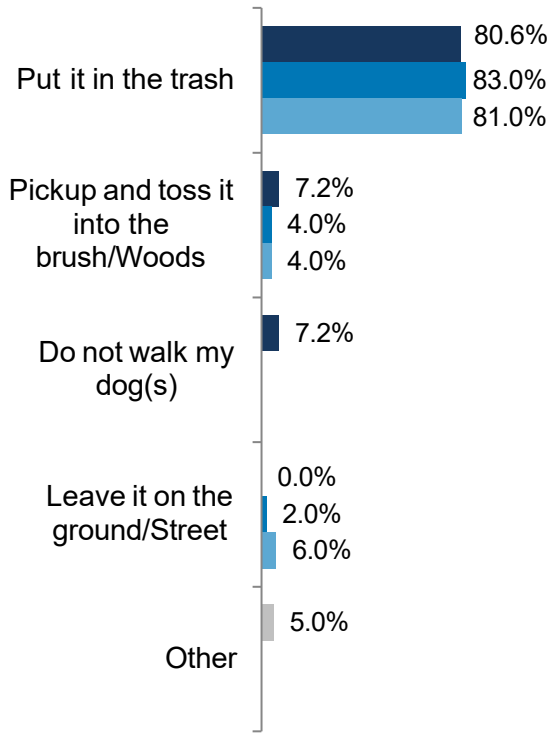
36% of respondents own dogs

Question 18: Do you own any dogs?

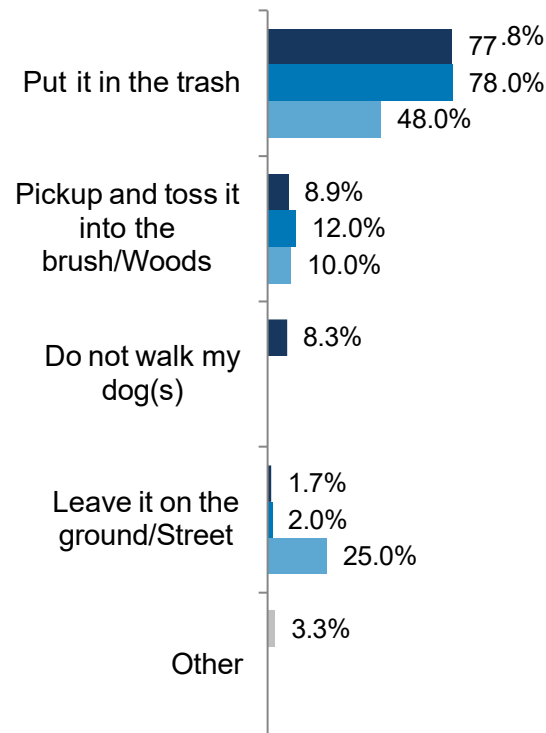


Most dog owners put waste in the trash, but are more likely to leave it on the ground or toss it into brush/woods in their own yards

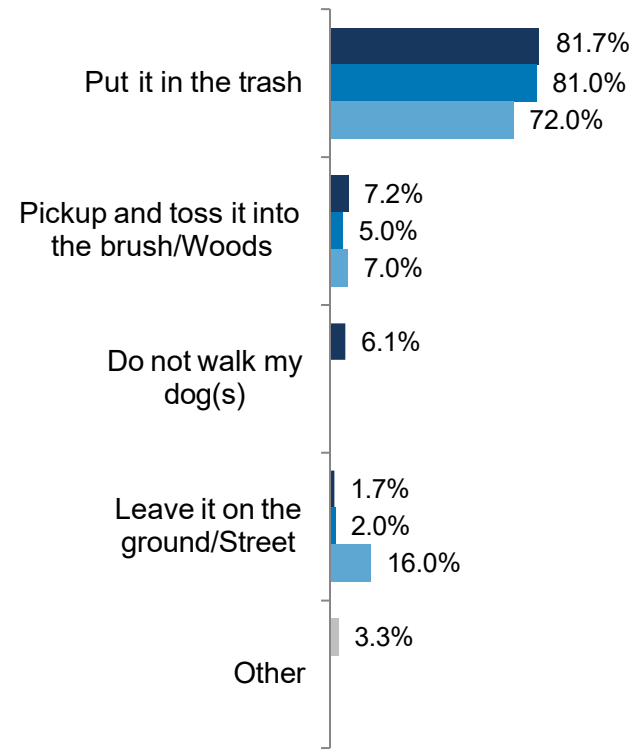
Question 19: When you take your dog(s) for a walk on the **streets and sidewalks of your neighborhood**, what do you typically do with the dog's waste?
[AMONG THOSE WHO ANSWERED "YES" to Q18]



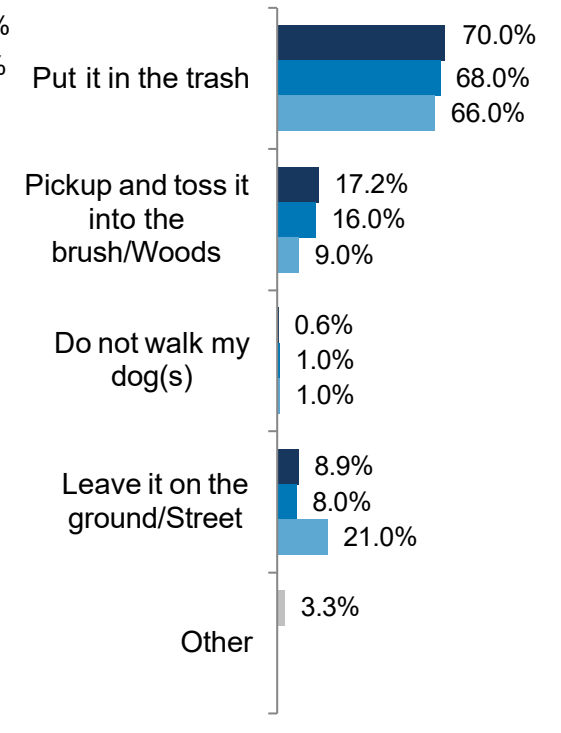
Question 20: When you take your dog(s) for a walk in a **park or along a trail**, what do you typically do with the dog's waste?
[AMONG THOSE WHO ANSWERED "YES" to Q18]



Question 21: When you take your dog(s) for a **walk in the winter**, what do you typically do with the dog's waste?
[AMONG THOSE WHO ANSWERED "YES" to Q18]

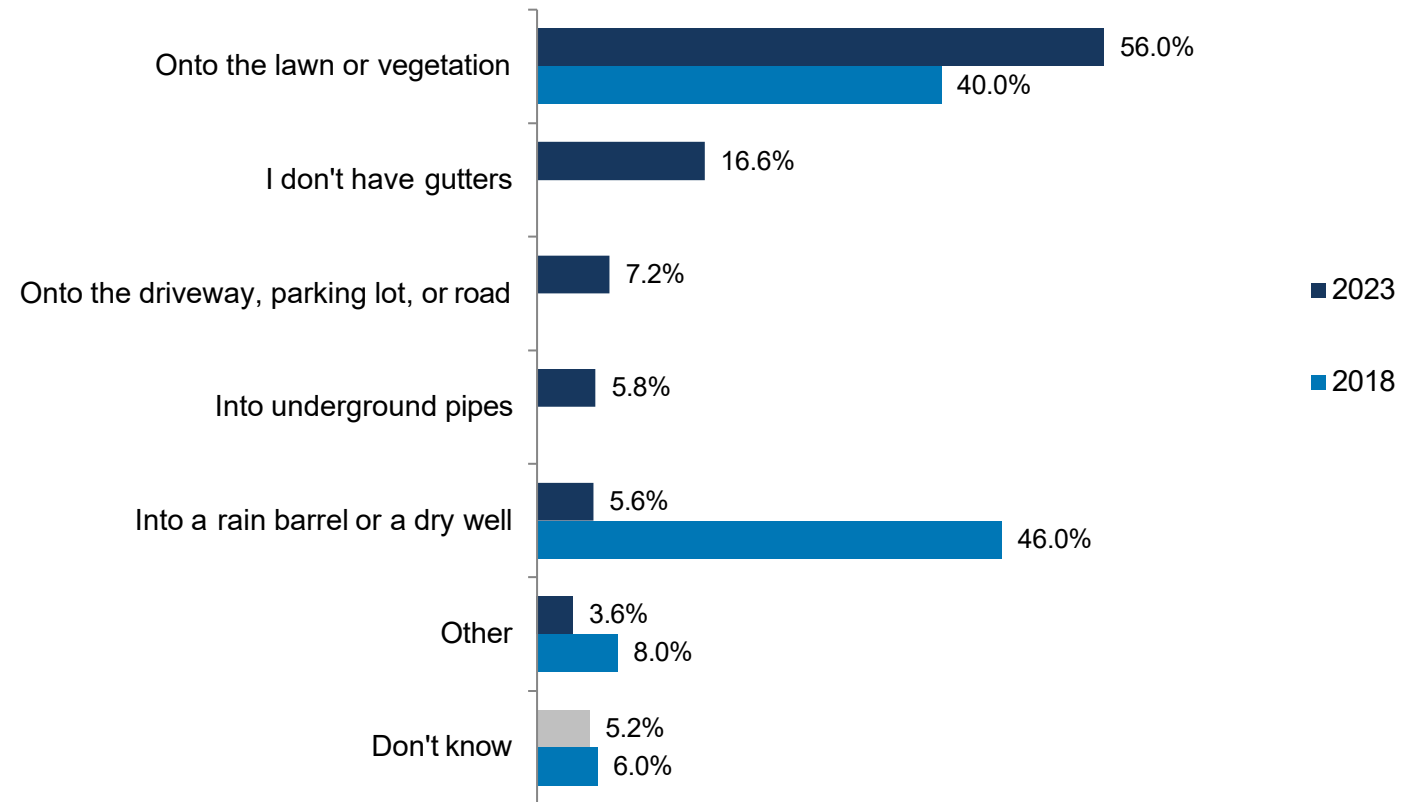


Question 22: When your dog(s) **leaves waste in your yard**, what do you typically do with the dog's waste?
[AMONG THOSE WHO ANSWERED "YES" to Q18]



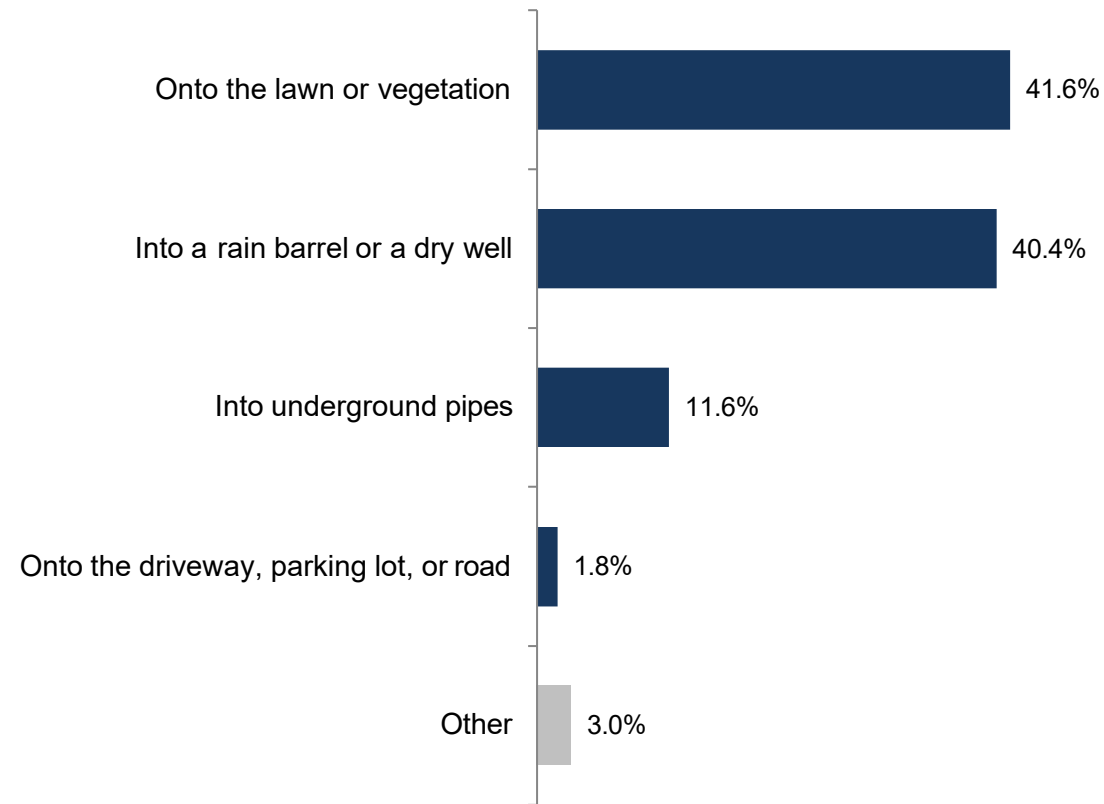
56% of rainwater from gutters is directed onto lawn or vegetation

Question 23: If you have gutters on your home and rainwater from the roof is directed into a gutter and then into a downspout, where does the downspout direct the water?



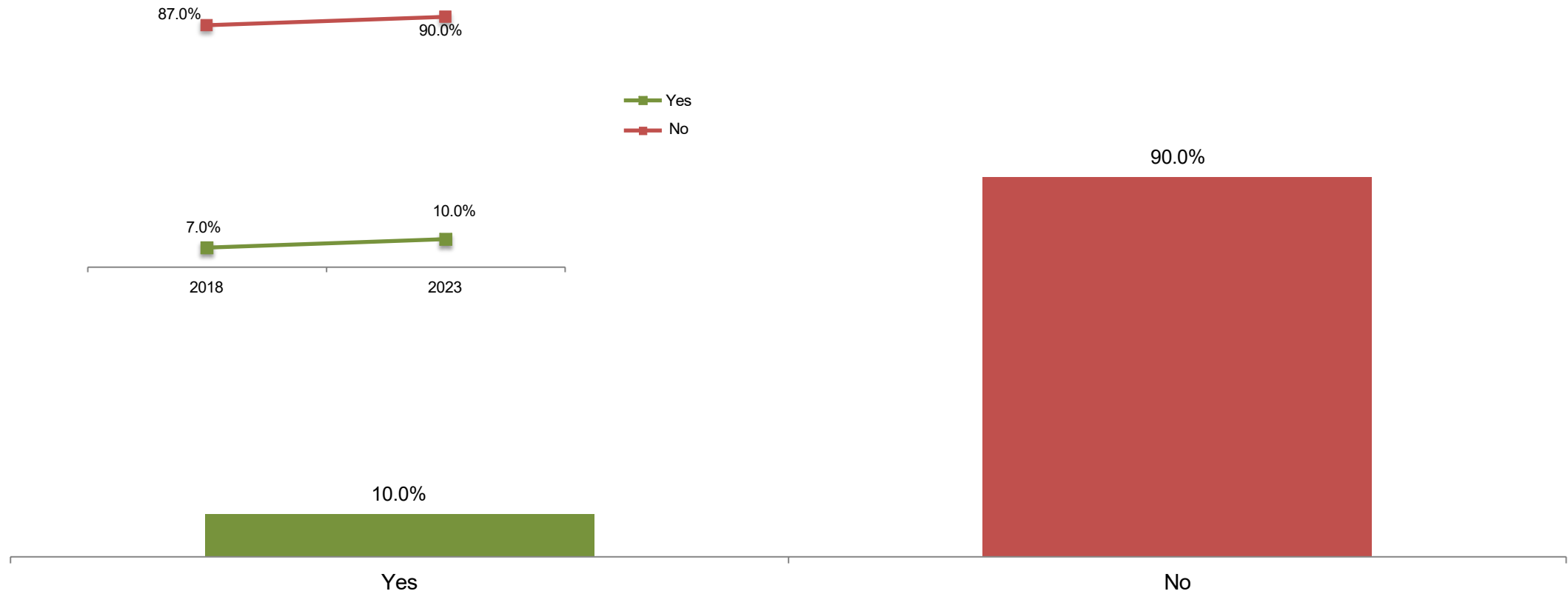
40% consider rain barrels to be the method that introduces the least amount of pollution

Question 24: Which method of handling stormwater do you think introduces the least amount of pollution into local streams?



