2024 Madison Area Municipal Storm Water Partnership Survey

Perceptions, Actions and Concerns around Water Quality in Area Lakes, Rivers and Streams

Extension
UNIVERSITY OF WISCONSIN-MADISON

Report prepared by Feiran Chen

UW–Madison Extension Natural Resources Institute Evaluation Service Unit

Executive summary

This summary will introduce the purpose of the survey, the survey recipients, and how the survey was distributed. It will also present the main findings of each survey question and some brief cross-tabulation salient findings. Note that this summary is not an exhaustive list of survey results.

Purpose

To provide data to help evaluate past education efforts and identify potential future education outreach activities aimed at improving the water quality of area lakes, rivers, and streams.

Respondents and distribution

Residents from 19 municipalities in Dane County were randomly selected. A mail survey was sent to the selected residents using the Dillman method.

Your Perceptions of Local Water Resources

61% of respondents know they live in a watershed.

45% of respondents thought water quality in lakes is poor.

59% of respondents thought stormwater runoff went to a creek stream, river or lake.

Respondents thought stormwater runoff has the following impacts on their community:

- *Water pollution (56%)*
- *Algae blooms (22%)*
- *Ecosystem and wildlife impact (17%)*
- *Flooding (14%)*
- *Recreational impact (10%)*
- *Economical impact (3%)*

Actions, Concerns, and Efforts

46% think activities are taking place, but they don't know very much about them.

66% support the efforts and would like to see more of them, even if they cost more.

66% consider restoring wetlands as a very effective effort to improve the water quality in lakes/rivers/ streams.

56% already use Clean Sweep

59% are very willing to *report spills into storm drains* and **39%** are very willing to *incorporate native plants into landscaping* to reduce pollution to area lakes, rivers and streams. **79% - 81%** already:

- *Direct gutter downspouts to lawn/natural area instead of your driveway*
- *Leave grass clippings on your lawn after mowing*

50% - 59% are motivated to reduce water pollution by:

- *Information on how specific actions can protect or improve local waters*
- *Belief that you are helping to protect or improve local waters*

70% prefer how-to manuals and guides

Information sources

49% of respondents would contact the local City, Village, or Town when they notice a large amount of dirty water entering storm drains.

34% - 46% have learned about effects of stormwater runoff from local newspapers or television/radio.

86% had **not** heard of Ripple Effects before.
58% had **not** seen a storm drain murals in Dane County.

18% - 29%% were familiar with the campaigns/programs listed on the survey.

For respondents who have heard of any campaigns, **51%** were motivated to make a change.

55% would look to the Local Town, Village or City if they were interested in learning about stormwater pollution and/or actions.

Information about you and your residences

88% of respondents make decisions about how their lawn is maintained.

15% are a member of an environmental, conservation, or watershed organization.

72% - 77% used water resources for walking/jogging and scenic appreciation.

57% are **not** retired.

56% male
42% female.

42% are over 65 years old. The average age is 59.2

79% have a college degree or higher

72% have an annual household income that is higher than $90,000

Cross-tabulation salient findings*

Respondents who didn't know or thought they didn't live in a watershed → are willing to:

- **Report spills or discharges of anything other than clear water into storm drains**
- **Incorporate native plants into landscaping to help water soak into the ground**
- **Aerate their lawn to help water soak into the ground**

Respondents who are very willing to install a rain garden → prefer these training or resources:

- **How-to manuals and guides**
- **Online self-paced learning modules**
- **In-person workshops/coaching sessions**

Respondents who have seen a storm drain mural in Dane County →

- **82% of them correctly answered the question about where storm water goes once it enters a storm drain**

***Note** This is a very brief summary, for specific findings, please refer to the results section.

Introduction

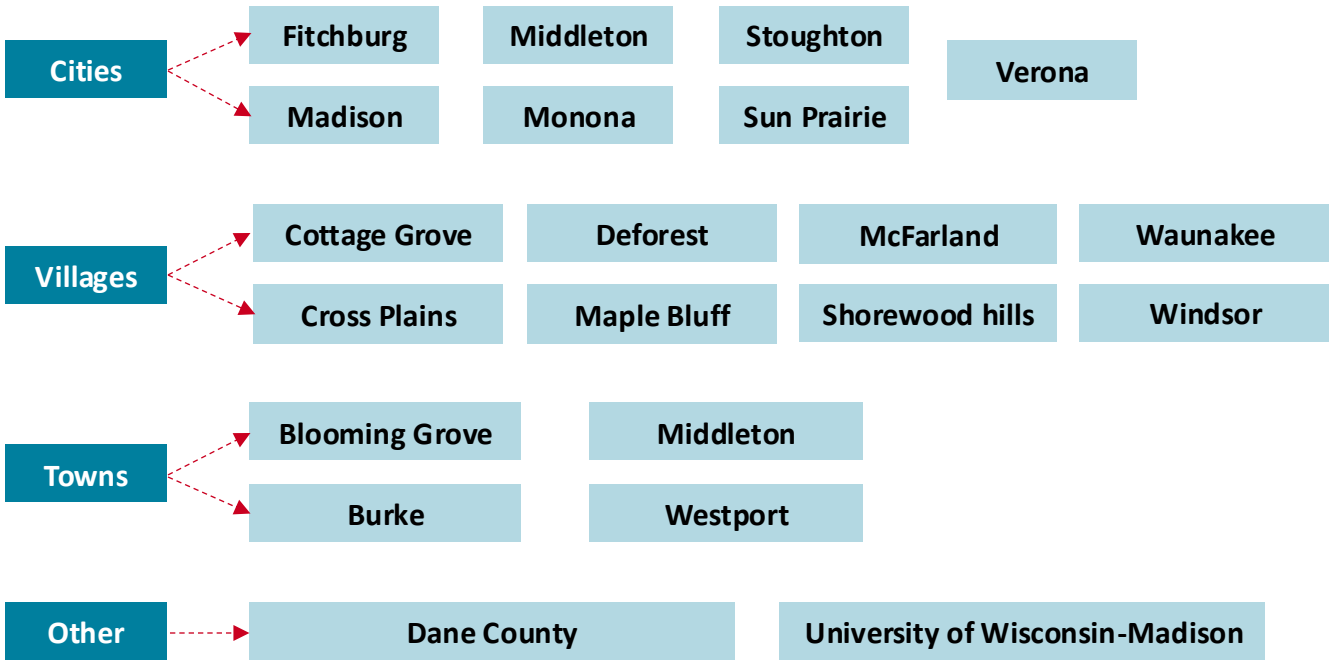
This introduction contains an overview of the report and a program description.

Overview

This report presents findings of a survey commissioned by the Madison Area Municipal Storm Water Partnership (MAMSWaP) to measure perceptions, actions and concerns around local water quality. MAMSWaP is a coalition of municipalities and organizations in Dane County united to promote practices that reduce and improve stormwater runoff into lakes, rivers, and streams. **This survey and report is intended to provide data to help evaluate past education efforts and identify potential future education outreach activities aimed at improving the water quality of area lakes, rivers, and streams.**

Program description

MAMSWaP consists of 19 municipalities, Dane County and the University of Wisconsin – Madison. Members are the Cities of Fitchburg, Madison, Monona, Middleton, Stoughton, Sun Prairie and Verona; the Villages of Cottage Grove, Cross Plains, DeForest, Maple Bluff, McFarland, Shorewood Hills, Waunakee and Windsor; and the Towns of Blooming Grove, Burke, Middleton, and Westport. All partners except the Village of Cross Plains jointly apply for and implement a Group Municipal Storm Water Discharge Permit from the Wisconsin Department of Natural Resources. The goal of the permit is to reduce negative impacts on water quality in lakes and streams from urban sources of stormwater runoff. The permit also requires a stormwater outreach and education plan. All members listed above adopt and help with implementation of the MAMSWaP Information and Education Plan.



Focus and Scope of Survey

This section contains the purpose of the MAMSWaP survey, the scope of the survey, stakeholder engagement, evaluation team efforts, prior surveys, and survey questions. This section also provides background information of the survey process.

Purpose

The purpose of the survey is **to gather information to support MAMSWaP in their efforts to improve area lakes and streams**. Results from the survey will inform programs for protecting and improving water resources in Dane County. Findings from the 2024 survey will be compared to 2019 survey results to ascertain longitudinal changes in perceptions, concerns, knowledge and barriers to implementing stormwater practices.

Scope

The survey includes **19** area municipalities: the Cities of Monona, Fitchburg, Stoughton, Verona, Sun Prairie, Middleton and Madison; the Villages of Cross Plains, Cottage Grove, McFarland, Deforest, Windsor, Waunakee, Maple Bluff, and Shorewood Hills; and Towns of Blooming Grove, Burke, Middleton, and Westport shown below in Figure 1.

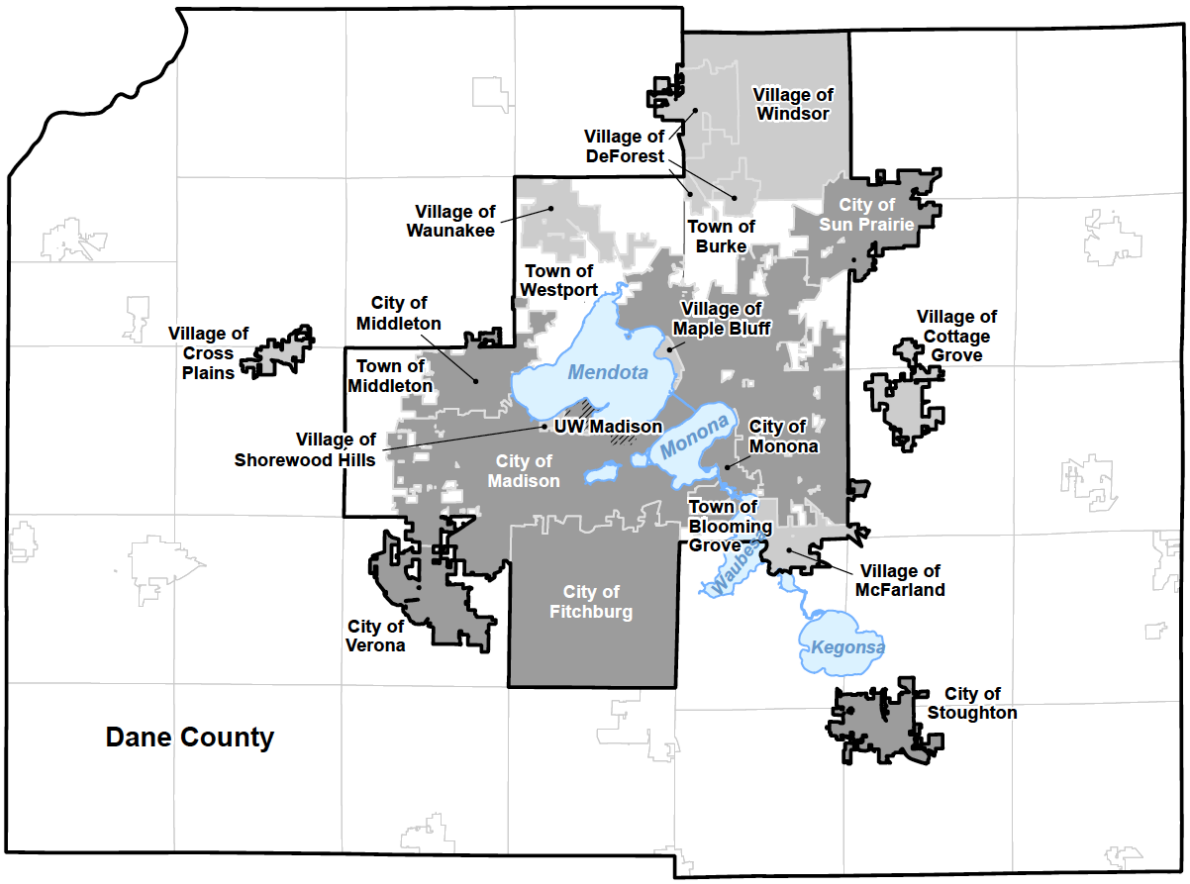


Figure 1. Nineteen area municipalities in Dane County were surveyed for the 2024 survey.

Stakeholder engagement

The UW-Madison Division of Extension Evaluation Unit frequently engaged with Christal Campbell, Stormwater Education Coordinator and Claudia Guy, Water Resource Engineer, and the MAMSWaP Information and Education Committee throughout the entire survey. Christal and her steering committee helped design the survey instrument and determine the sampling procedures.

Evaluation team

The UW-Extension Natural Resources Institute's Evaluation Unit was contracted to conduct this survey. Dr. Samuel Pratsch led the unit's efforts and he was greatly assisted by the evaluation specialist Feiran Chen as well as a number of evaluation students, including Maggie Afshar, May Pannchi, and Prayas Sutar.

Prior surveys

The 2024 survey instrument was based on a previous survey from 2019 which was designed and conducted by the UW-Madison Natural Resources Institute Evaluation Unit. The 2019 survey was adapted from a survey from 2003 that was originally developed by the University of Wisconsin Cooperative Extension Environmental Resources Center for a study commissioned by MAMSWaP. The primary author was Tom Syring, with assistance from Joel Carey and Molly Lepeska. MAMSWaP also commissioned a follow-up study in 2009. The Survey Research Center (SRC) at the University of Wisconsin River Falls, MAMSWaP and the Rock River Stormwater Group (RRSG) were involved in the design, revision, and review of the 2013 survey questionnaire.

Survey questions

Evaluation questions in this survey were asked as follows:

- What are people's perceptions of water quality in area lakes, rivers and streams?
- What are the concerns that people may have about stormwater runoff?
- What stormwater reduction and improvement initiatives to do residents know about?
- What initiatives are they currently implementing?
- What motivators or tools can be provided to increase use of practices?

Survey methods

This section will introduce the source of data, selection process, sample size, collection procedures, a description of the instrument, and the timeline of the process.

Data source and selection process

The number of households in each municipality in the study area was obtained from Wisconsin HomeTownLocator (https://wisconsin.hometownlocator.com), an online database which provides geographically localized information.

Sample size and description

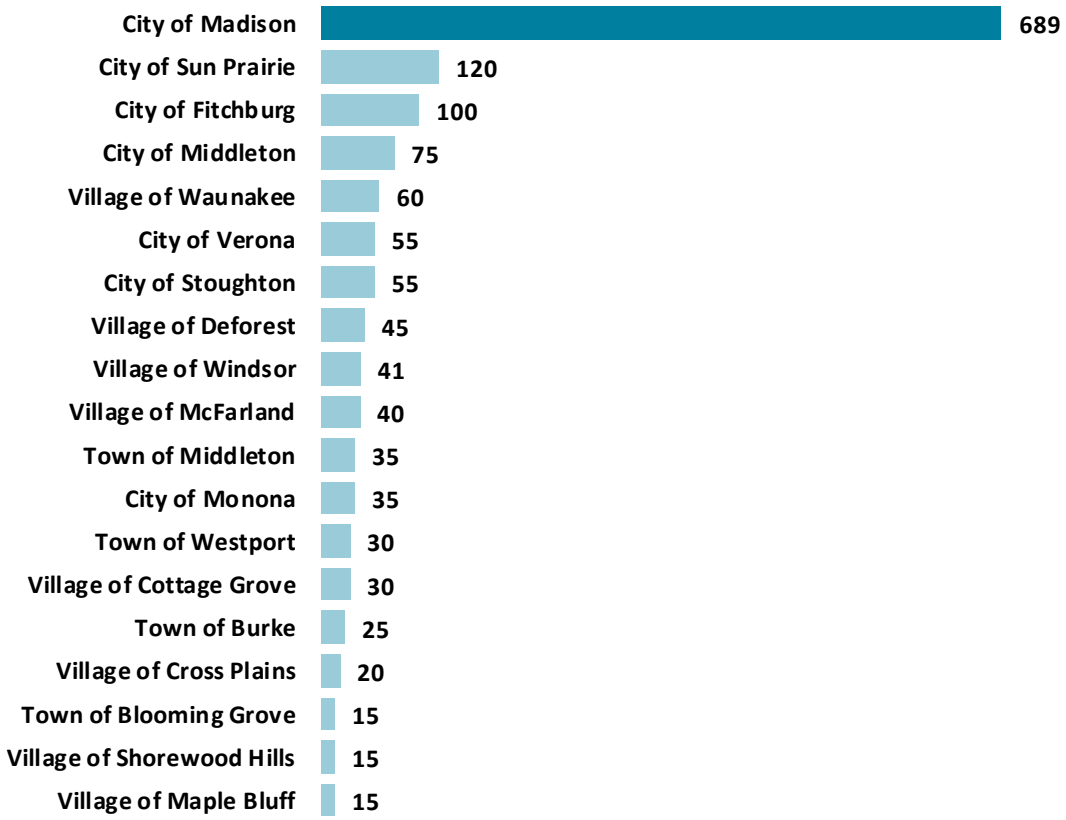
Sample sizes were calculated using Qualtrics (https://www.qualtrics.com/blog/calculating-sample-size/), an online tool that determines the ideal sample size based on the confidence level, population size, and margin of error. Proportions of households in each municipality relative to the total number of households in the study area were also calculated. Based on calculated sample sizes, the various proportions were extrapolated to obtain a total sample size of 1500. Sample sizes were adjusted by taking into consideration geographical locations of the municipality and the number of deliverable addresses obtained. **To ensure a reasonable sample size from each municipality for data analysis, larger municipalities (City of Madison, City of Sun Prairie, etc.) were under-sampled and smaller municipalities were oversampled.**

Addresses of residents in the study area were obtained from land tax records. Addresses were verified with the National Change of Address (NCOA) database by staff of the Bulk Mail Center of the University of Wisconsin - Madison. This process aimed to ensure that all the surveys were deliverable. Addresses of residents who had moved, bad addresses and duplicates were deleted from the mailing list.

The municipalities that make up MAMSWaP are not a one-to-one match with the place names found on postal mailing addresses. Thus, the survey mailing addresses were created by first randomly sampling all the municipalities in MAMSWaP and then combining some of the smaller municipalities into the larger municipalities so that they would match the postal mailing addresses. The Town of Blooming Grove, Town of Burke, Town of Westport, and Village of Maple Bluff were the municipalities that needed to be lumped into the larger municipalities' names.

In this report we disaggregated the data in places to show the number of surveys sent to and returned from each MAMSWaP municipality. In other sections of the report, we had to aggregate the smaller municipalities into some of the larger ones based on the postal mailing addresses in order to run comparative statistical analysis on the data.

See next page for the chart that shows the municipalities with their adjusted sample sizes →



Data collection methods and procedures

The primary data collection instrument was a paper survey which was delivered via mail using an adopted version of the Dillman Total Design Survey Method.

Description of instrument

The survey instrument was created by starting with the previous survey instrument from 2019 and adapting it to be relevant to the current educational programs and campaigns. Where applicable, the evaluation team took great efforts not to change questions from previous surveys in order to maintain comparability of the data across years. If a question was added or changed, the evaluation team changed it in a way to still allow for comparison with previous survey results.

Timeline

- **January through April 2024**: Designed, revised, and reviewed survey
- **May 2024**: Finalized survey
- **May 2024**: Sent out introductory postcard mailings and first round of the paper survey mailings
- **June 2024**: Sent out 1st postcard reminder mailings
- **July 2024**: Sent out 2nd paper survey mailings
- **August 2024**: Sent out 2nd postcard reminder mailings
- **September 2024**: Conducted preliminary descriptive analysis; Closed mail surveys
- **October 2024**: Second phase data analysis; Meeting with SE Coordinator to go through findings. First presentation
- **November 2024 and March 2025**: Second presentation, Finalized mail report

Analysis and interpretation

This section will introduce data management procedures, the analysis plans, and decisions on how the data is analyzed and how it should be interpreted in terms of cross-tabulation analysis and comparisons with prior survey data.