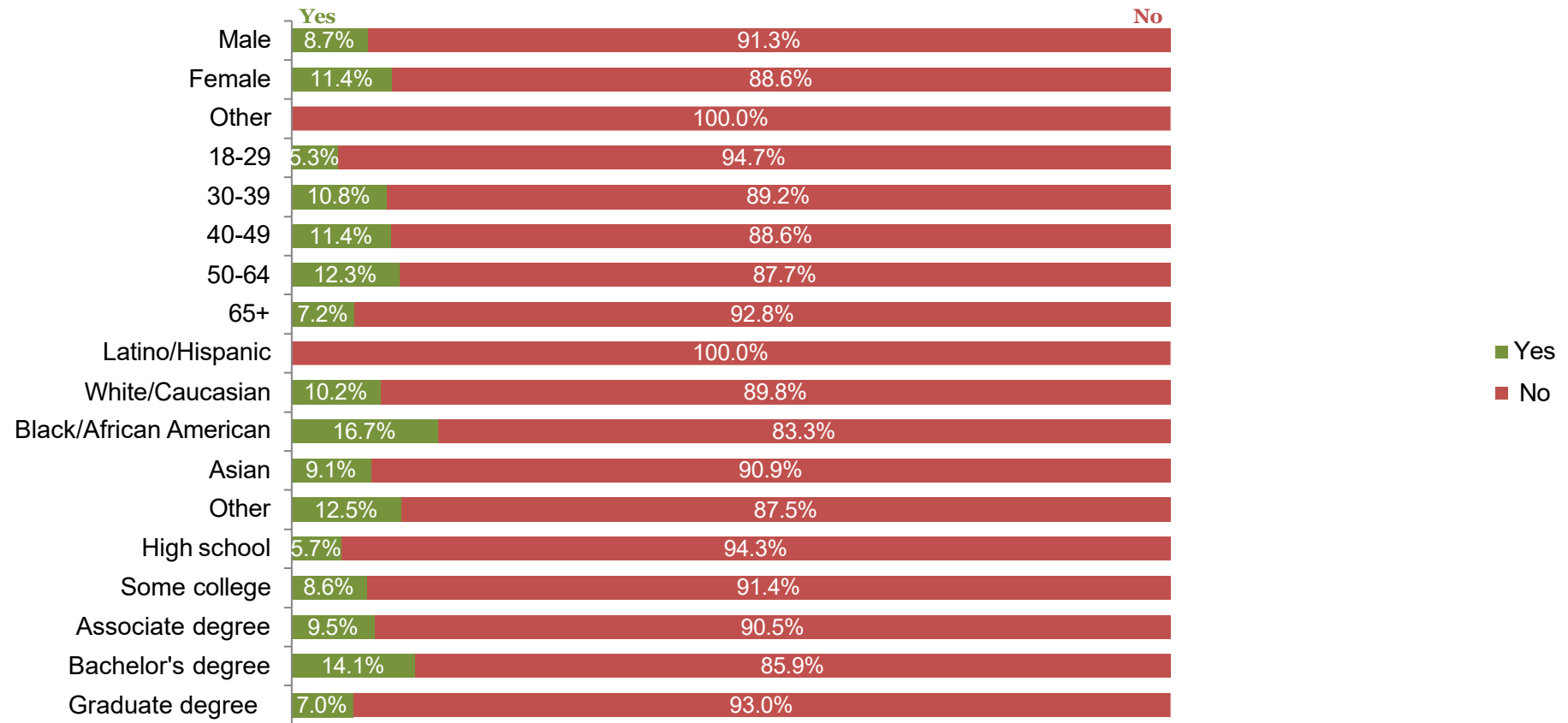
90% had not heard of Rethink Runoff

Question 25: Do you recall seeing or hearing information from Rethink Runoff?



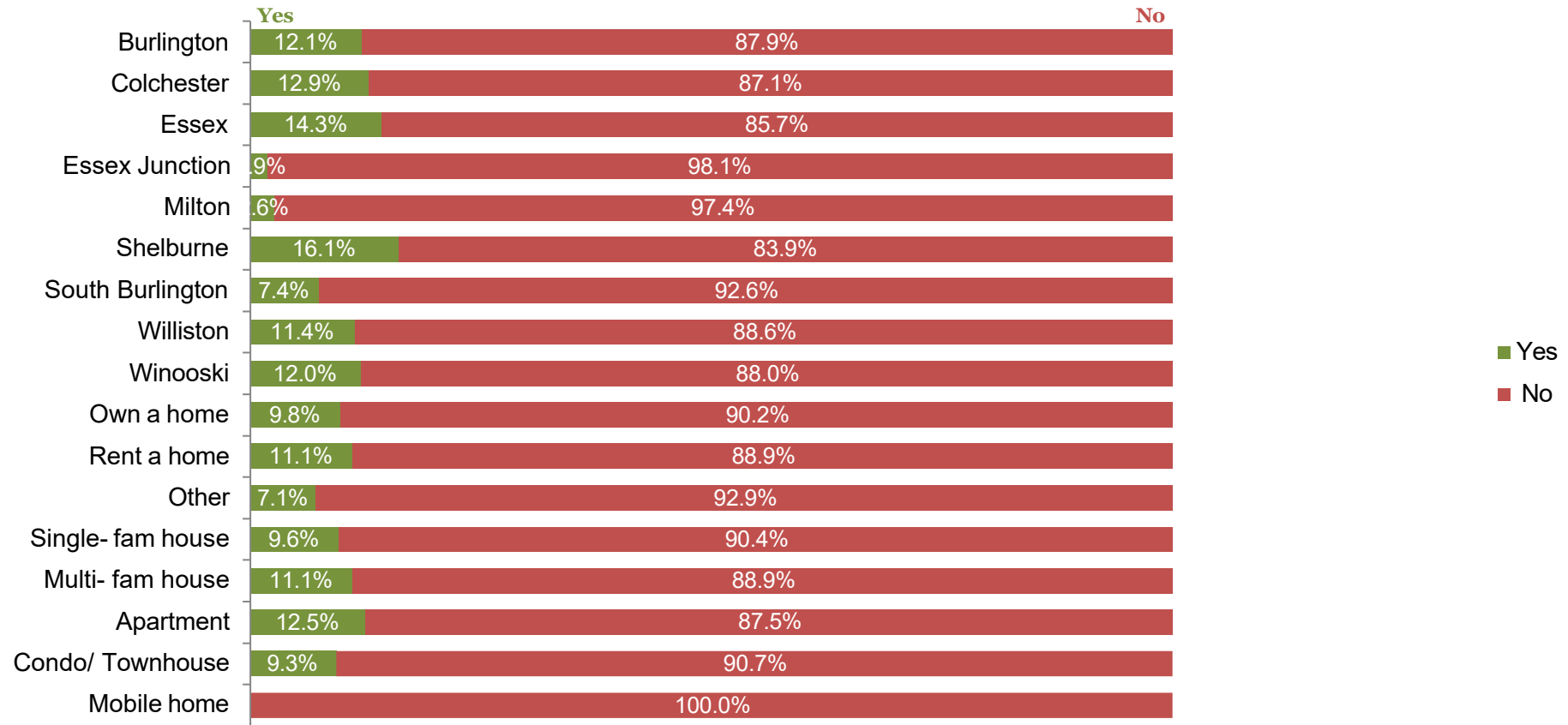
Results by gender, age, ethnicity, and education

Question 25: Do you recall seeing or hearing information from Rethink Runoff?



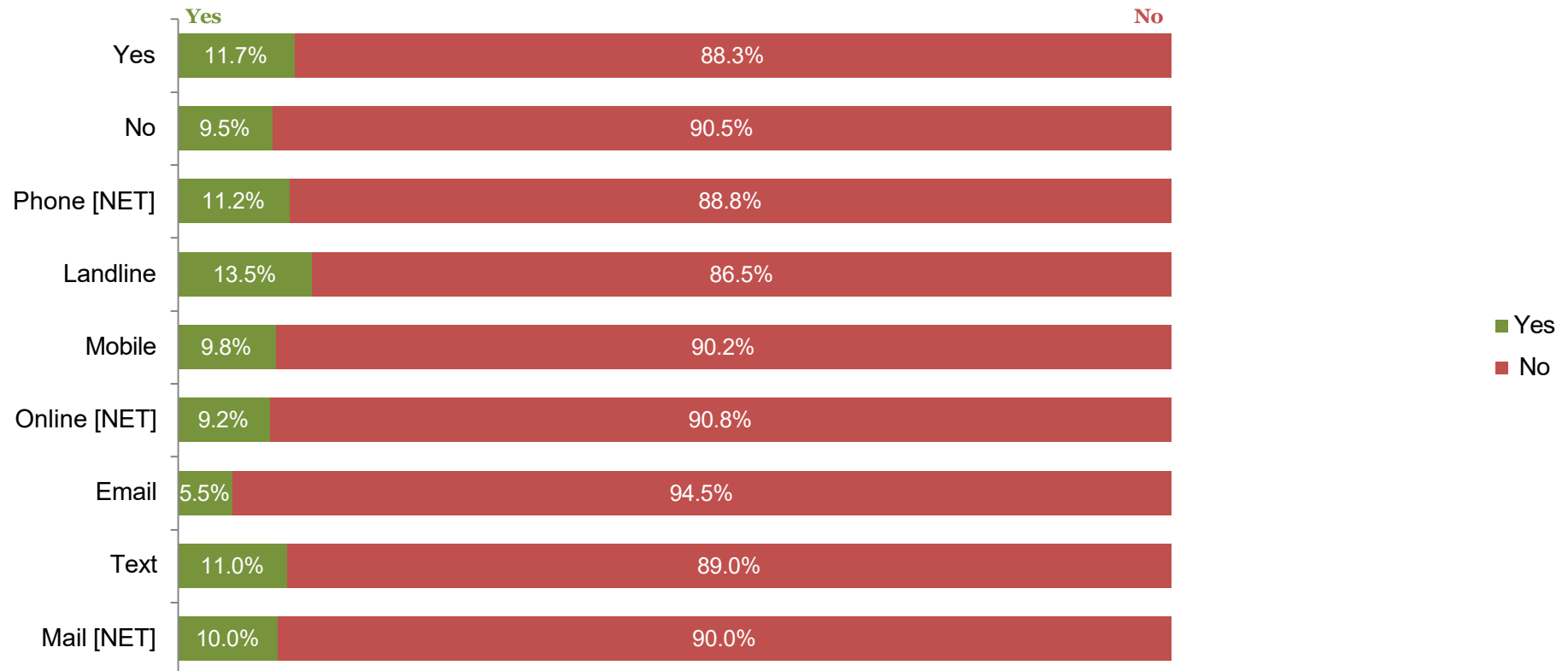
Results by geography, home ownership, and type of housing

Question 25: Do you recall seeing or hearing information from Rethink Runoff?



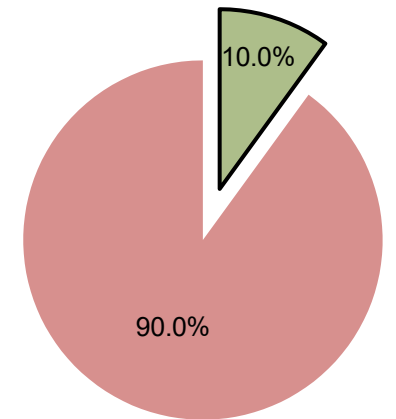
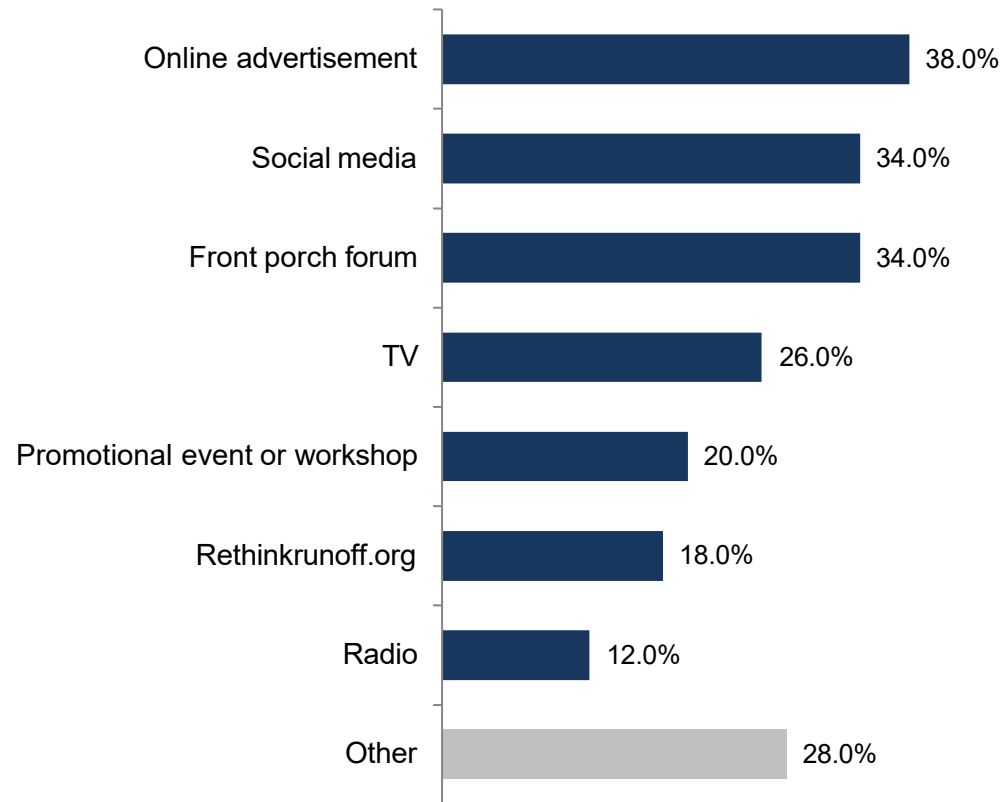
Results by children in home and survey mode

Question 25: Do you recall seeing or hearing information from Rethink Runoff?



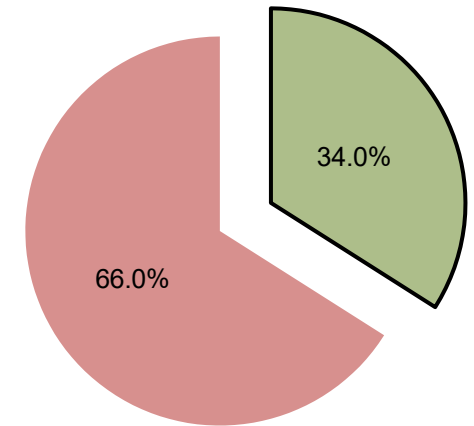
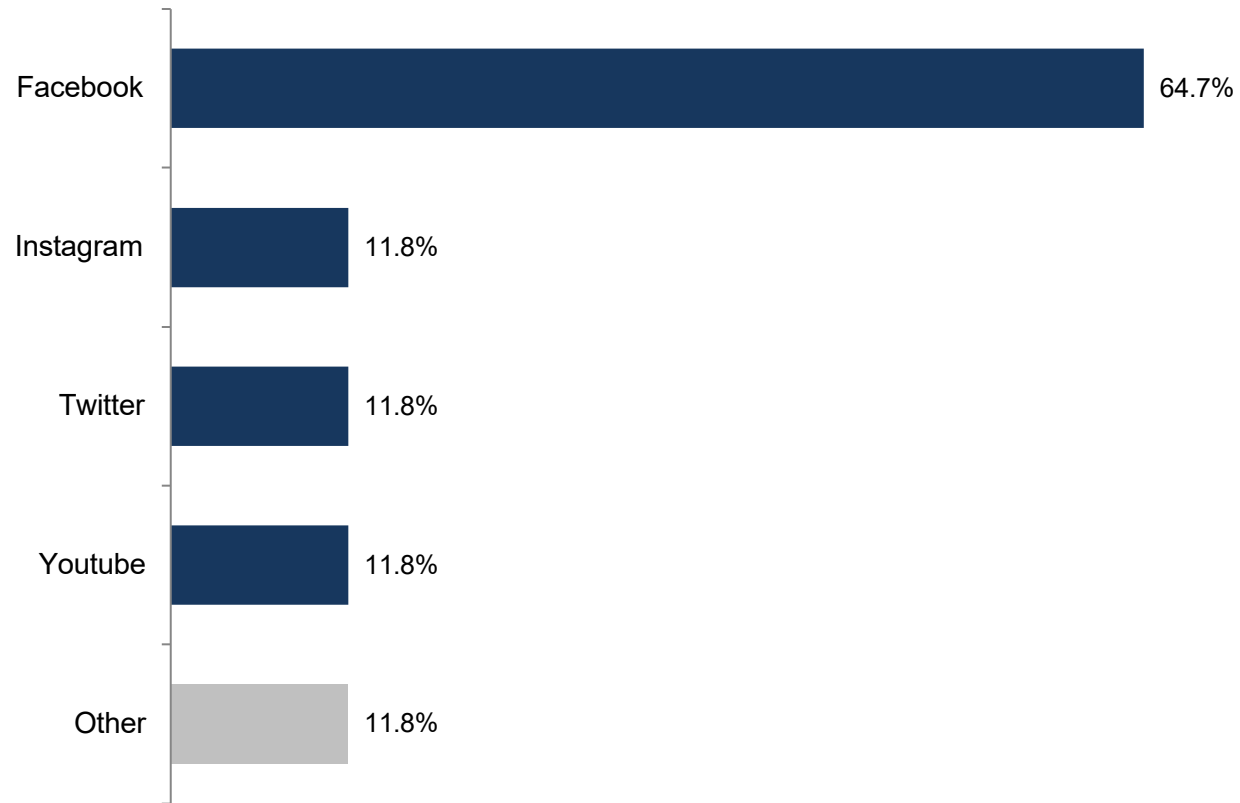
Respondents have heard about Rethink Runoff through a variety of sources