Data management

After the mail surveys were received by the evaluation unit, the student evaluators began entering the data into Qualtrics online data entry file for analysis. The mail surveys were then placed in a box in the lead evaluation specialist's office. The envelopes were separated from the actual surveys. No identifiable information can be found on the surveys.

Data analysis

First, prior to the data analysis, a data sheet (excel) and a code book were created. The code book provides a framework for how survey items were coded for data analysis.

Second, after the raw data was entered into the data entry file, a preliminary analysis was conducted through Qualtrics. The goal of the preliminary analysis was to explore the data and to identify in-depth analysis for the next phase.

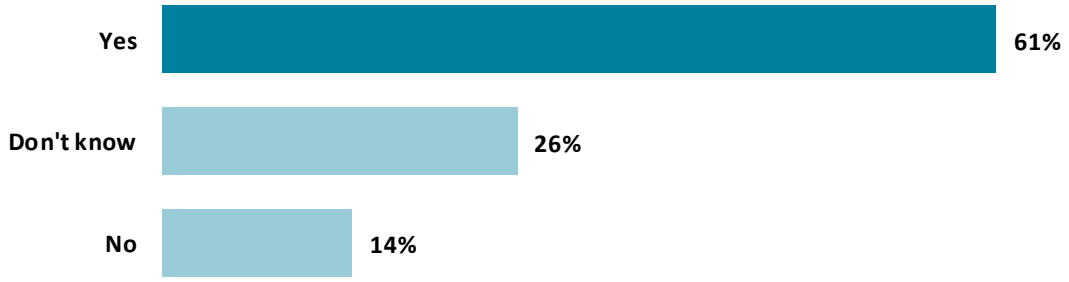
Finally, together with the Stormwater Education Coordinator, more advanced analyses were identified based on the preliminary analysis results. Together with student evaluators, an evaluation specialist performed more descriptive analysis and recoded the data in order to perform cross-tabulation tests through SPSS ver. 23, a software package used for interactive or batched, statistical analysis.

Your Perceptions of Local Water Resources

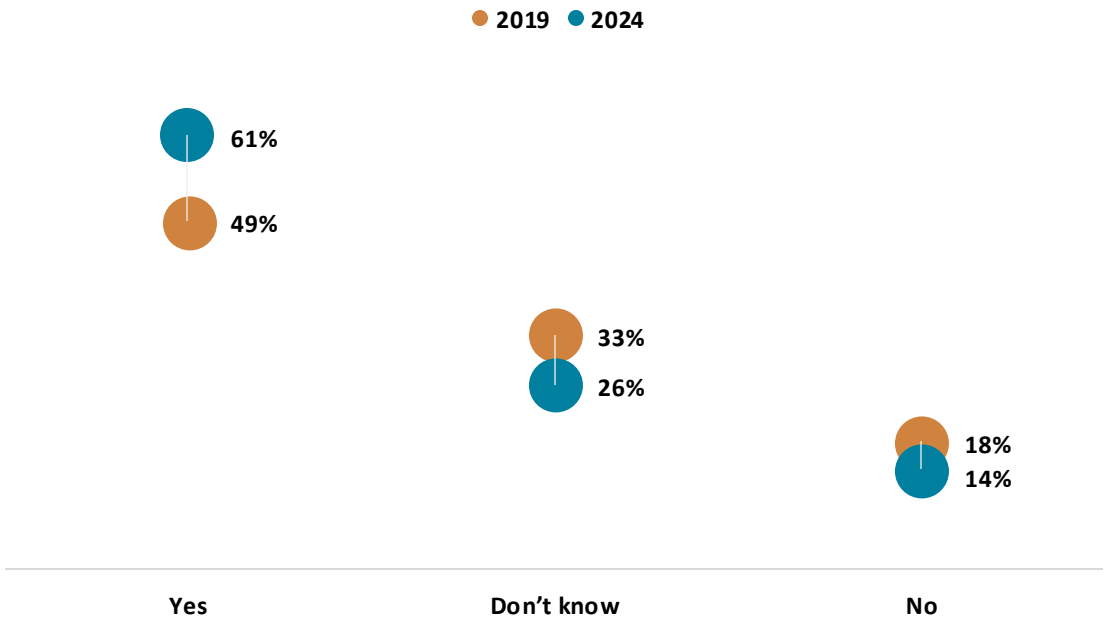
This section contains questions 1 to 4 on the survey. Descriptive information of the respondents, the comparisons of the current 2024 results and the 2019 results, and crosstabulation significant results on the survey items were presented. The title numbers are consistent with the item numbers on the survey.

1. Do you live in a watershed? (n=346)

The goal of this question was to assess whether respondents are aware of their watershed and understand that everyone lives in one. There were **61%** respondents selected the correct response, while the remaining **40%** either did not believe they lived in a watershed or were unsure. **This result shows that more than half of the respondents are knowledgeable about their watershed.** Note that the percentage doesn't add up to 100% because some results have been rounded up to whole numbers.



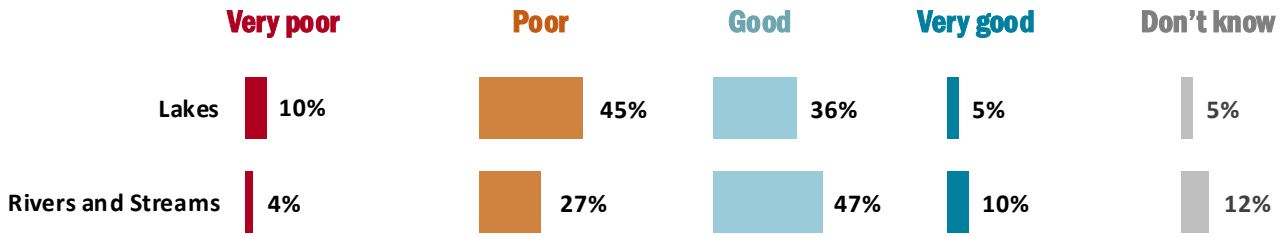
Comparisons: **Differences in respondents' knowledge of watershed between 2024 and 2019.**



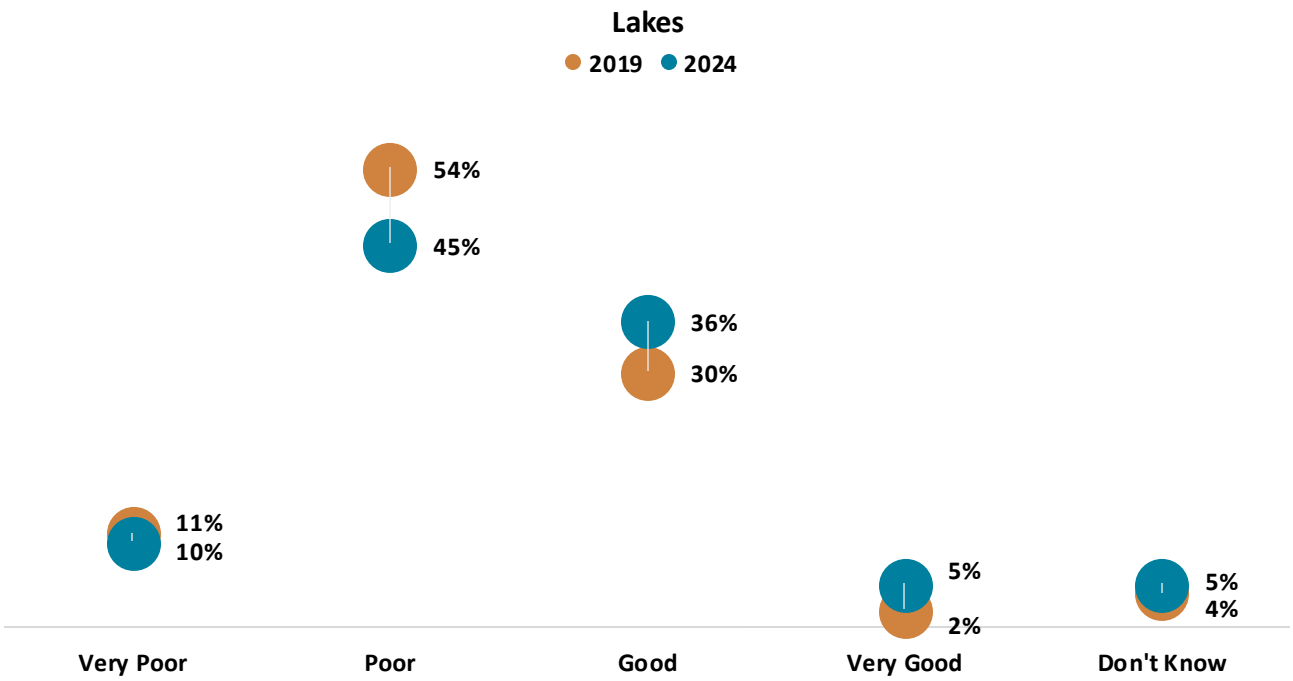
As shown in the graph, there is a **12% increase↑** in the percentage of respondents who answered "yes" to the question in **2024**. There is a **7% decrease↓** in respondents who answered "don't know" and a **4% decrease↓** in respondents who answered "no."

2. In general, how would you rate the water quality of the lakes, rivers, and streams located in Dane County? (n=355, 354)

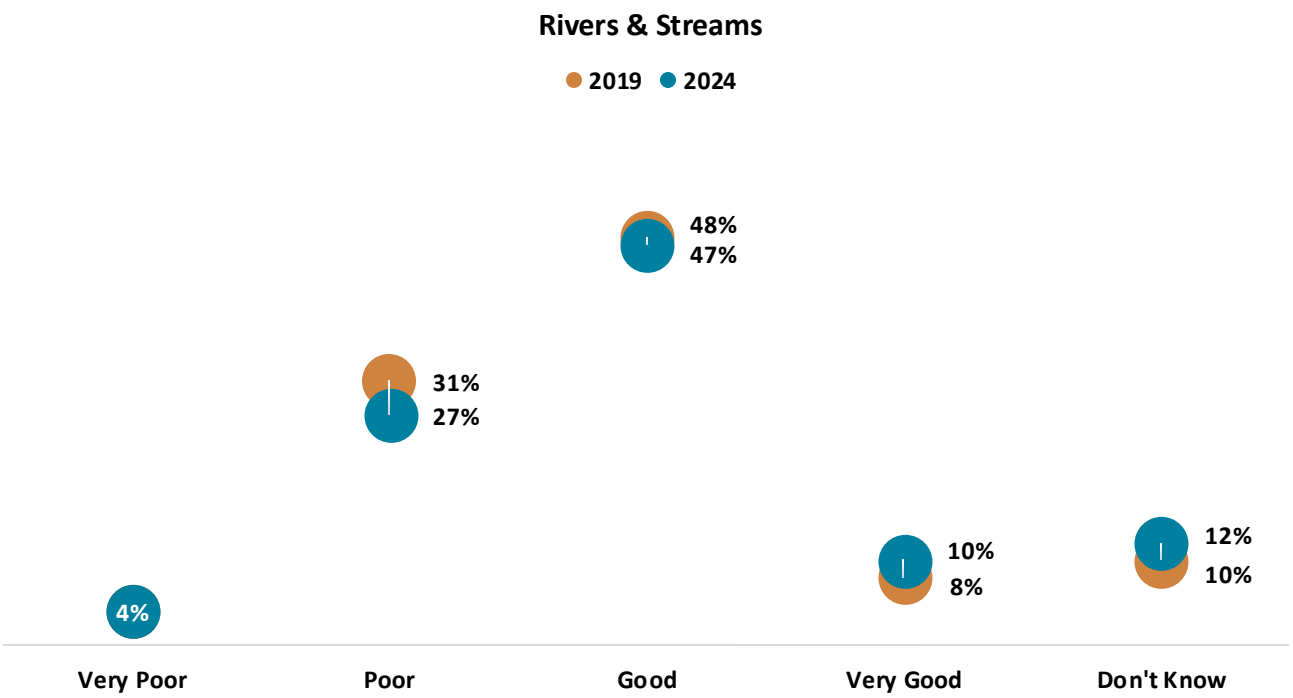
As shown in the graph below, **the majority of respondents are clustered in the middle, indicating that most rated the water quality in lakes, rivers and streams as either good or poor.** In addition, **more respondents rated the water quality as better in rivers and streams than in lakes**. Specifically, more respondents believed that the water quality in rivers and streams was good, while more felt the water quality in lakes was poor. Likewise, more respondents believed that the water quality in rivers and streams was very good, while more felt the water quality in lakes as very poor.



Comparisons: **Differences in respondents' perceptions between 2024 and 2019 on water quality in lakes, rivers and streams.**



As shown in the graph, there is a **9% decrease↓** in the percentage of respondents who think the water quality in lakes is **Poor** and a **6% increase↑** in the percentage of respondents who think the water quality in lakes is **Good** in **2024**.

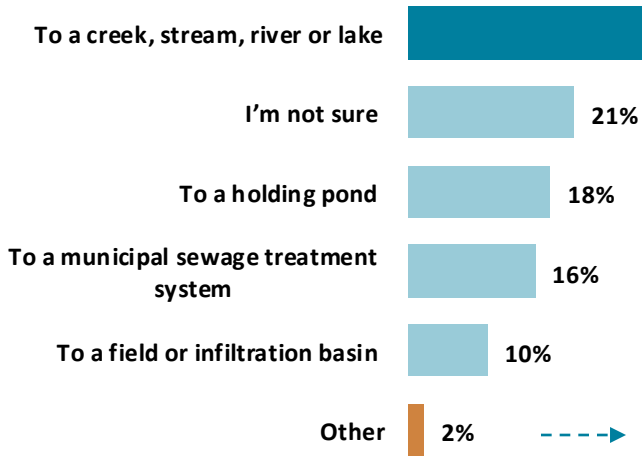


The differences in how respondents view the water quality of rivers and streams are small between 2019 and 2024, with the largest difference being a **4% decrease↓** in the percentage of respondents who think the water quality in lakes is **Poor** in **2024.**

3. Stormwater runoff is rain or melted snow that does not soak into the ground, but rather "runs off" surfaces like rooftops, driveways, lawns etc. Once stormwater runoff enters a storm drain in your neighborhood, where does it go? (Please select all that apply) (n=359)

The wording of this question has been updated from the 2019 version, which was: "Where does stormwater runoff go once it leaves your neighborhood? (Please select all that apply)". The response options remain unchanged. A picture of a storm drain is also provided in the 2024 survey. Please note that the percentages will not add up to 100%, as this is a "select all that apply" question, allowing respondents to choose more than one option.

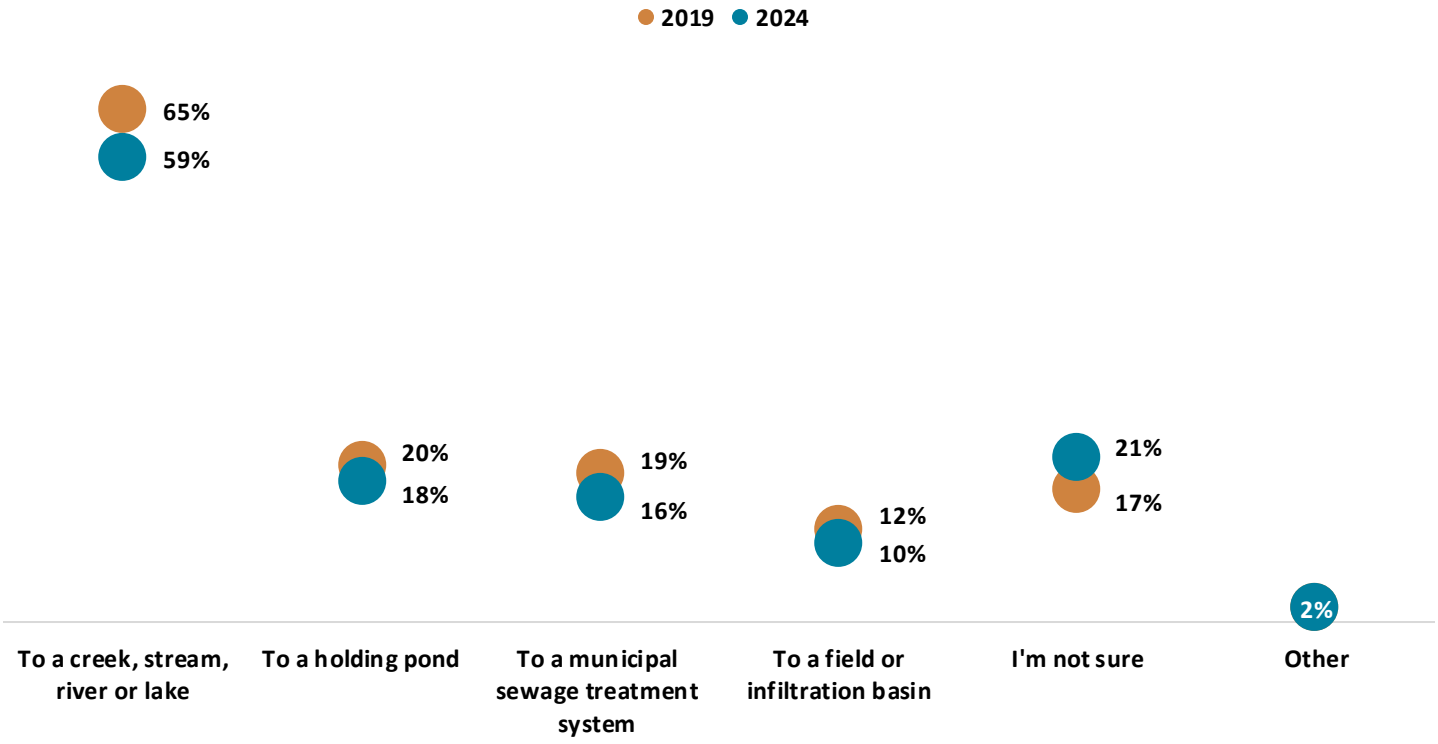
Most respondents believed that the stormwater runoff went to a creek, stream, river or lake.