Question 26: Where did you see or hear about Rethink Runoff?
[AMONG THOSE WHO ANSWERED "YES" to Q25]



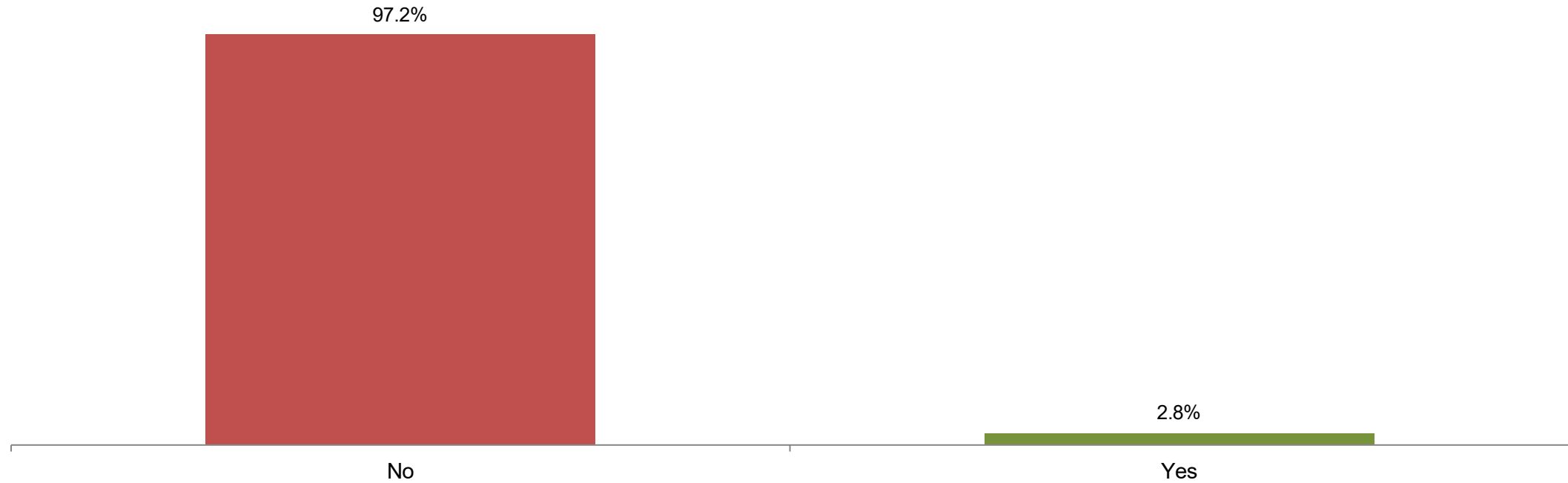
Among those who learned about Rethink Runoff on social media, Facebook is most common source

Question 27: On which of the following **social media platforms** did you see or hear information about Rethink Runoff?
[AMONG THOSE WHO ANSWERED "SOCIAL MEDIA" TO Q26]



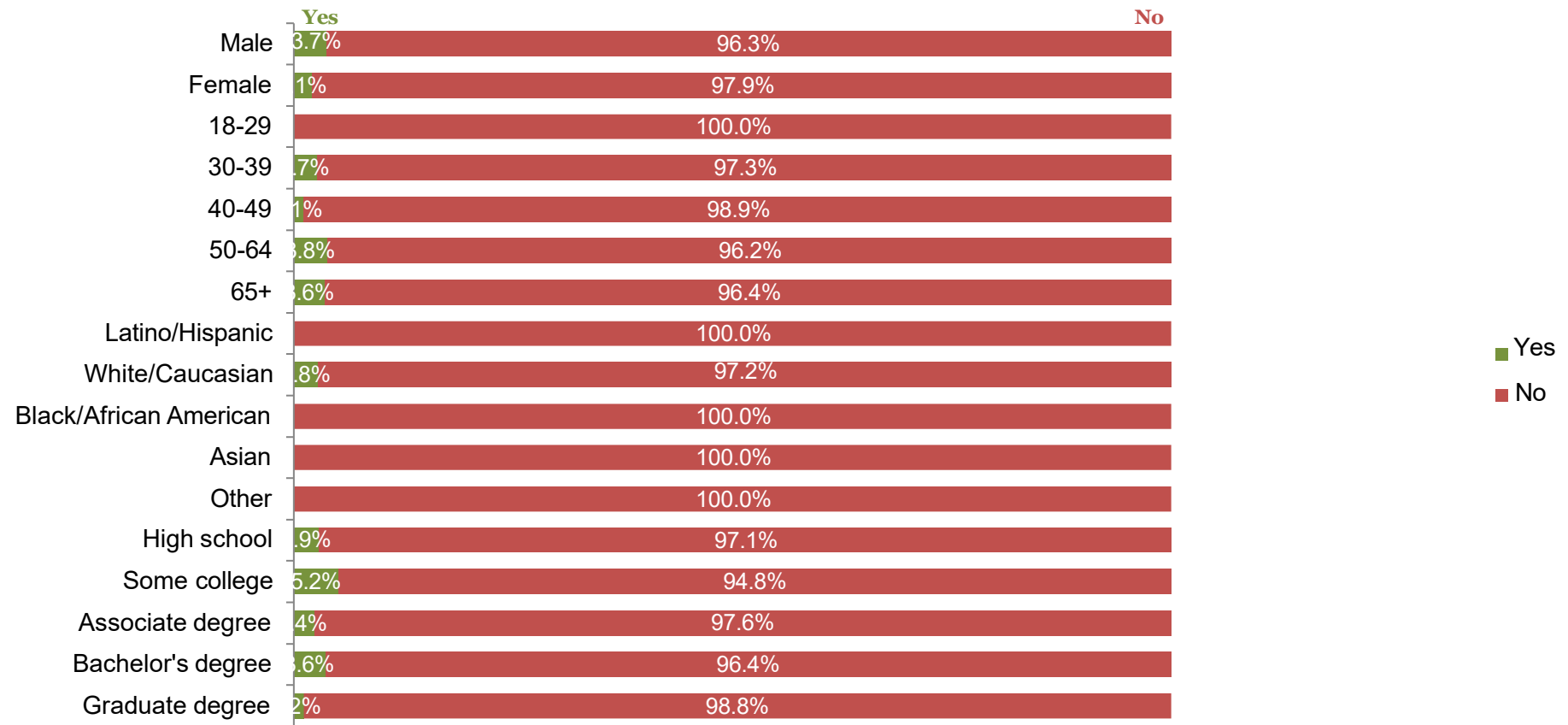
97% had not heard of “The Stream Team”

Question 28: Do you recall seeing or hearing information about "the Stream Team"?



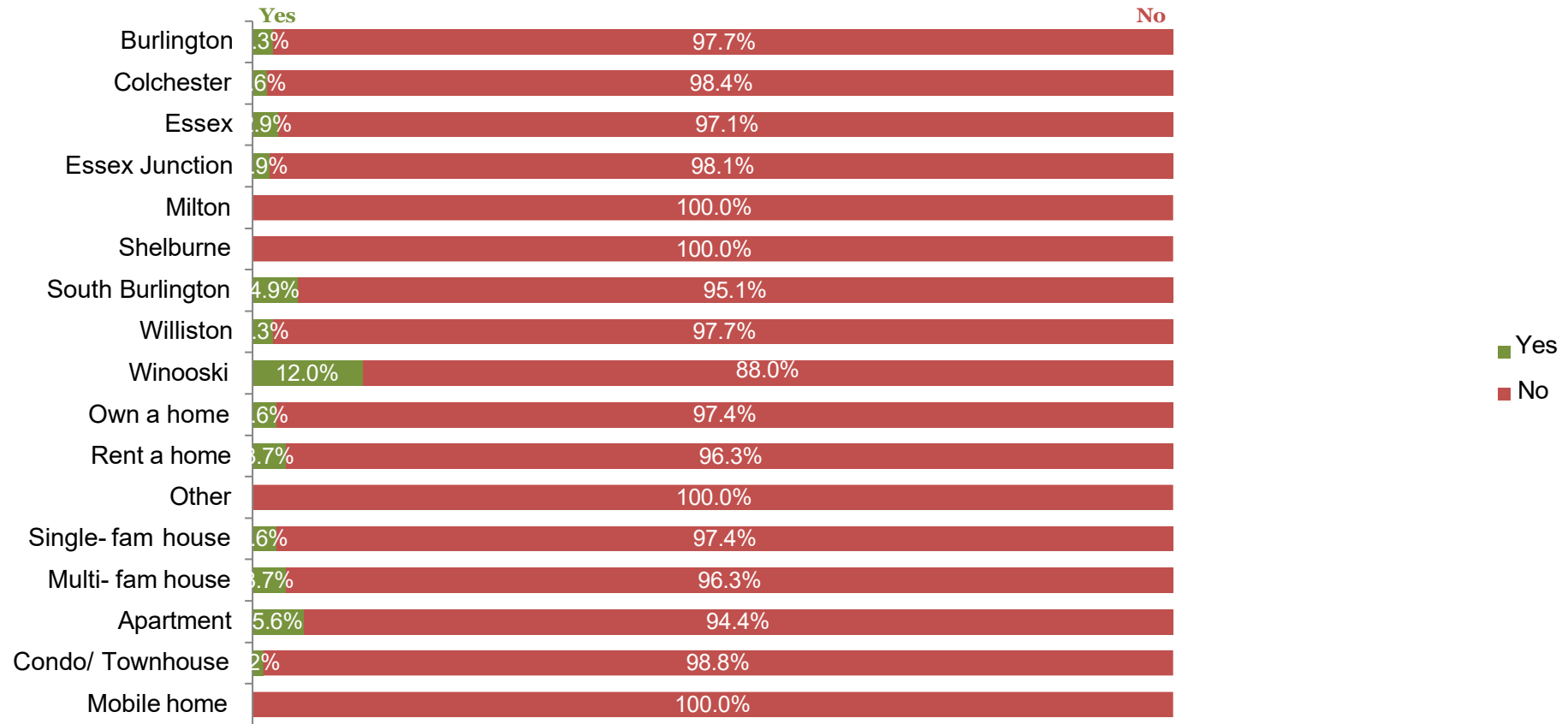
Results by gender, age, ethnicity, and education

Question 28: Do you recall seeing or hearing information about "the Stream Team"?



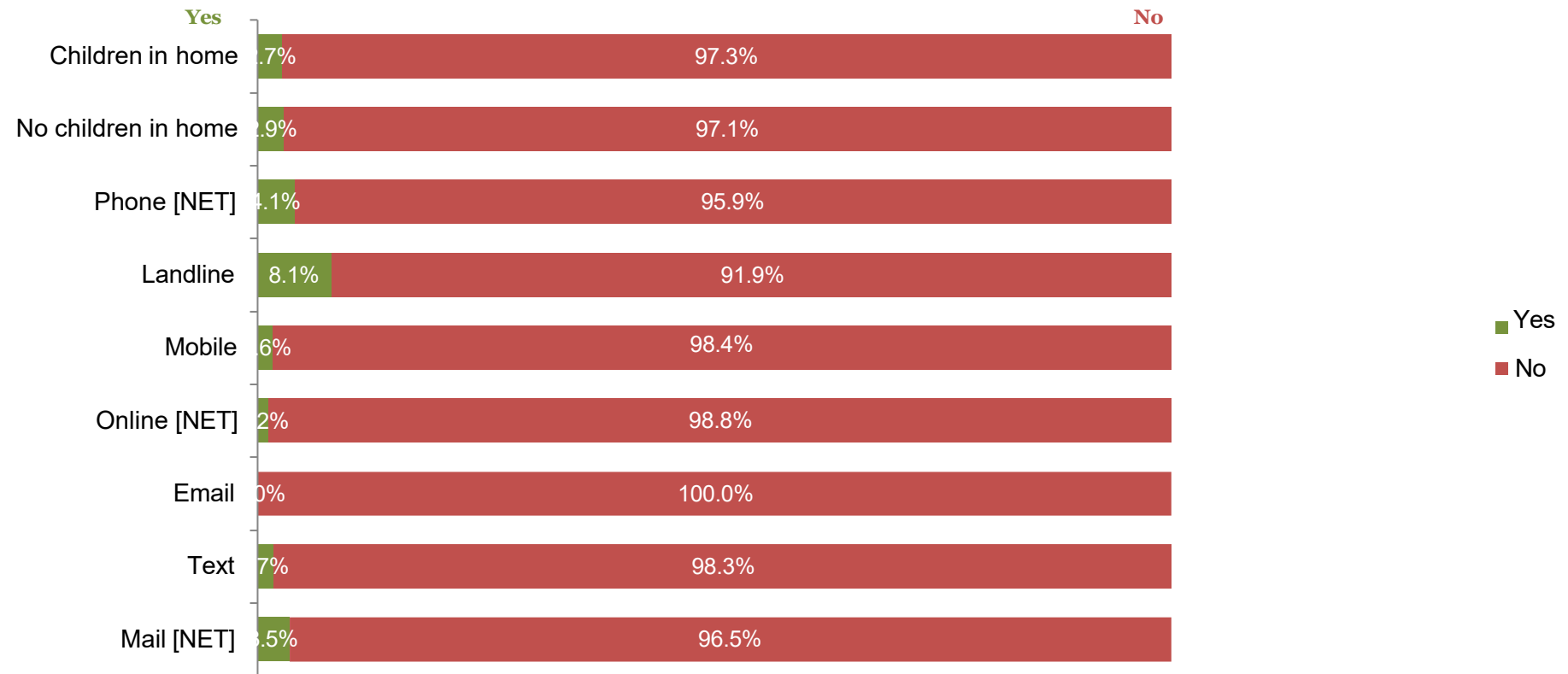
Results by geography, home ownership, and type of housing

Question 28: Do you recall seeing or hearing information about "the Stream Team"?



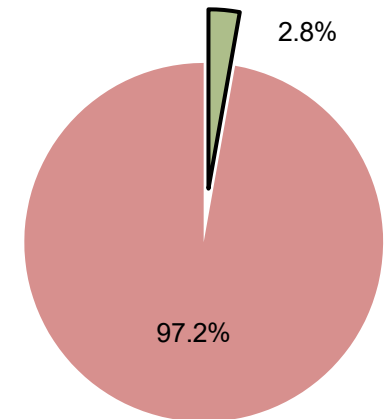
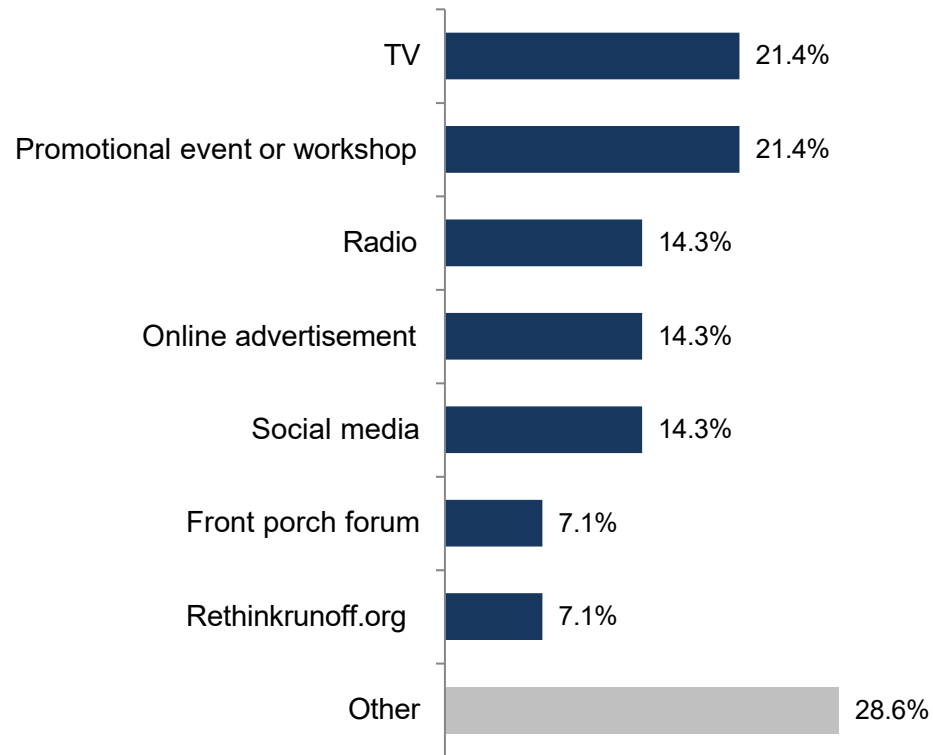
Results by children in home and survey mode

Question 28: Do you recall seeing or hearing information about "the Stream Team"?