- *No storm drains*
- *our watershed*
- *parking lot*
- *No Drains*
- *Neutral Pond - Tiedeman's*
- *I don't have storm drains in my neighborhood.*
- *In front of my home ground uneven street is now cracked and sidewalk as well.*
- *Holding/filtration tanks*

Comparisons: **Differences in respondents' perceptions between 2024 and 2019 on where does stormwater runoff go once it leaves their neighborhoods.**

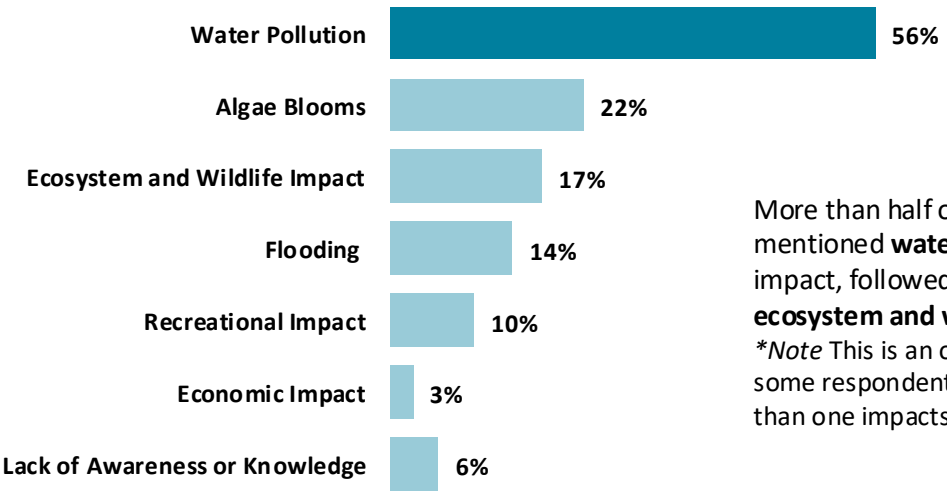
The overall distribution of the 2024 responses is consistent with the 2019 responses, with **To a creek, stream, river or lake** being the most-selected item and all other items are much less likely to be selected. There is a **6% decrease↓** in the percentage of people selecting **To a creek, stream, river or lake**, and a **4% increase↑** in the percentage of people selecting **I'm not sure** in **2024**.



4. In your opinion, what are the main impacts that stormwater runoff has on your community? (n=272)

Respondents were asked to provide their opinions on the main impacts the stormwater runoff brings to their community. A total of **272** respondents answered this question, resulting in **6** main impacts: **Water pollution, algae blooms, ecosystem and wildlife impacts, flooding and infrastructure impact, recreational and aesthetic impact, and economic impact**. There were also **6%** respondents who did not know much about the impacts.

Water pollution	These responses addressed the impact of stormwater runoff in terms of water pollution, which included chemicals like pesticides, fertilizers, salts, oils, and other contaminants into lakes, rivers, and streams. Example quote: *"Silt, chemicals (pesticides & fertilizers) in lakes, occasional flooding of some streets."*
Algae blooms	These responses addressed the impact of stormwater runoff in causing algae blooms in lakes, rivers, and streams. They highlighted how excess nutrients from fertilizers, phosphates, and other pollutants contributed to these blooms, affecting water quality and ecosystem health. Example quote: "*Runoff causes green algae.*"
Flooding	These responses addressed concerns about flooding caused by stormwater runoff and its effect on local infrastructure. Issues like street flooding, overwhelmed stormwater systems, and drainage problems are highlighted. Example quote: *"Potential flooding in low-lying areas."*
Ecosystem and wildlife	These responses addressed the broader impact of stormwater runoff on local ecosystems, including the health of fish, birds, and other wildlife, as well as the overall biodiversity in affected areas. Example quote: *"Stormwater runoff impacts the entire ecosystem. From the quality lake and river water to fish, birds, and other wildlife."*
Recreational impact	These responses addressed how stormwater runoff affected the recreational use of lakes, reducing their enjoyment due to pollution and poor water quality. Example quote: *"Ability to use lakes for recreation."*
Economic impact	These responses addressed the financial implications of managing stormwater runoff, including the high costs of cleanup and increased water treatment expenses. Example quote: *"...cost of cleanup is expensive and impossible to stay ahead of."*

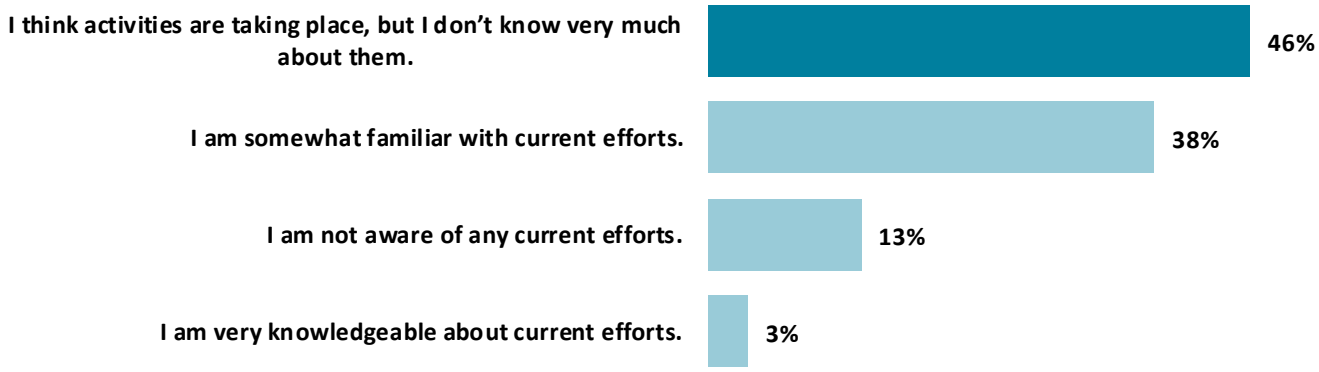


More than half of respondents mentioned **water pollution** as an impact, followed by **algae blooms** and **ecosystem and wildlife impact**.
**Note* This is an open-ended question, some respondents talked about more than one impacts in their comments.

Actions, Concerns, and Efforts

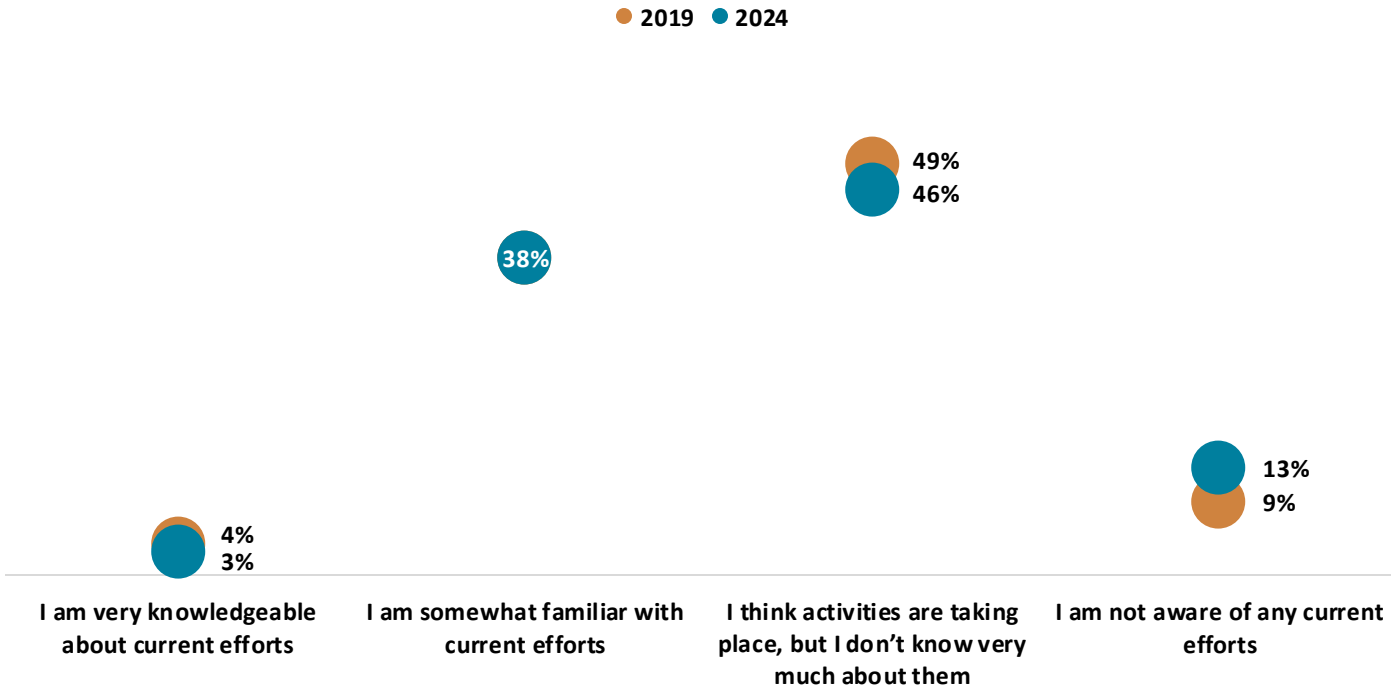
This section contains questions 5 to 11 on the survey. Descriptive information of the respondents, the comparisons of the current 2024 results and the 2019 results, and crosstabulation of significant results on the survey items were presented. The title numbers are consistent with the item numbers on the survey.

5. Which of the following statements best describes your level of awareness about current efforts your local government is involved with to improve water quality in your community? (n=352)



Comparisons: Differences in respondents' awareness between 2024 and 2019 on the current efforts of local government to improve water quality in their communities.

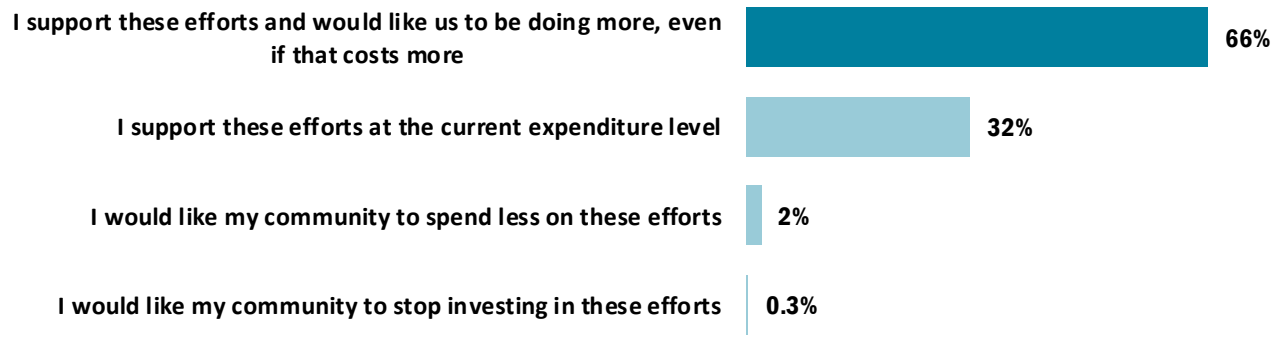
The overall distribution of the 2024 responses is consistent with the 2019 responses, with **I think activities are taking place, but I don't know very much about them** being selected most. The proportions of respondents who **somewhat familiar with current efforts** stay the same. There are some small differences in the rest two responses, but the differences are less than 5%.