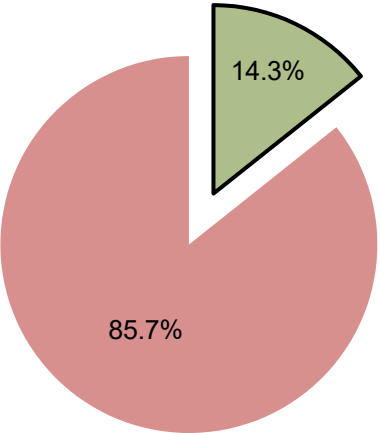
Those who heard of the “Stream Team” had variety of sources

Question 29: Where did you see or hear about “the Stream Team”? Select all that apply.
[AMONG THOSE WHO ANSWERED “YES” TO Q28]



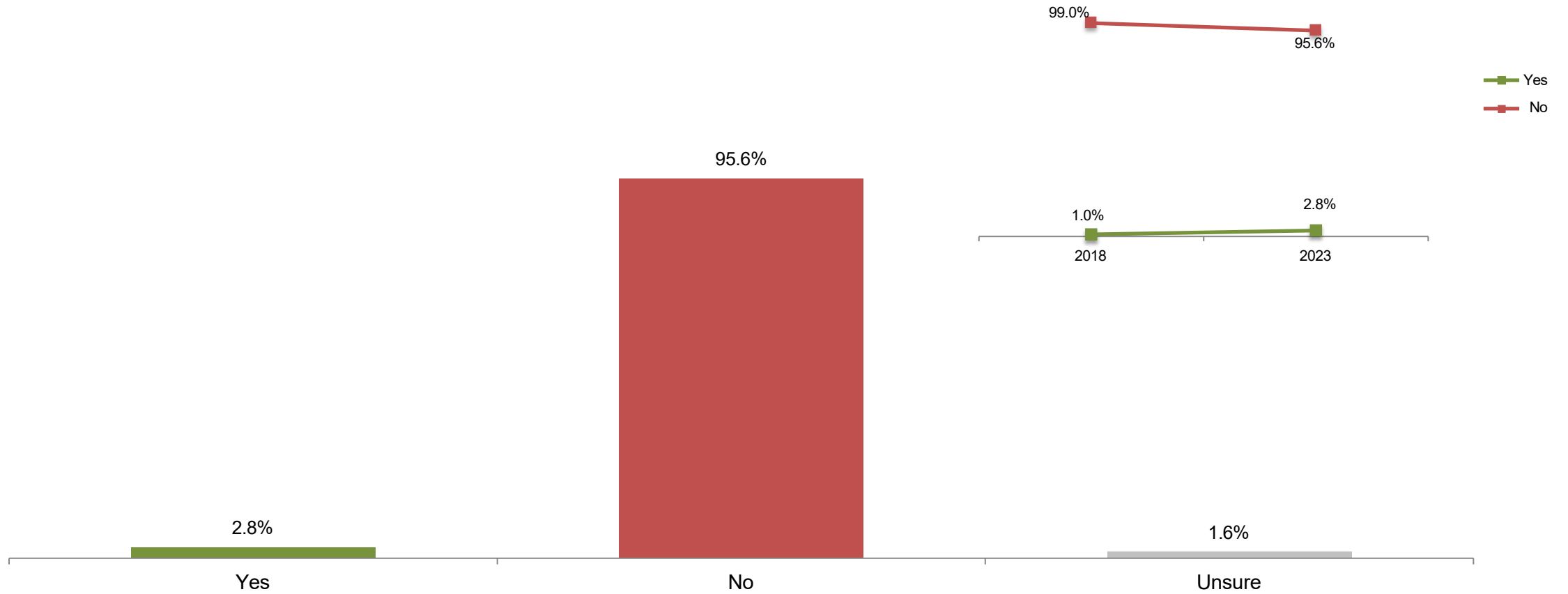
Those who heard about the “Stream Team” on social media heard about it on Facebook

Question 30: On which of the following social media platforms did you see or hear information about "the Stream Team"?
[AMONG THOSE WHO ANSWERED “SOCIAL MEDIA” TO Q29]



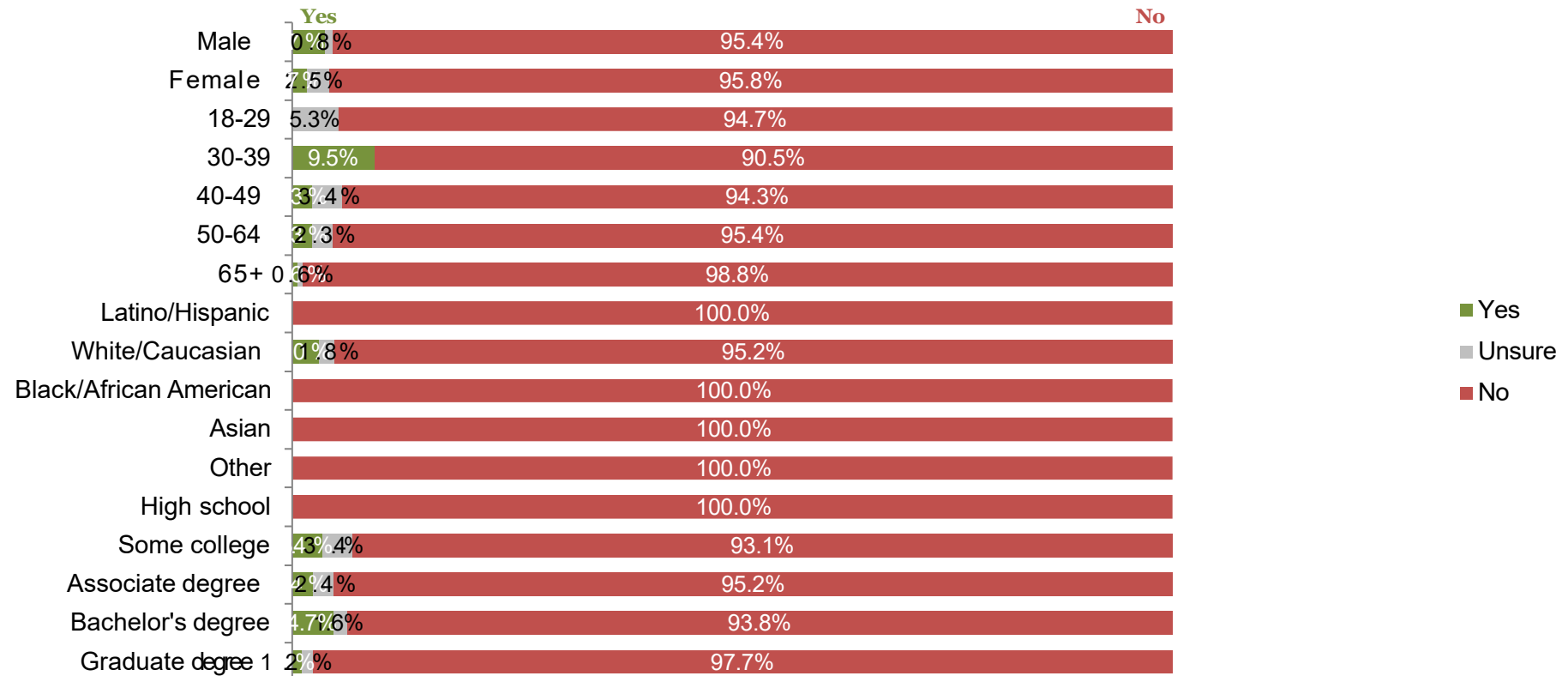
2.8% had visited rethinkrunoff.org before this survey

Question 31: Before this survey, did you ever visit the website, www.rethinkrunoff.org?



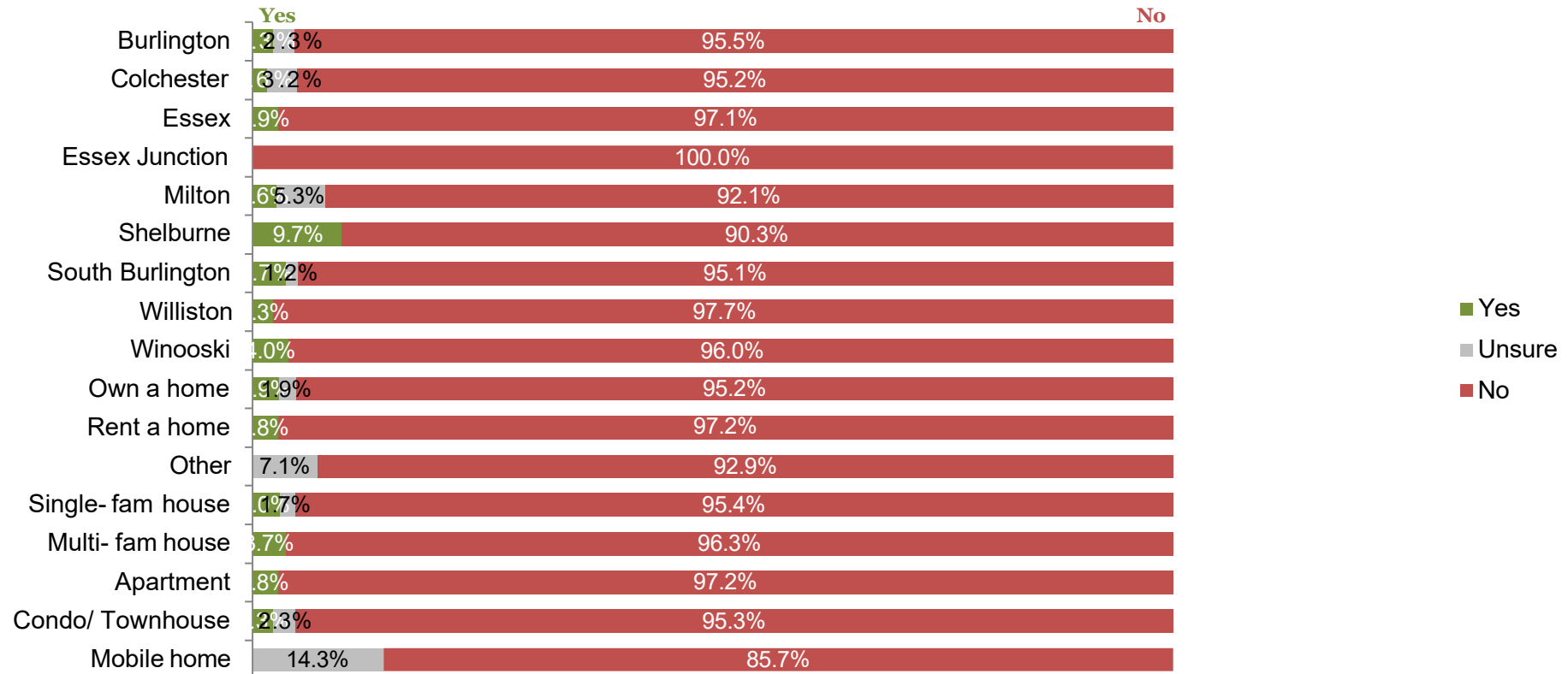
Results by gender, age, ethnicity, and education

Question 31: Before this survey, did you ever visit the website, www.rethinkrunoff.org?



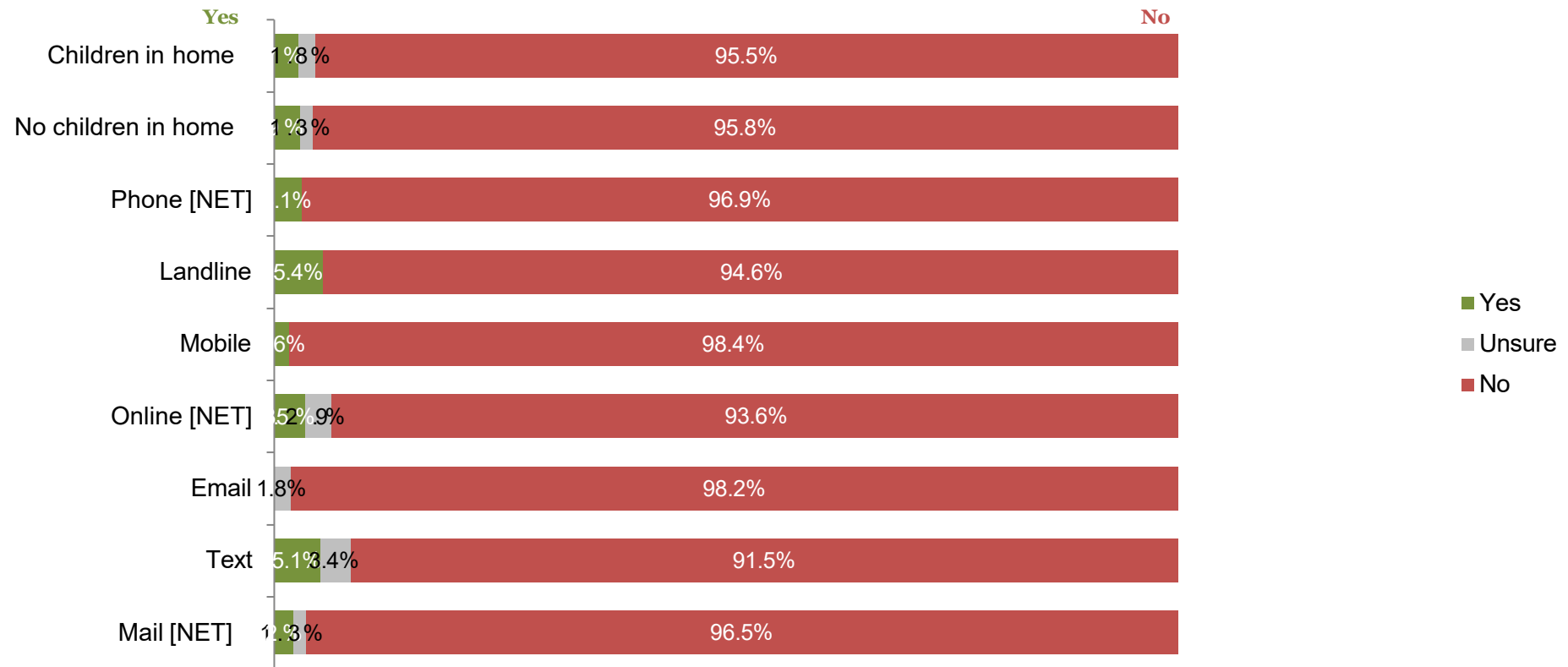
Results by geography, home ownership, and type of housing

Question 31: Before this survey, did you ever visit the website, www.rethinkrunoff.org?



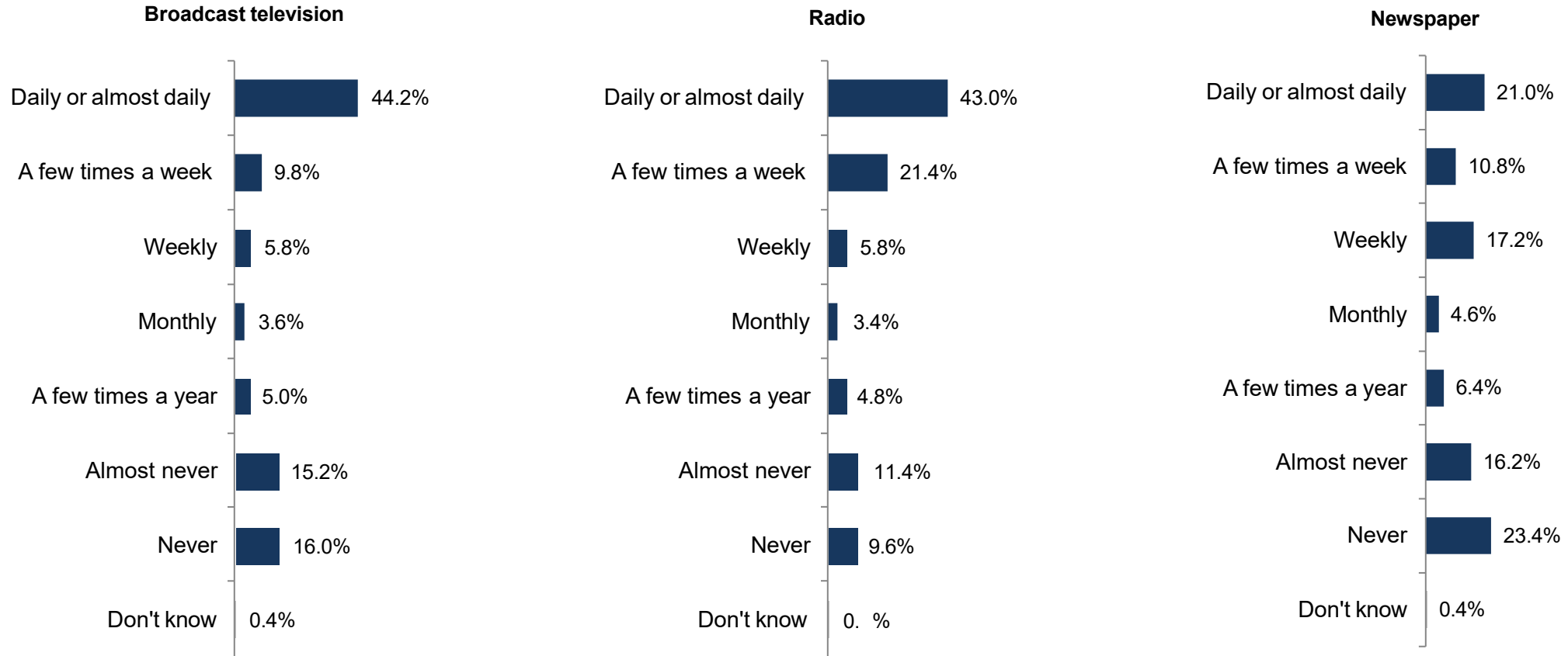
Results by children in home and survey mode

Question 31: Before this survey, did you ever visit the website, www.rethinkrunoff.org?



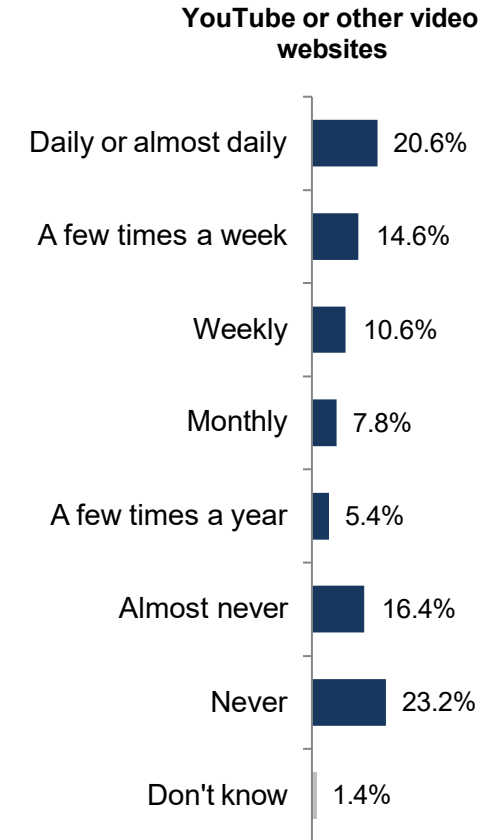
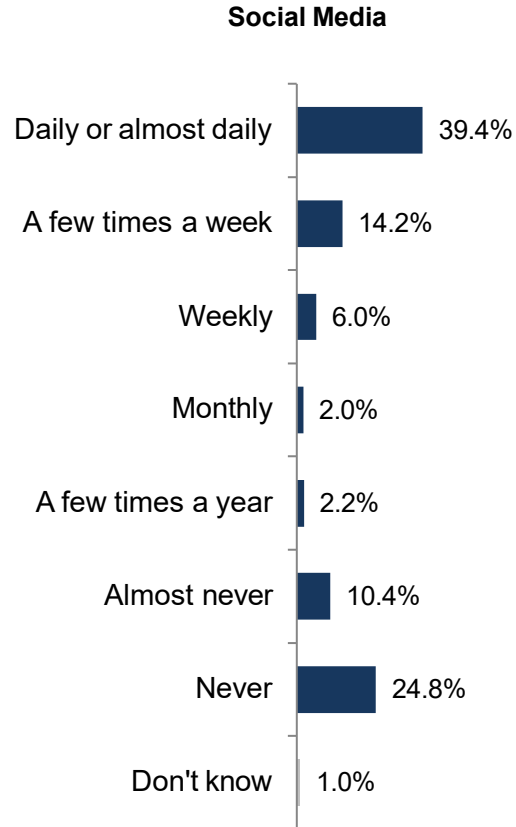
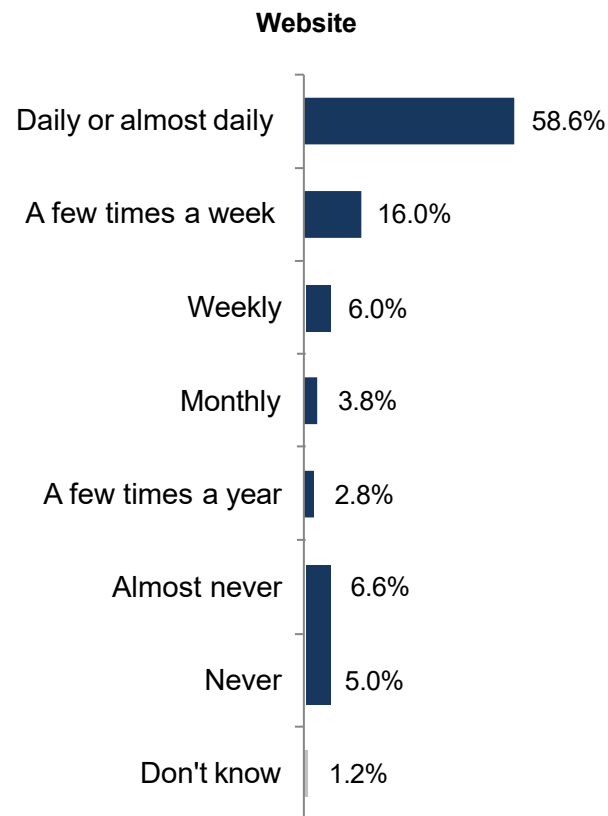
Once a week or more: 70% listen to the radio, 60% watch broadcast TV, 32% read a newspaper

Question 32A: How often do you use each of the following news sources? Indicate on the scale.



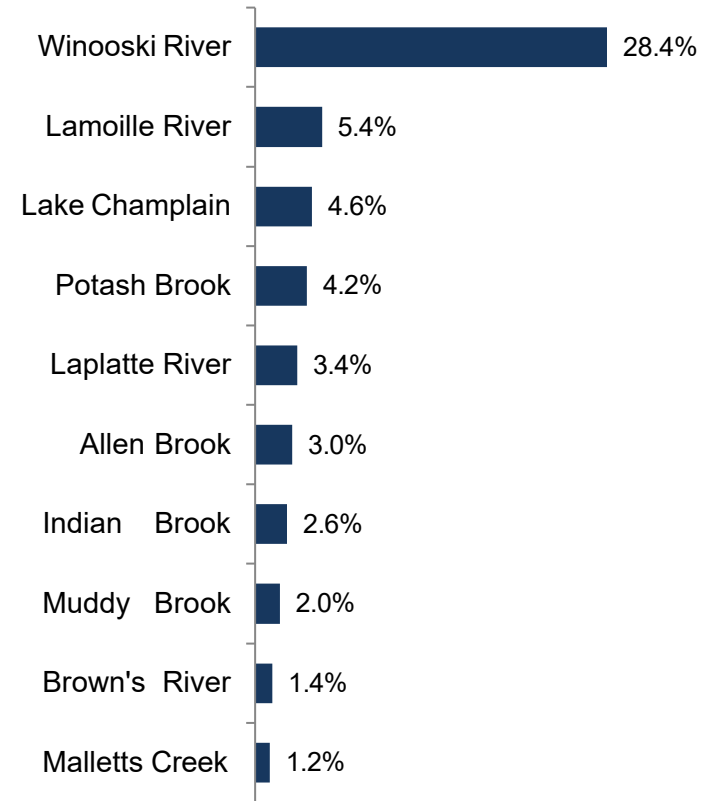
80% use websites for news at least once a week

Question 32A: How often do you use each of the following news sources? Indicate on the scale.



Most mentioned stream/river name is “Winooski River”

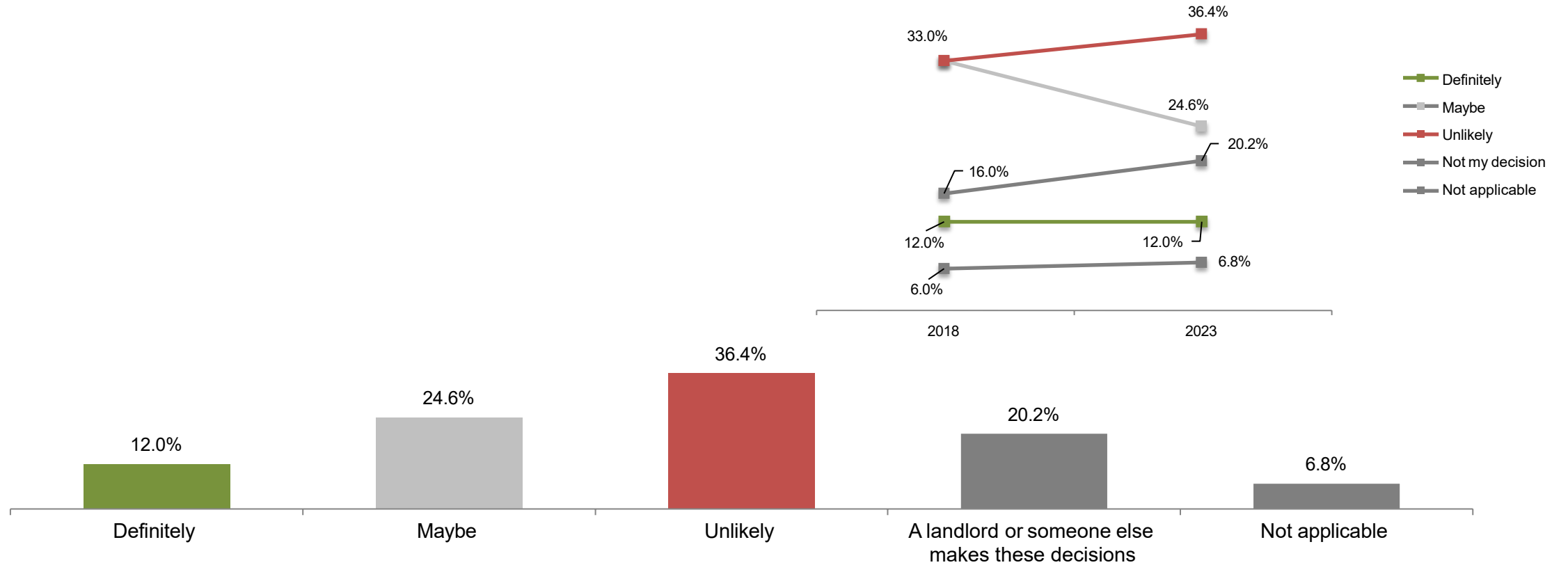
Question 33: What are the names of some local streams or rivers in your town?
[OPEN-ENDED RESPONSE]



36% unlikely to install a rain barrel in the next two years or are not responsible for making that decision

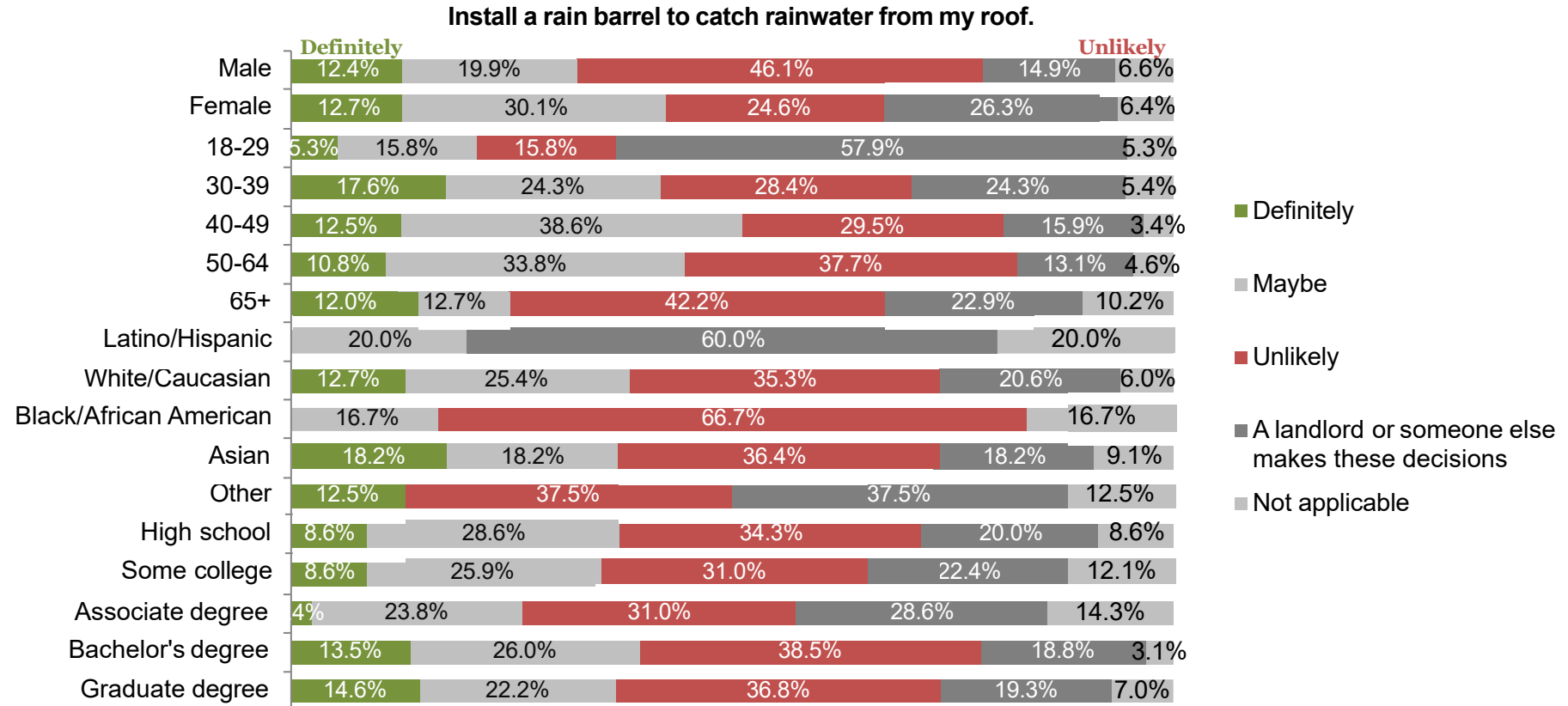
Question 34: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

Install a rain barrel to catch rainwater from my roof.



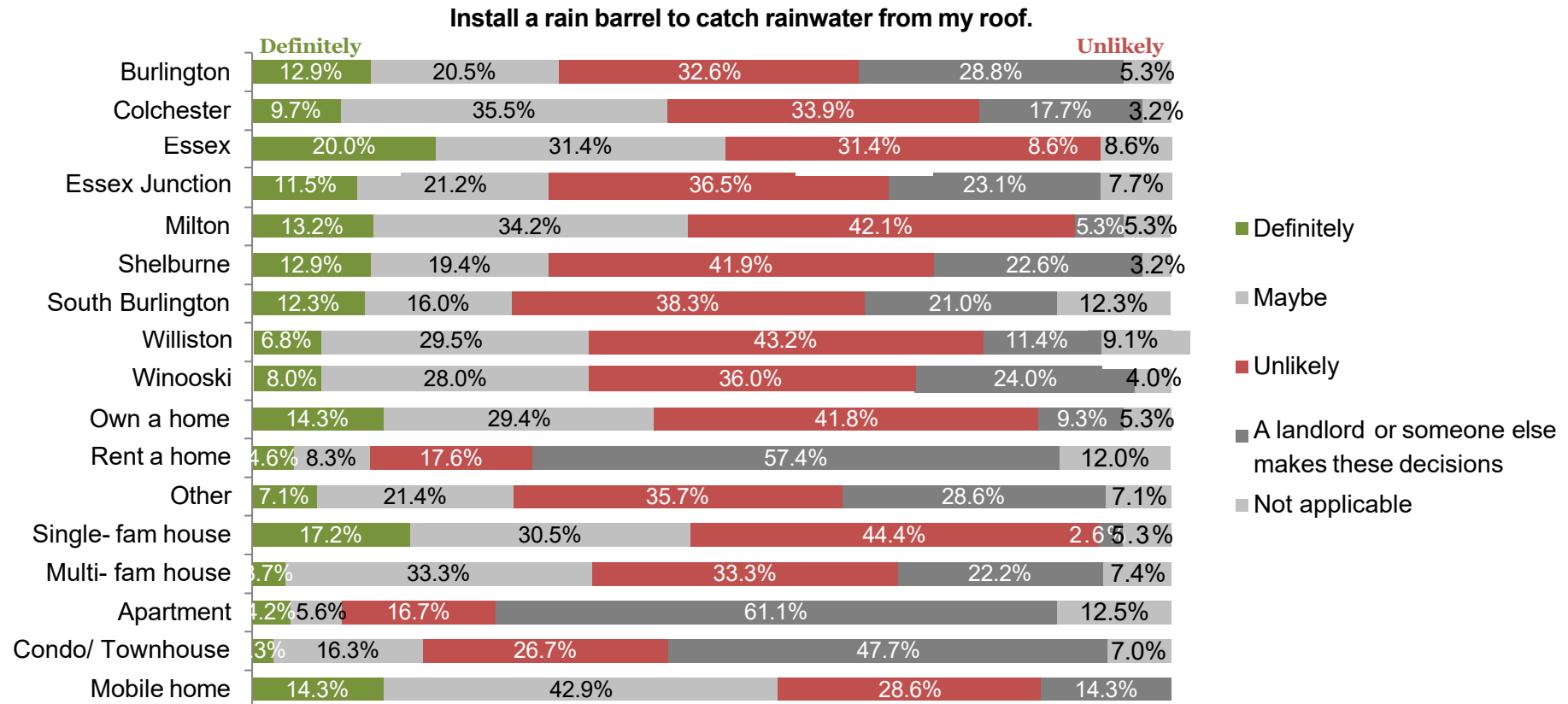
Results by gender, age, ethnicity, and education

Question 34: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...