Cross-tabulation: For respondents who are unaware of the efforts (Q5_3), what are the top three places where they get information (Q13)?

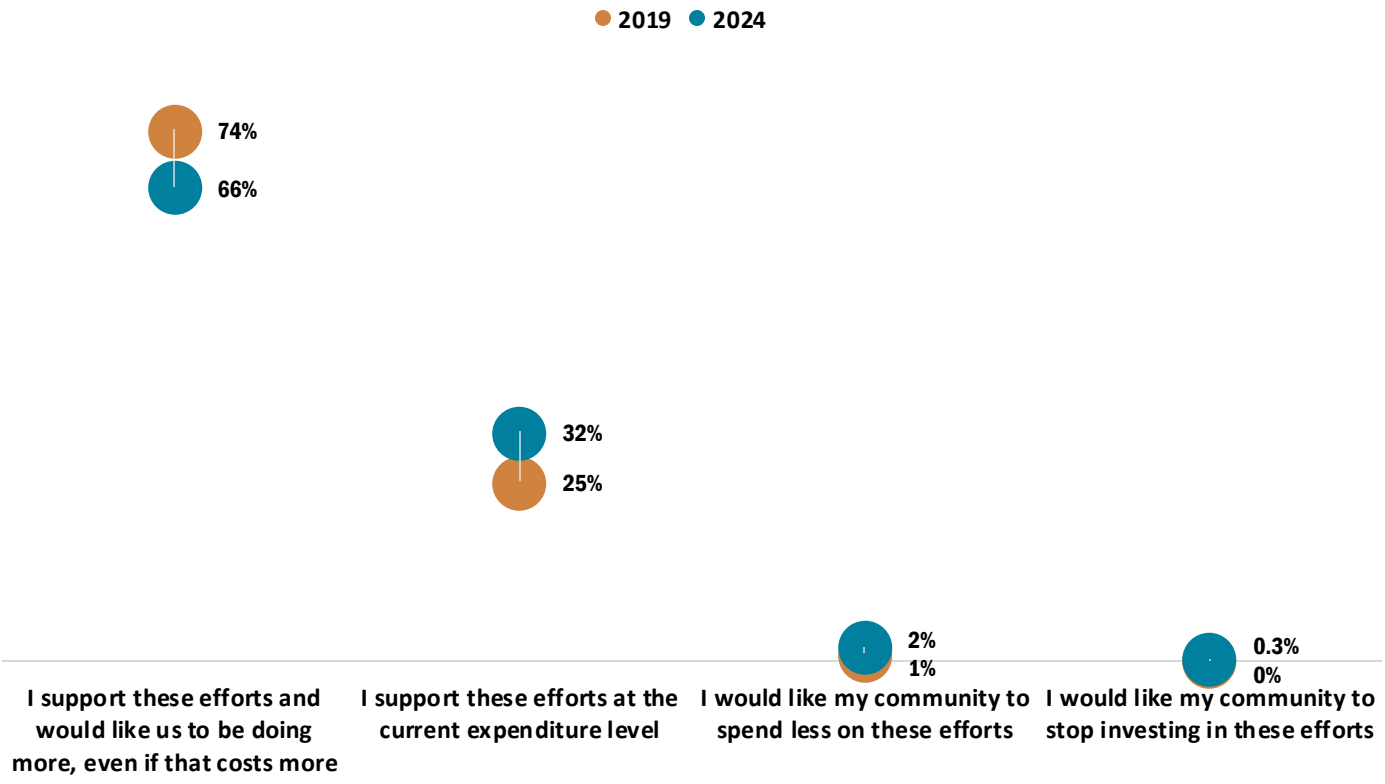
Among the **45** respondents who are unaware of current efforts, their top three information sources are **Television or radio** (n=12), **Facebook** (n=7), and **local newspaper** (n=6).

6. Your local government is actively working to improve the quality of local rivers, streams and lakes by reducing pollutants in stormwater runoff, and would like to know whether or not you support this investment in water quality. (n=348)



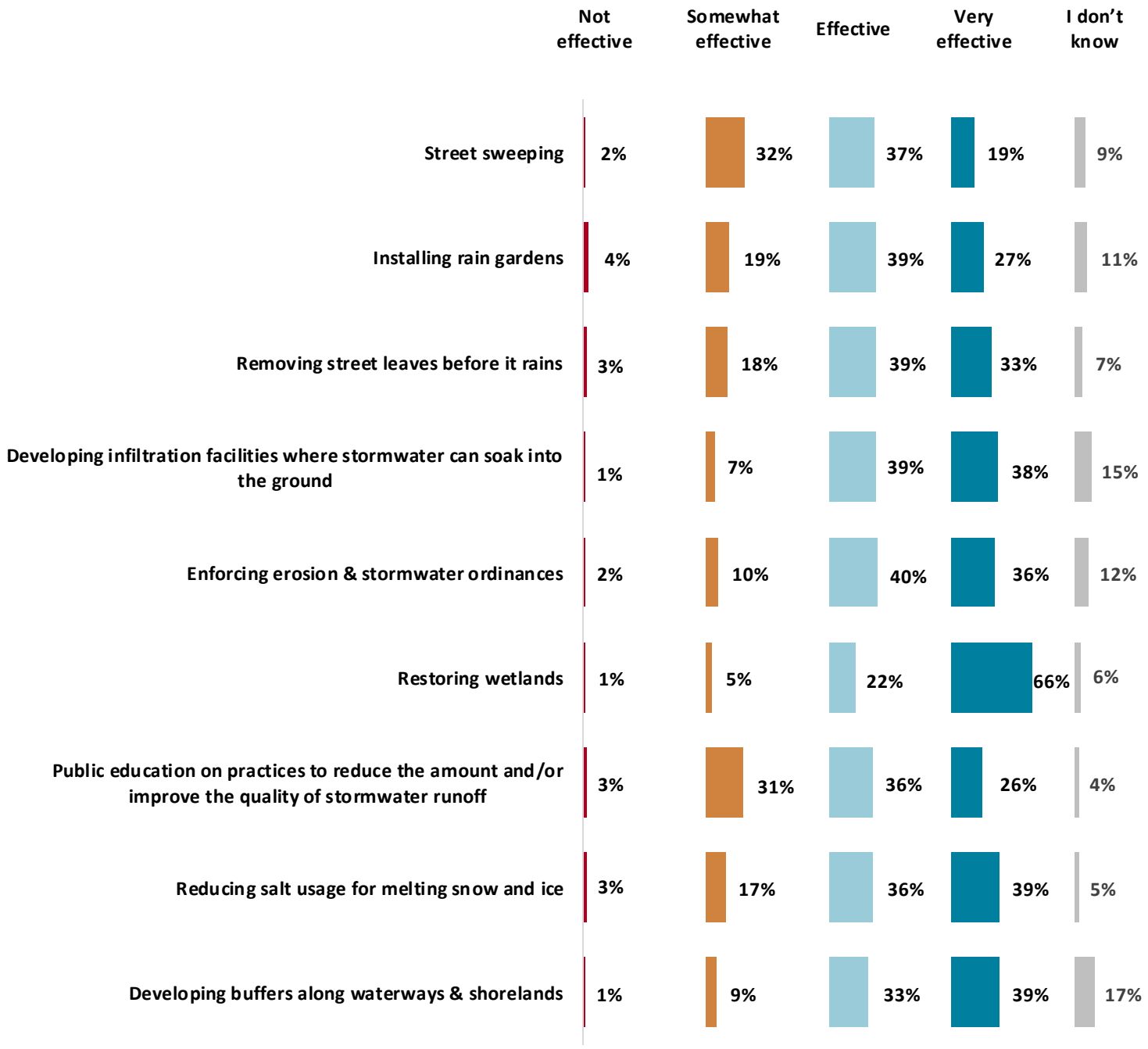
Comparisons: Differences in respondents' awareness between 2024 and 2019 on respondents' level of support in the effort to improve the quality of rivers, streams, and lakes.

There is an **8% decrease↓** in the percentage of people **supporting the efforts even if it costs more** and an **7% increase↑** in the percentage of people **supporting the efforts at current expenditure level** in **2024**. **One** respondent would like to **stop investing in these efforts** in **2024**.