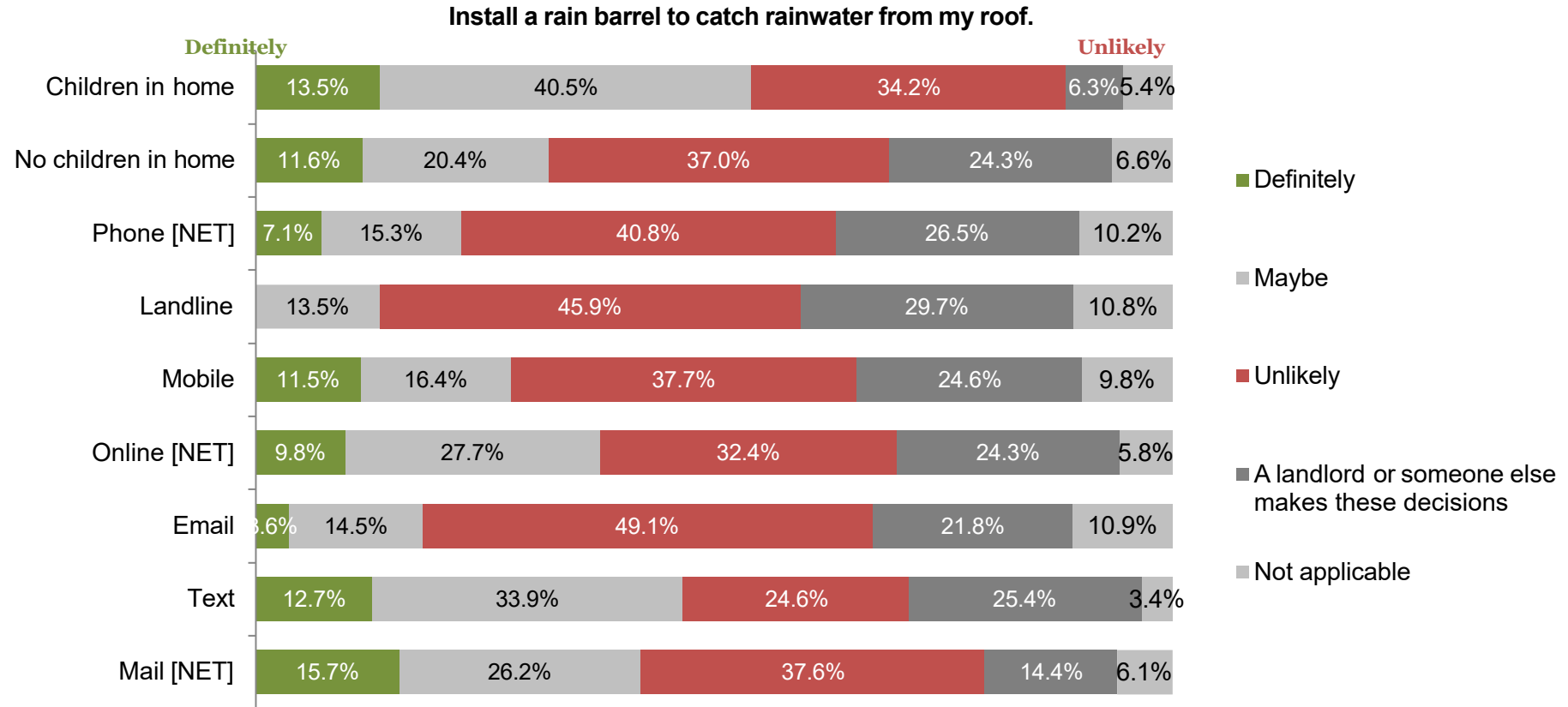
Results by geography, home ownership, and type of housing

Question 34: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...



Results by children in home and survey mode

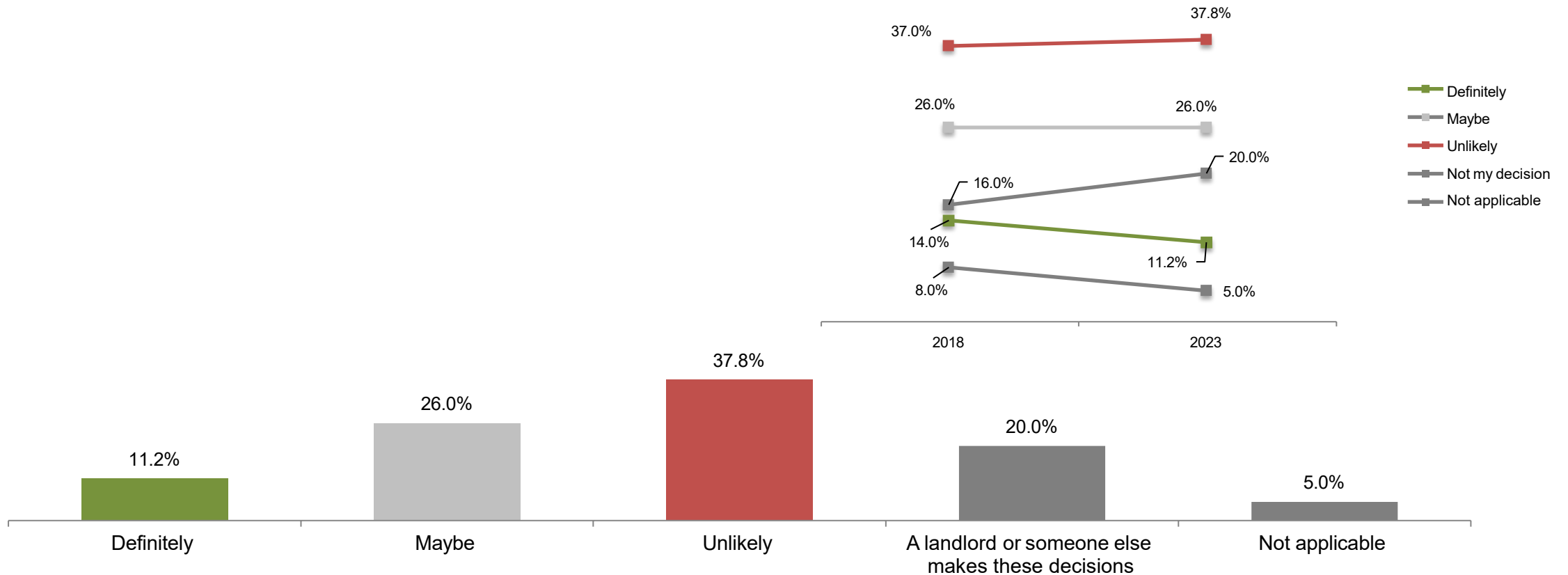
Question 34: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...



58% either unlikely to plant a rain garden in the next two years or are not responsible for making that decision

Question 35: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

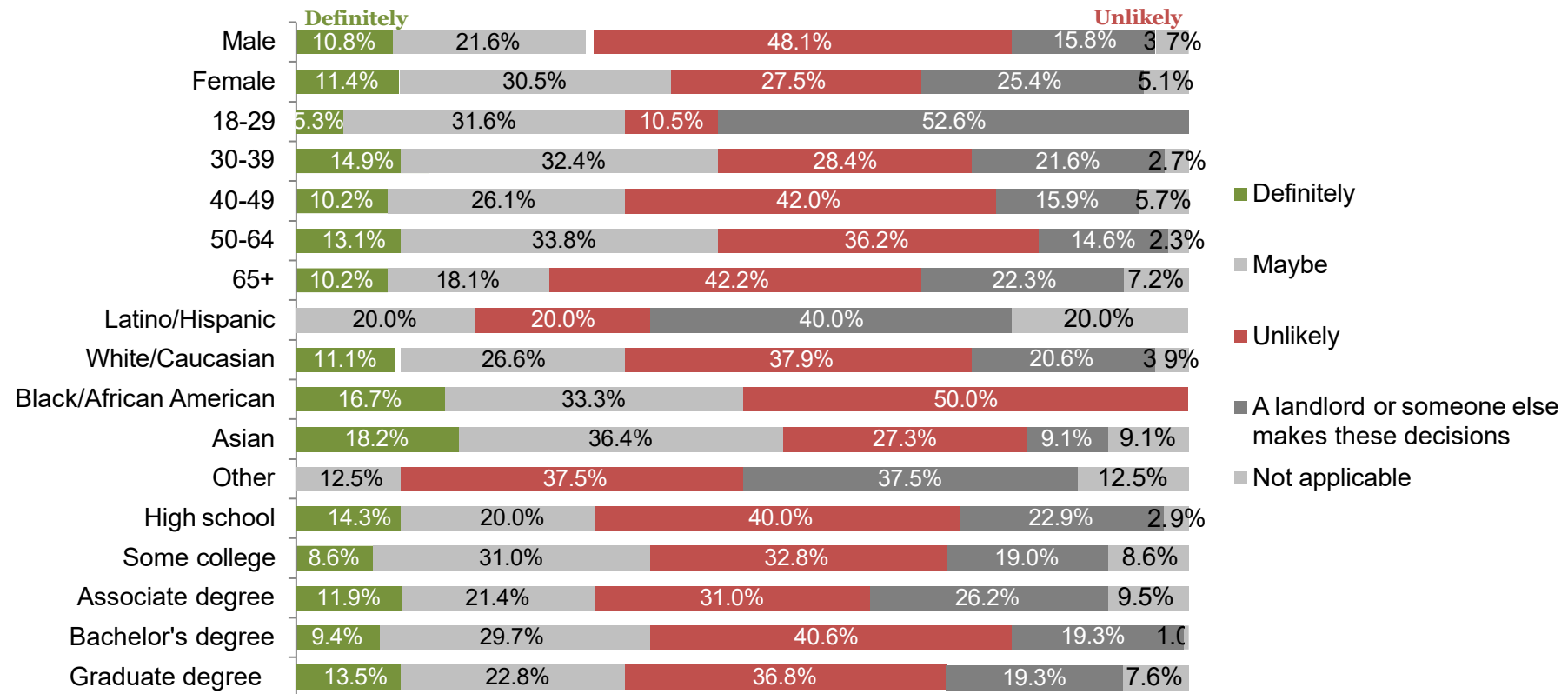
Plant a rain garden to capture rainwater from my roof, driveway, and/or walkway.



Results by gender, age, ethnicity, and education

Question 35: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

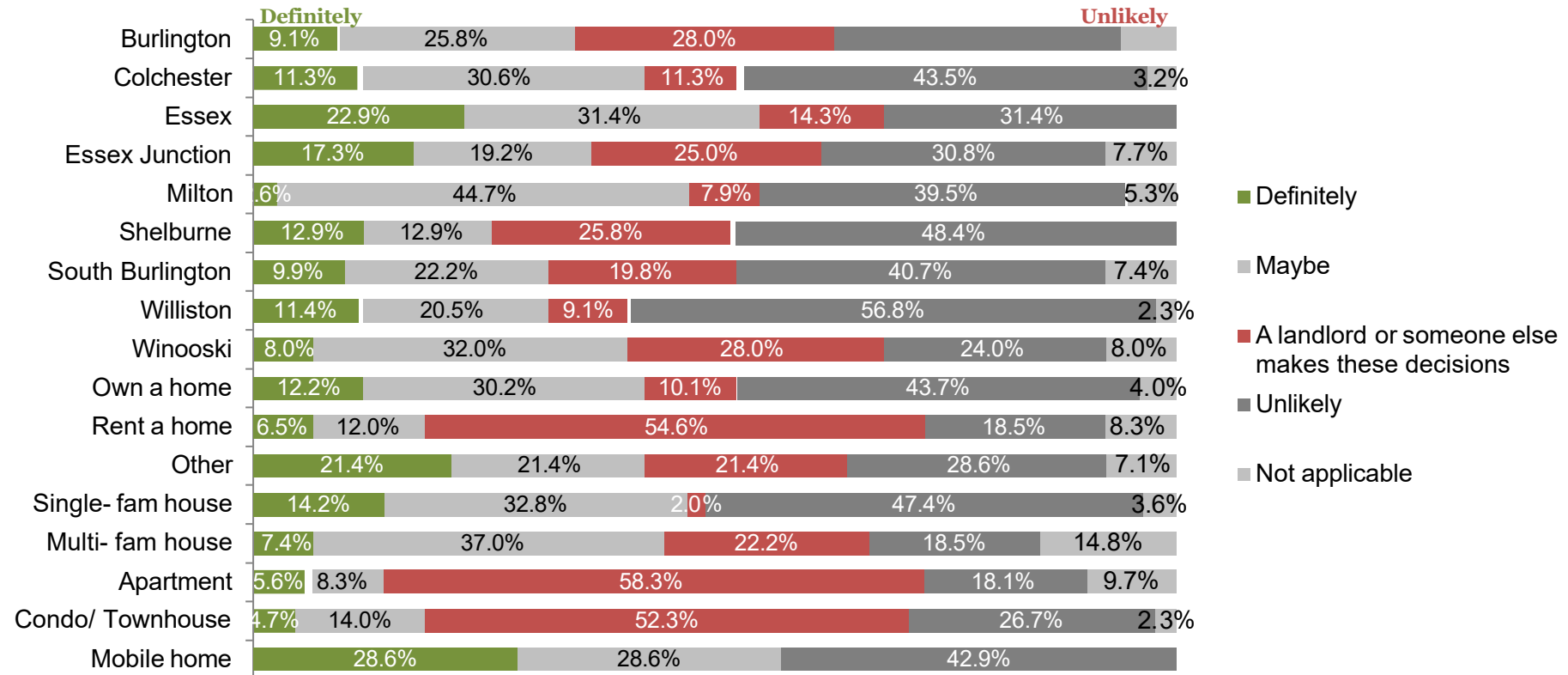
Plant a rain garden to capture rainwater from my roof, driveway, and/or walkway.



Results by geography, home ownership, and type of housing

Question 35: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

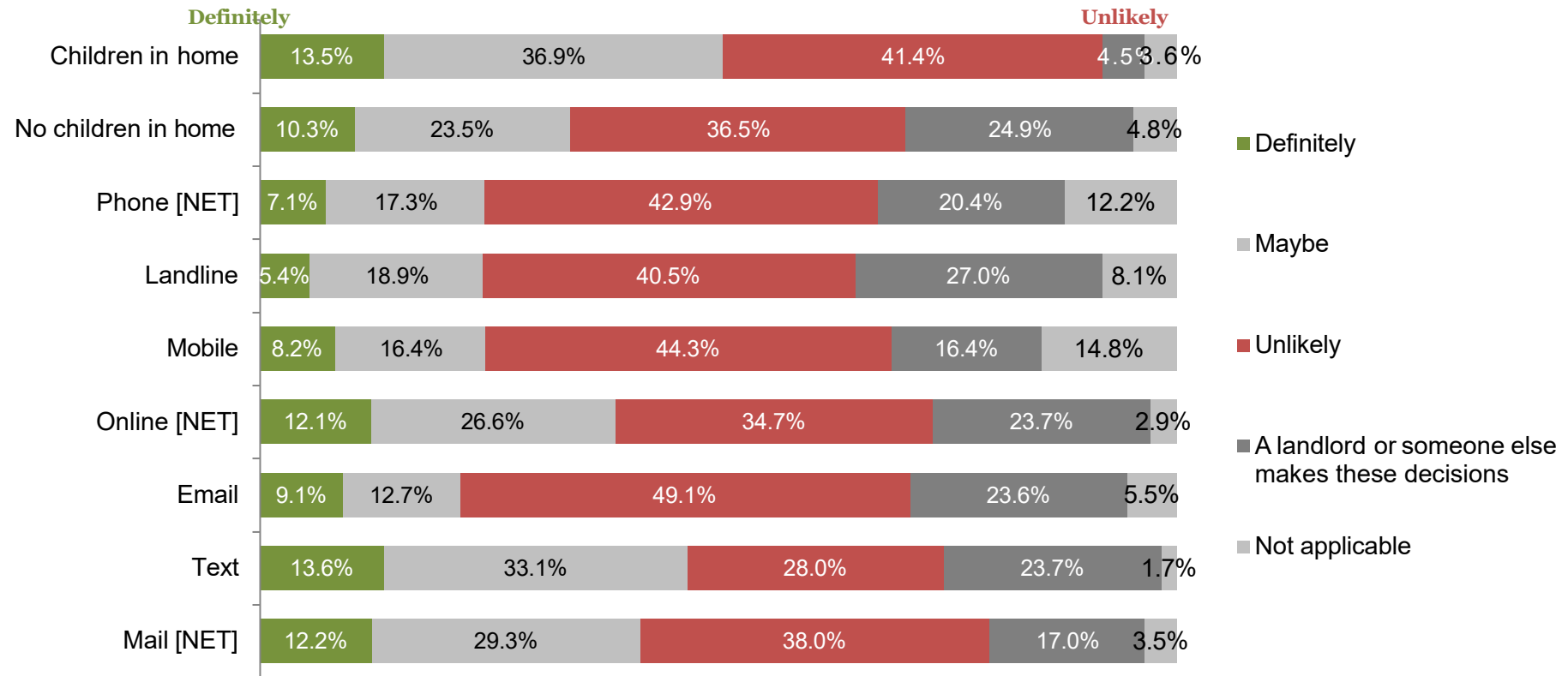
Plant a rain garden to capture rainwater from my roof, driveway, and/or walkway.



Results by children in home and survey mode

Question 35: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

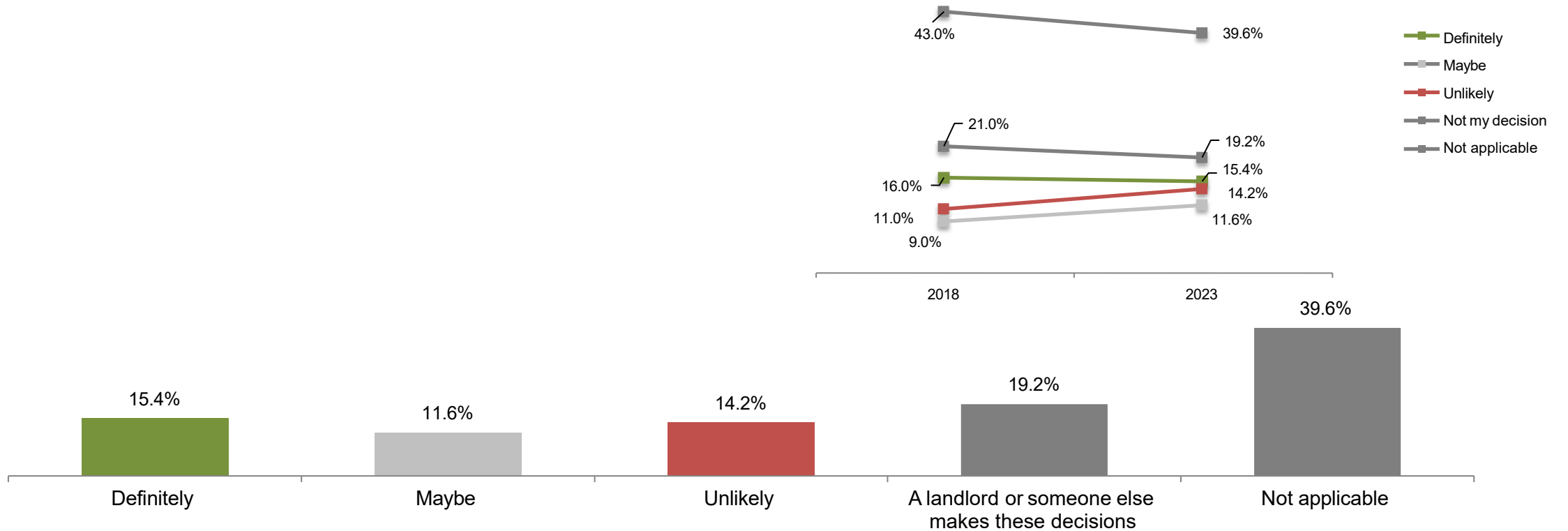
Plant a rain garden to capture rainwater from my roof, driveway, and/or walkway.



15% definitely intend to ask their landscaper to use natural lawn care practices, 12% say maybe

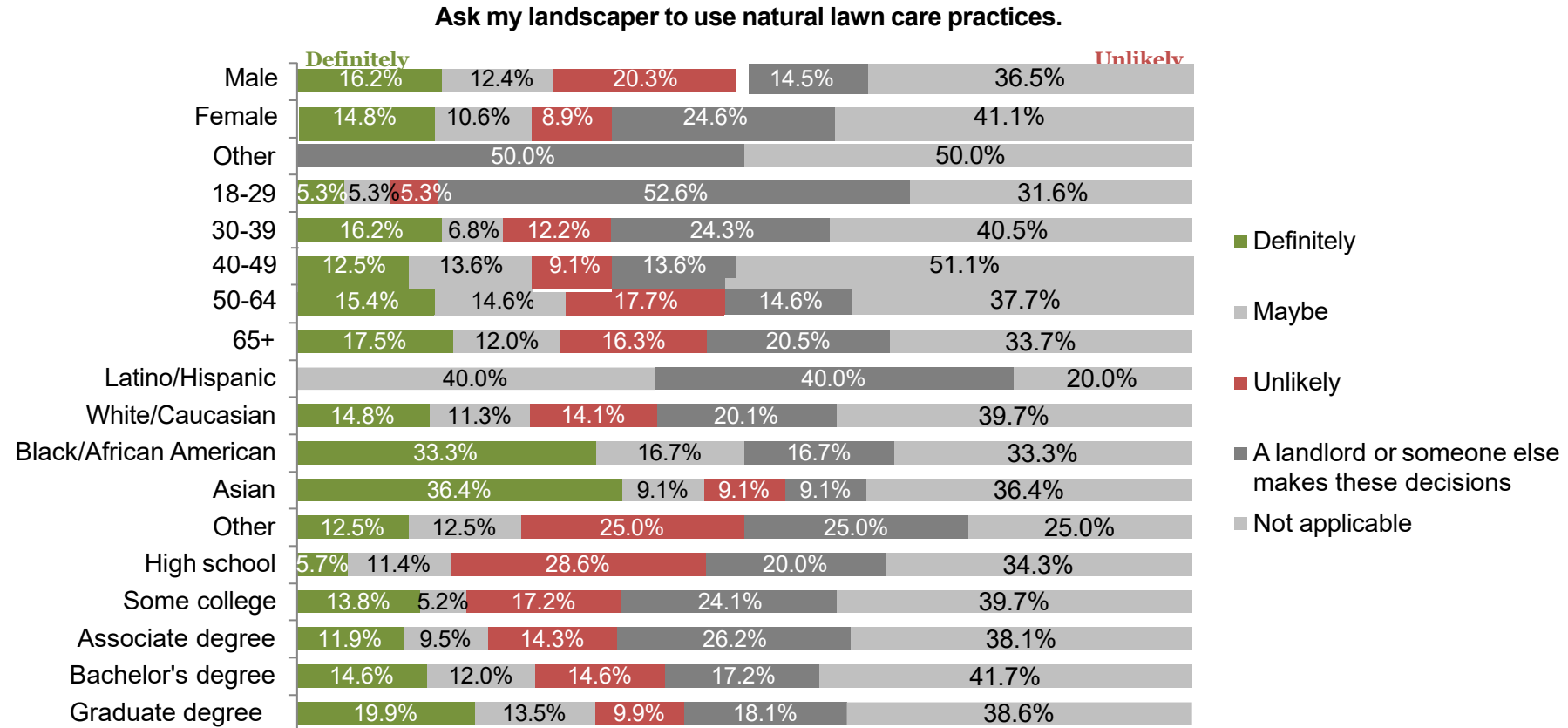
Question 36: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

Ask my landscaper to use natural lawn care practices.



Results by gender, age, ethnicity, and education

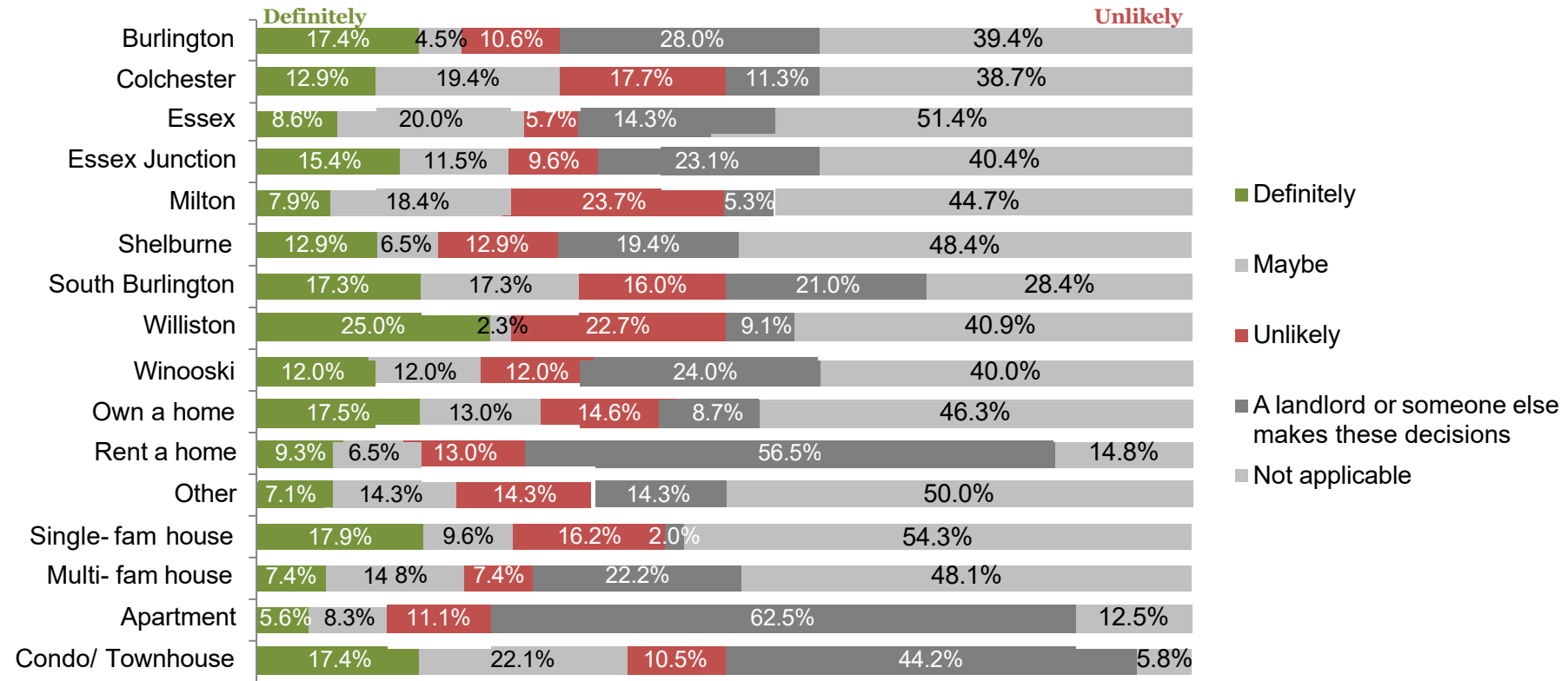
Question 36: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...



Results by geography, home ownership, and type of housing

Question 36: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

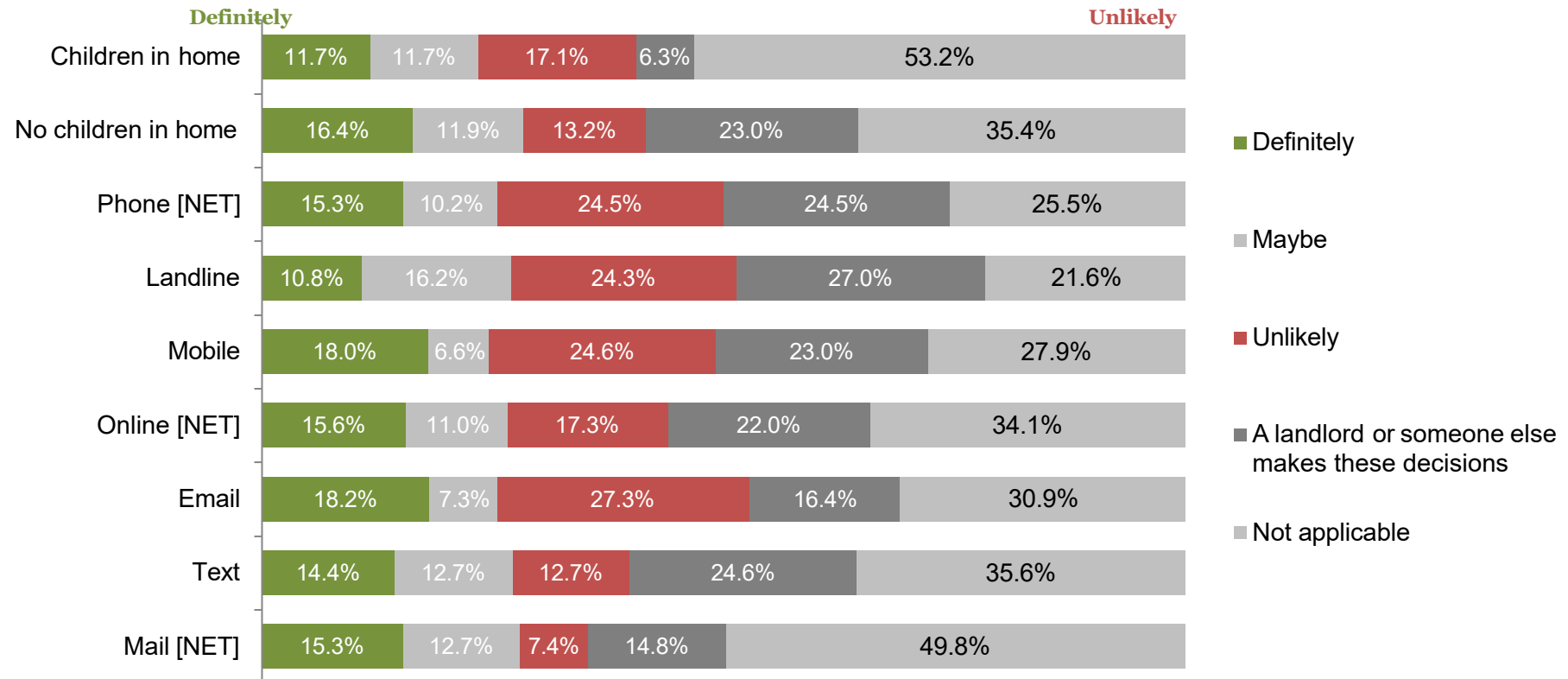
Ask my landscaper to use natural lawn care practices.



Results by children in home and survey mode

Question 36: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

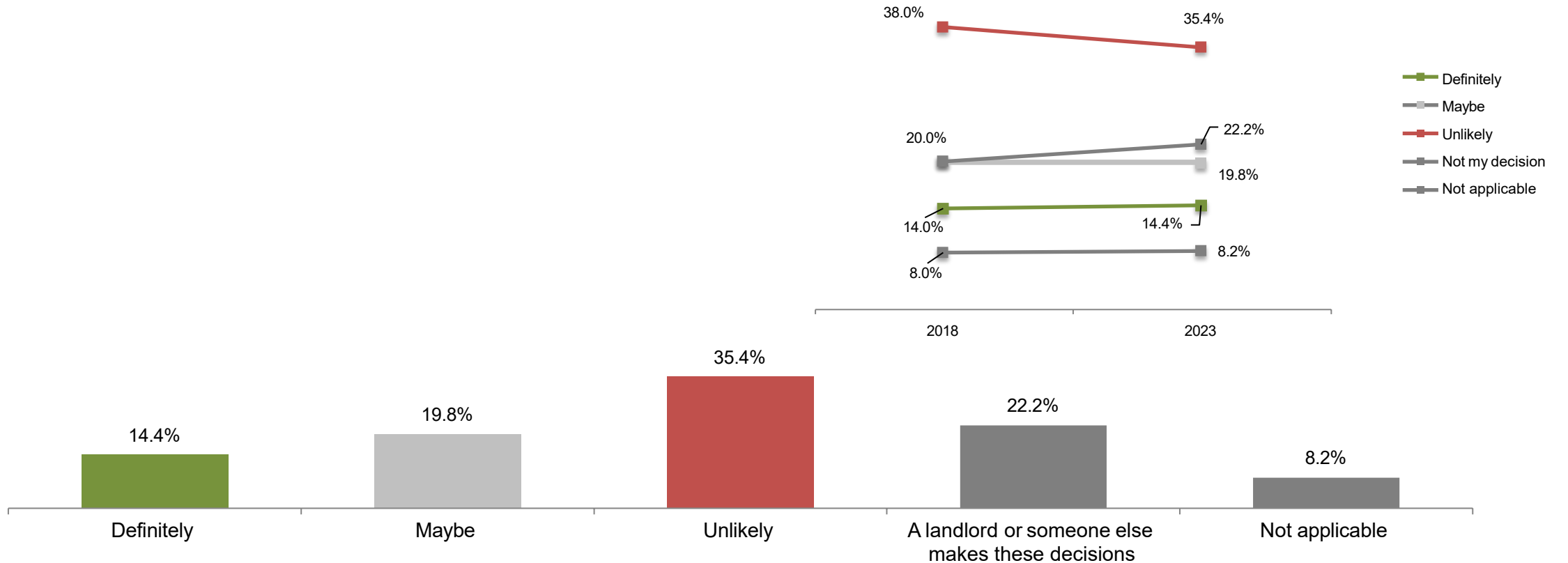
Ask my landscaper to use natural lawn care practices.