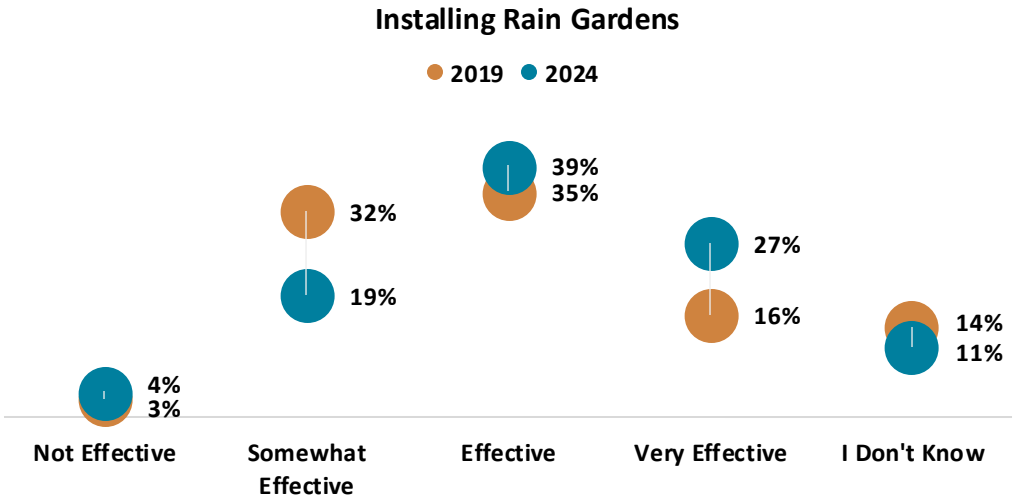


7. In your opinion, how effective can the following efforts be for improving the water quality of lakes, rivers and streams in and around your community? (n=350-353)

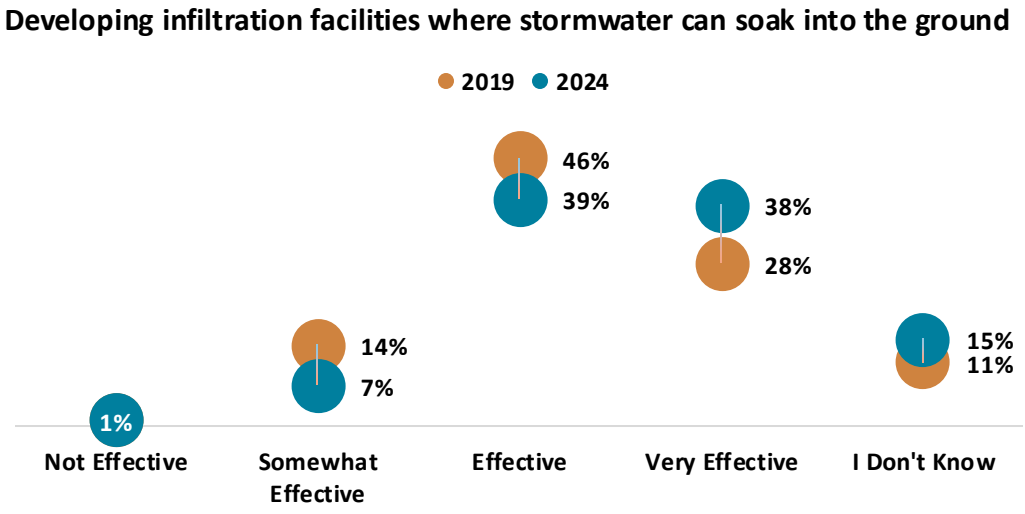
Overall, majority respondents viewed these efforts as effective to some degrees. Specifically, the strategies that were perceived as **very effective** included **restoring wetlands** (66%), **developing buffers** (39%) and **reducing salt usage** (39%). Strategies that were perceived as **effective** included **enforcing erosion and stormwater ordinances** (40%) and **removing street leaves before it rains** (39%). On the other hand, more moderate interventions such as **street sweeping** (32%) and **public education** (31%) are perceived as **somewhat effective**, though they didn't receive as strong support as the top measures.



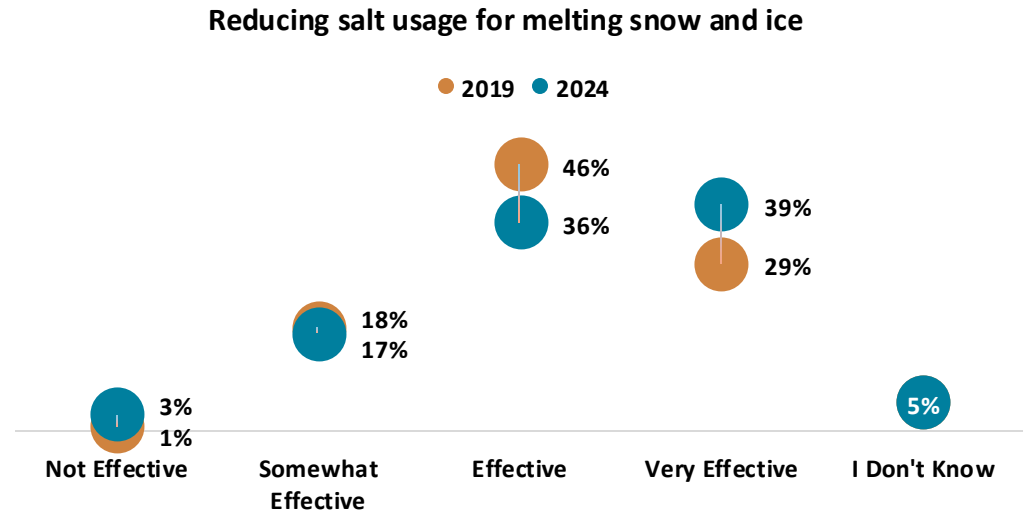
Comparisons: Differences in respondents' perceptions between 2024 and 2019 on the ratings of the effectiveness of the water quality improvement efforts. The items with a major change (>10%) are presented below.



There is a **13% decrease↓** in the percentage of respondents who think installing rain garden is **somewhat effective** to improve water quality. Yet, a **11% increase↑** is found in the percentage of respondents who think installing raining garden is **very effective**.



There is a **10% increase↑** in the percentage of respondents who think developing infiltration facilities where stormwater can soak into the ground is **very effective**.

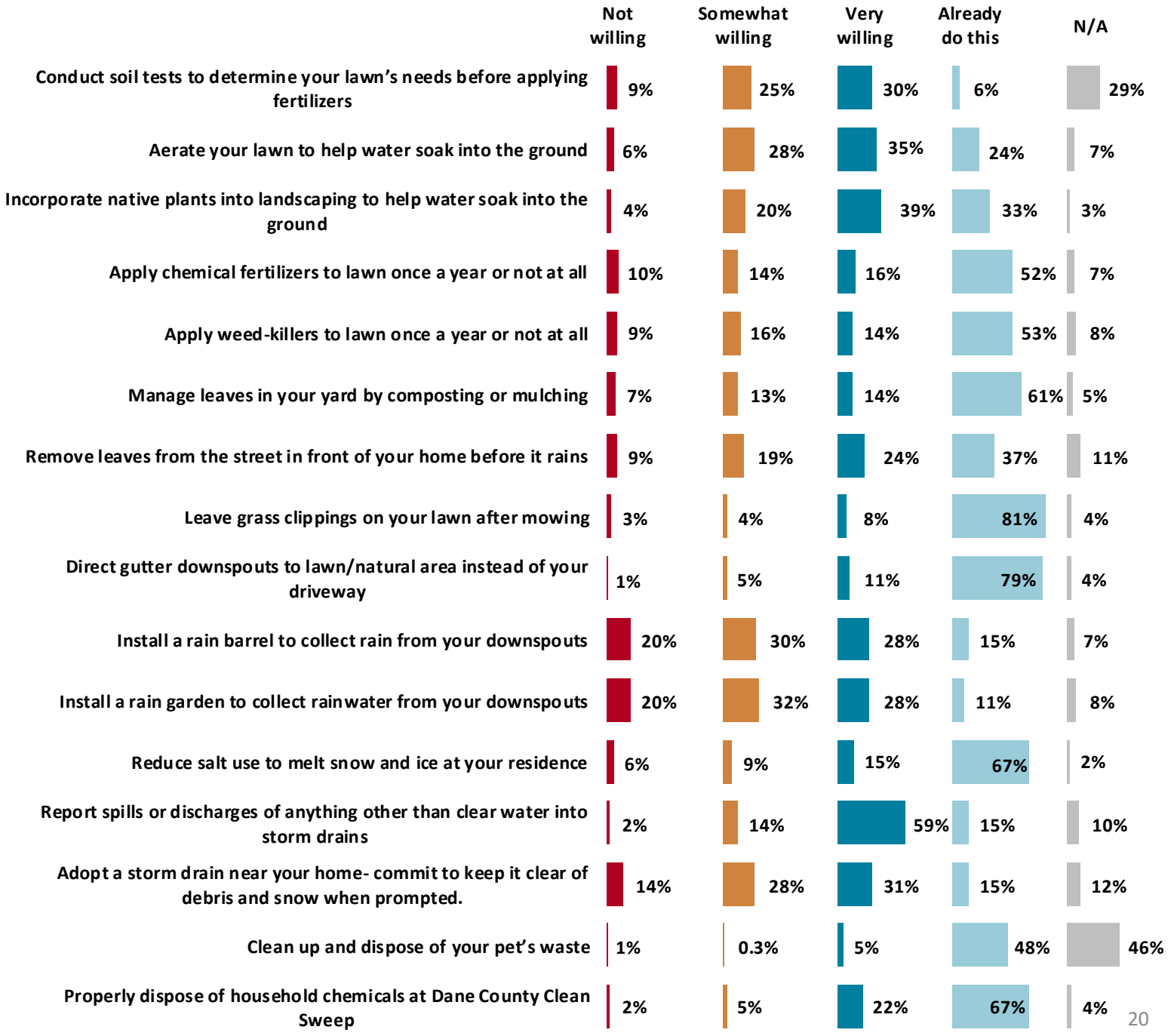


There is a **10% decrease↓** in the percentage of respondents who think reducing salt usage for melting snow and ice **effective.** However, a **10% increase↑** is perceived in respondents who think this action is **very effective**.

8. Which of the following actions would you be willing to do regularly to reduce pollution to area lakes, rivers and streams? Or, are you already doing any of these actions? (n=350-356)

The wording of four response items have been updated from the 2019 version: 1. from "Apply chemical fertilizers to lawn twice a year or less" to "Apply chemical fertilizers to lawn once a year or not at all," 2. from "Apply weed-killers to lawn twice a year or less" to "Apply weed-killers to lawn once a year or not at all," 3. from "Stop using salt to melt snow and ice at your residence" to "Reduce salt use to melt snow and ice at your residence," and 4. from "Report spills into storm drains" to "Report spills or discharges of anything other than clear water into storm drain." A new response item is also added in 2024: "Properly dispose of household chemicals at Dane County Clean Sweep."