35% unlikely to plant more trees on their property in the next two years or are not responsible for making that decision

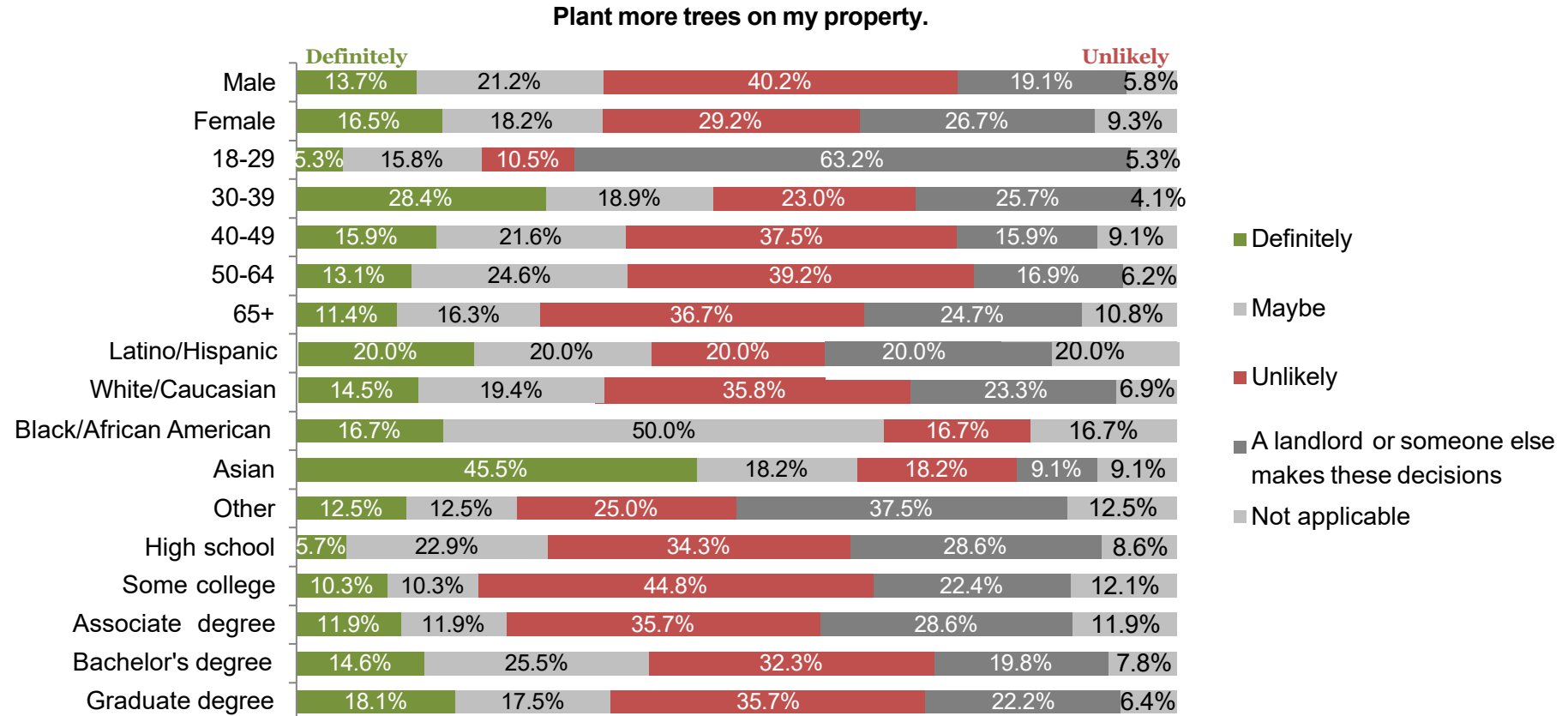
Question 37: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

Plant more trees on my property.



Results by gender, age, ethnicity, and education

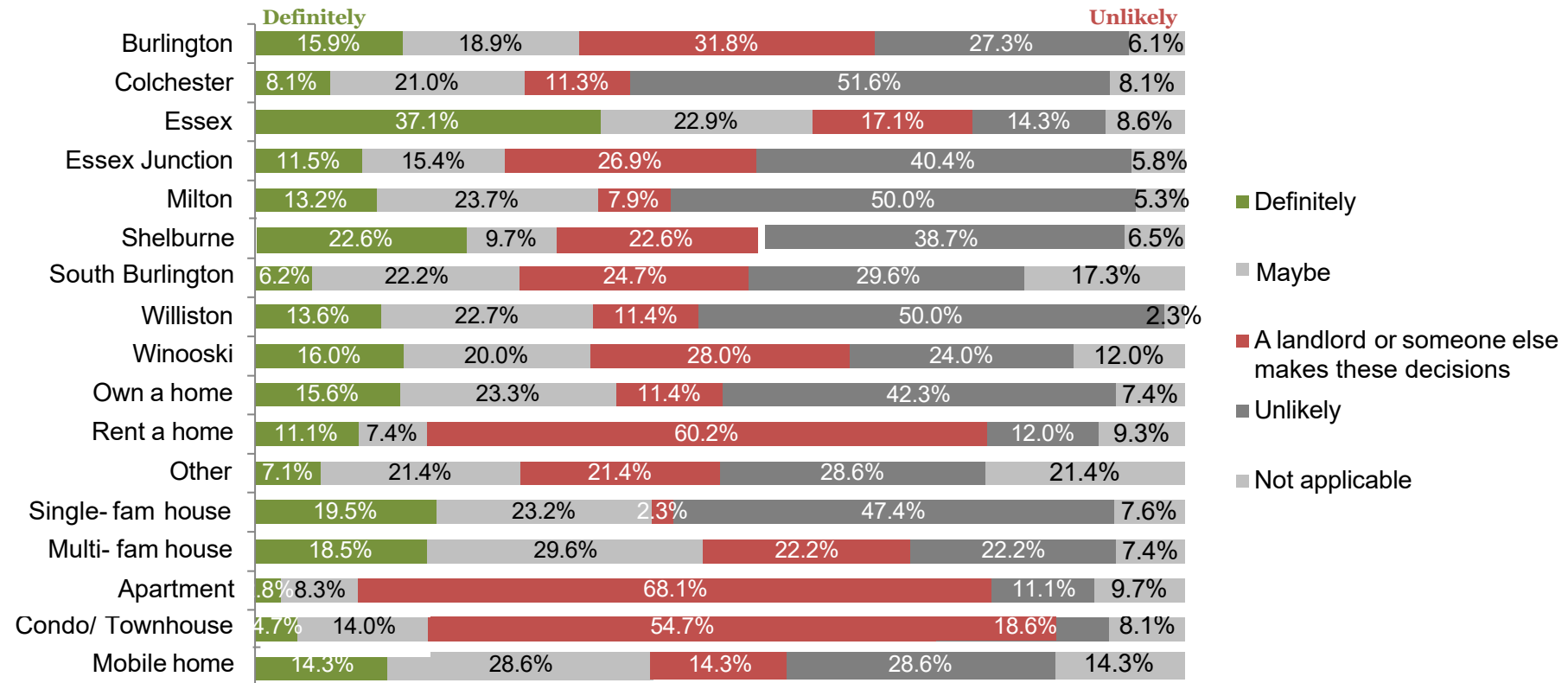
Question 37: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...



Results by geography, home ownership, and type of housing

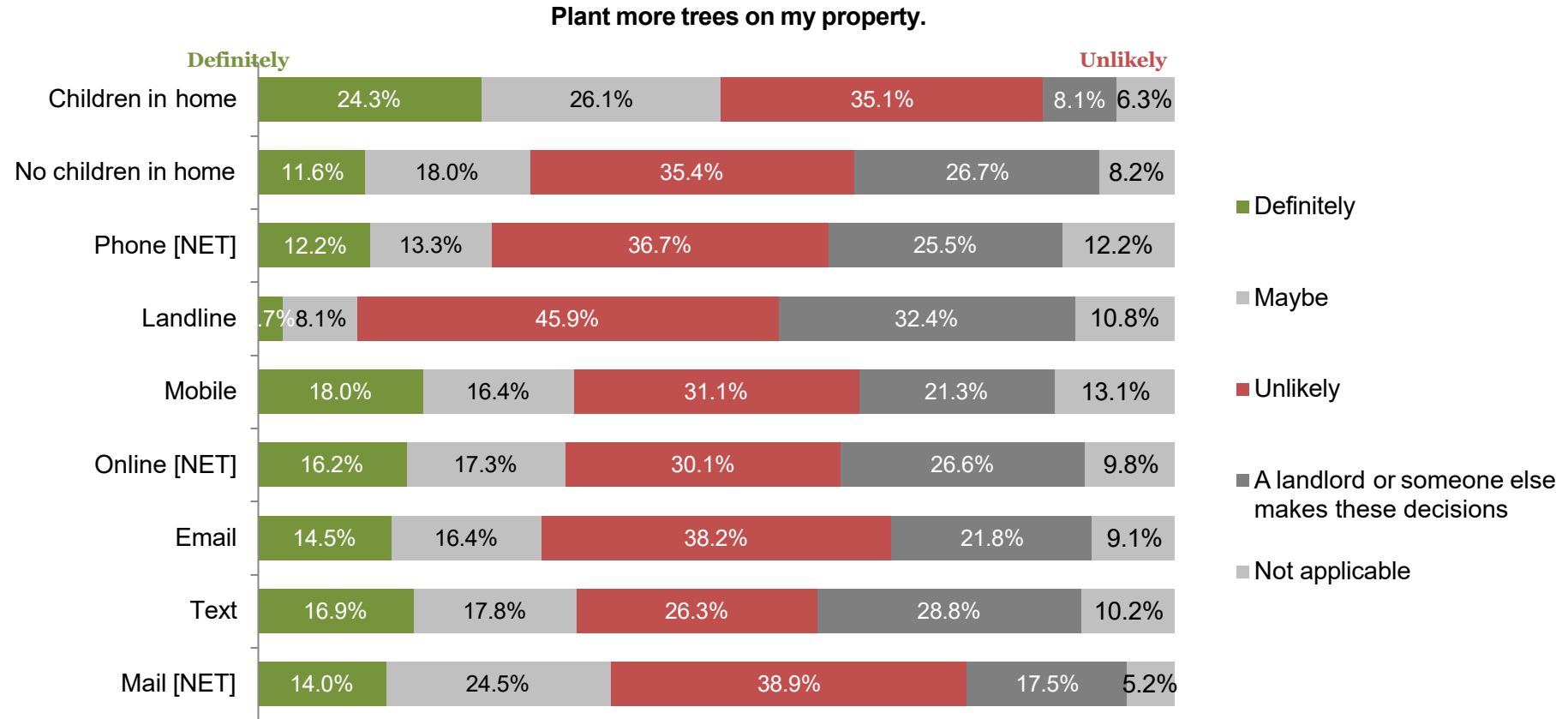
Question 37: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...

Plant more trees on my property.



Results by children in home and survey mode

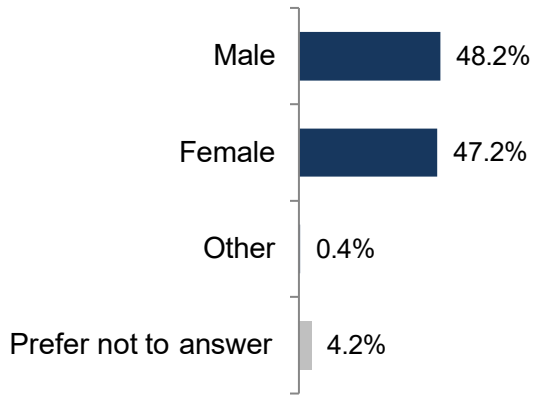
Question 37: Here is a list of various practices that can help reduce the impact of stormwater runoff. How likely are you to do each of the following in the next two years...



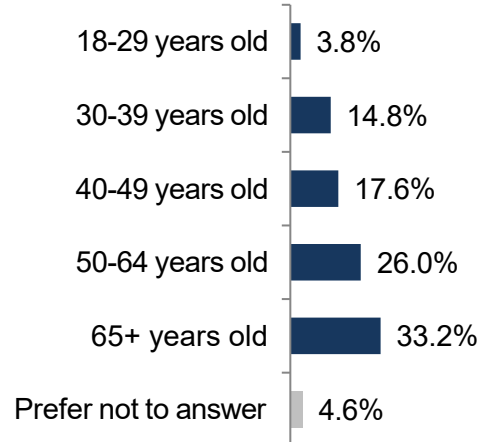
Demographics

Respondent demographics by gender, age group, ethnicity, education level, children in home, home type, own/rent, and years of residency

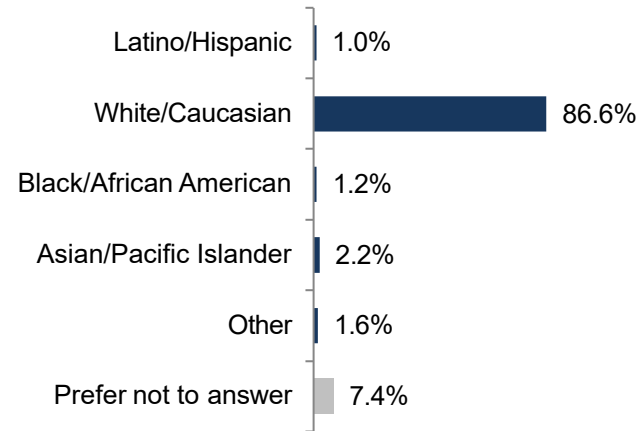
Gender



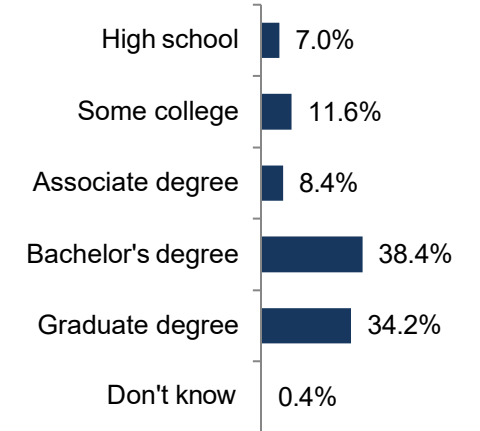
Age Group



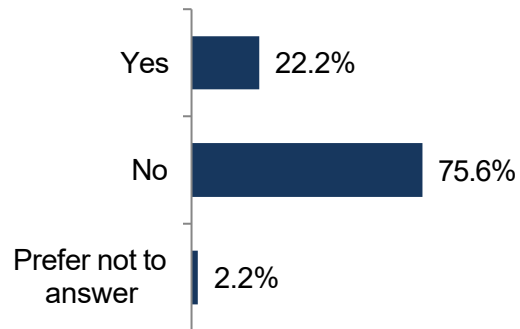
Ethnicity



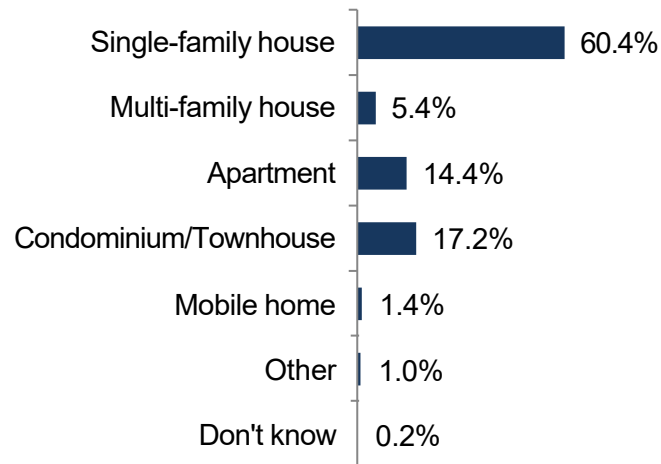
Education Level



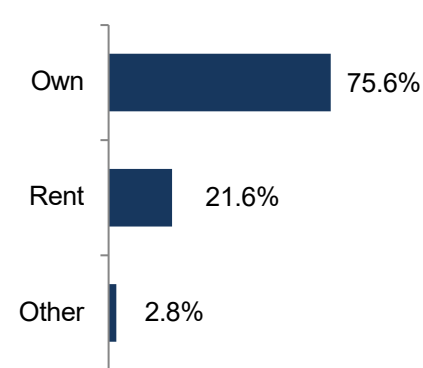
Children in Home



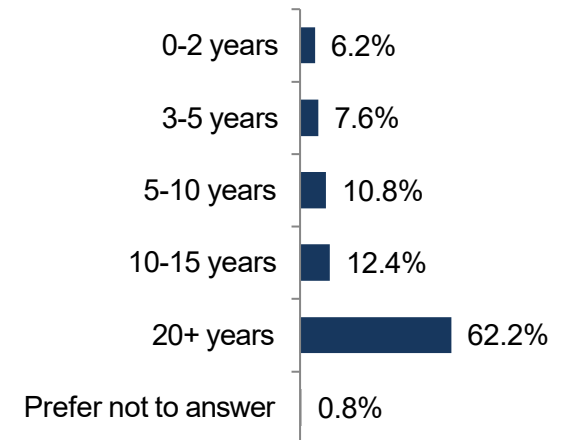
Home Type



Own/Rent



Years of Residency



Questions?

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Opinion Research on
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