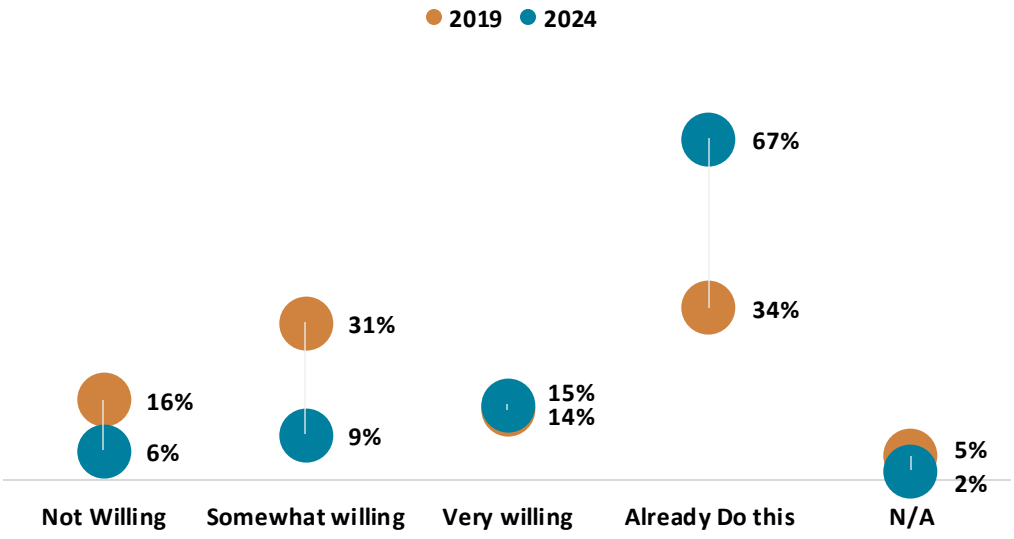
Overall, **between 52% and 81%** of participants **already** practice **7** of the actions. There were **59%** of respondents would be **very willing** to do 1 action, and **between 30% and 39%** of respondents would be **very willing** to regularly practice **4** of the actions. **Between 20% and 32%** of respondents were **somewhat willing** to regularly do **6** actions, and **between 10% and 20%** of respondents were **not willing** to regularly to **4** of the listed actions.



Comparisons: Differences in respondents' willingness to reduce pollution between 2024 and 2019 through performing the listed actions. The items with a major change (>10%) are presented.

There is only one item that had differences larger than ten percent between 2024 and 2019.

2024: Reduce salt use to melt snow and ice at your residence
2019: Stop using salt to melt snow and ice at your residence



The terms used to describe salt usage for melting snow are different between 2024 and 2019, though both terms are related. In 2024, **67%** of respondents are **already reducing** their salt use, whereas in 2019, only **34%** had **stopped using** salt. This result suggests that people may find it easier to reduce their salt use rather than stoping using it entirely.

Cross-tabulation: For respondents who selected "Do Not Know" or "No" to if live in a watershed (Q1), what are the top three actions they are very willing to take (Q8)?

Among the **89** respondents who **selected "Do No Know"** to if they lived in a watershed, the top three actions they were very willing to take were:

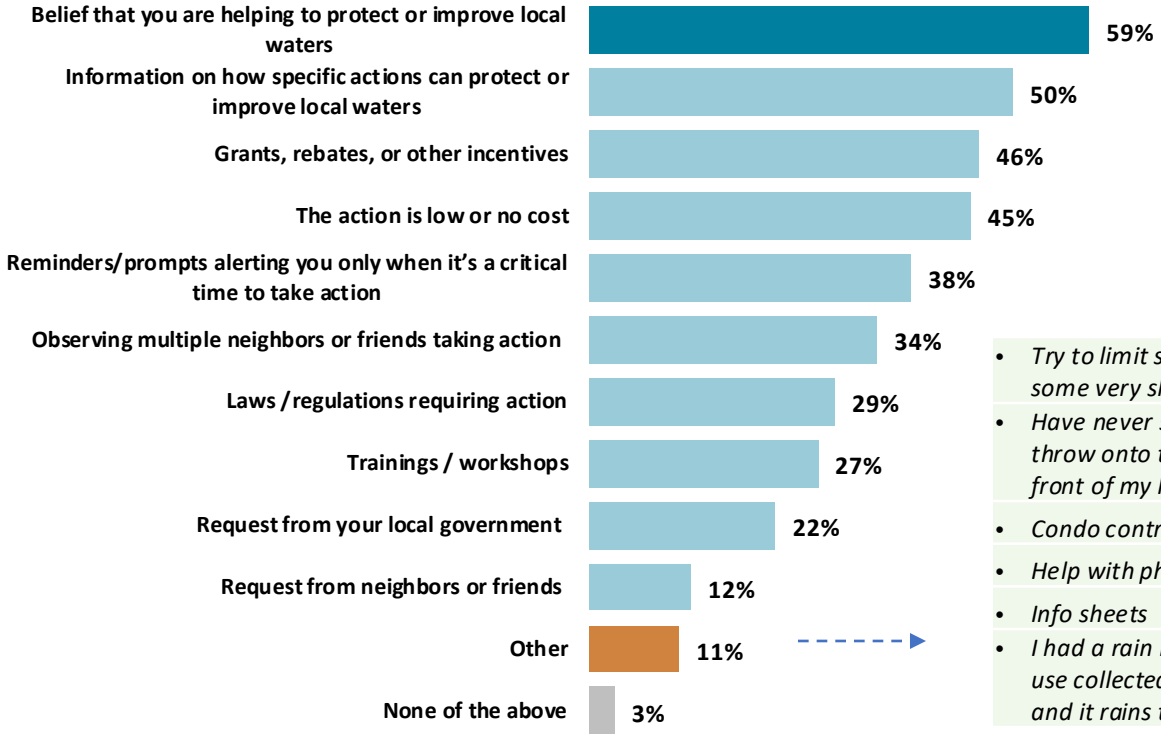
1. **Report spills or discharges of anything other than clear water into storm drains** (n = 54)
2. **Incorporate native plants into landscaping to help water soak into the ground** (n = 47)
3. **Aerate their lawn to help water soak into the ground** (n = 34)

Among the **47** respondents who **selected "No"** to if they live in a watershed, the top three actions they were very willing to take were:

1. **Report spills or discharges of anything other than clear water into storm drains** (n = 22)
2. **Incorporate native plants into landscaping to help water soak into the ground** (n = 22)
3. **Aerate their lawn to help water soak into the ground** (n = 20)

9. Of the actions listed in the previous question that you are willing to do, but not currently doing, what would motivate you to act? (Please select all that apply) (n=346)

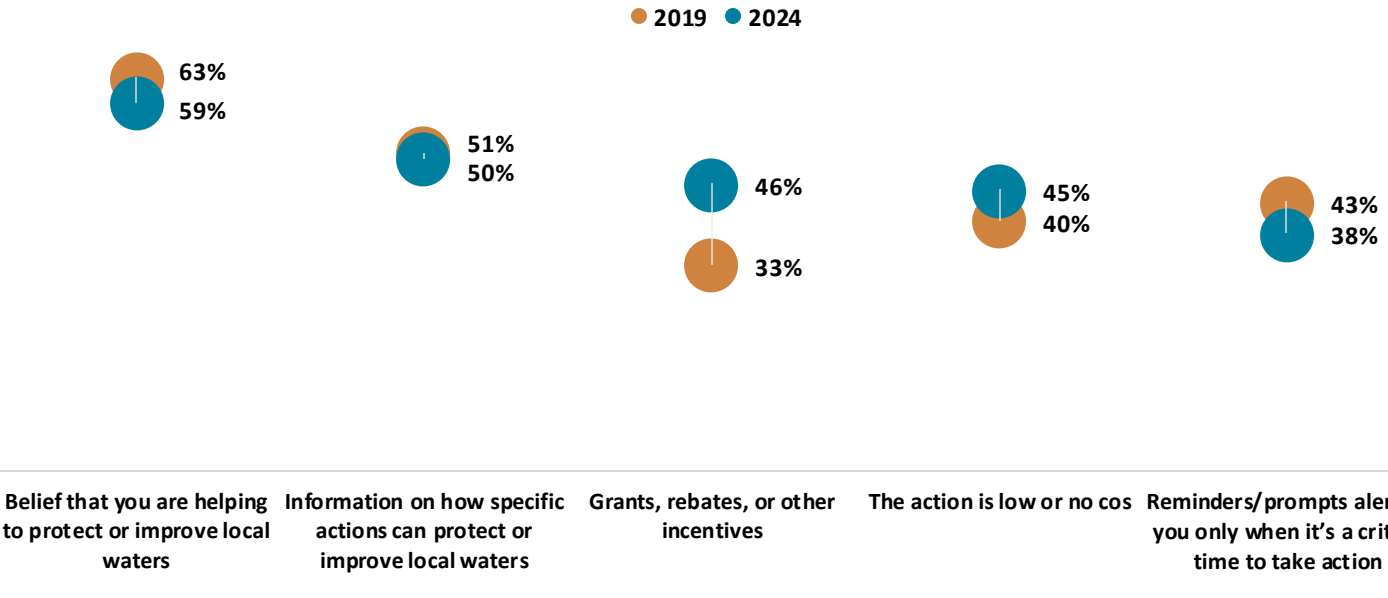
More than half of respondents would be motivated to reduce water pollution **by the belief they are helping to protect or improve local waters**. **Between 34% and 50%** of respondents would be motivated by 5 items, while **between 12% and 29%** would be motivated by 4 other items. Additionally, **11%** of respondents had other comments, with some were provided below. For the full list of comments, please refer to the Appendix A. Please note that the percentages will not add up to 100%, as this is a "select all that apply" question, allowing respondents to choose more than one option.



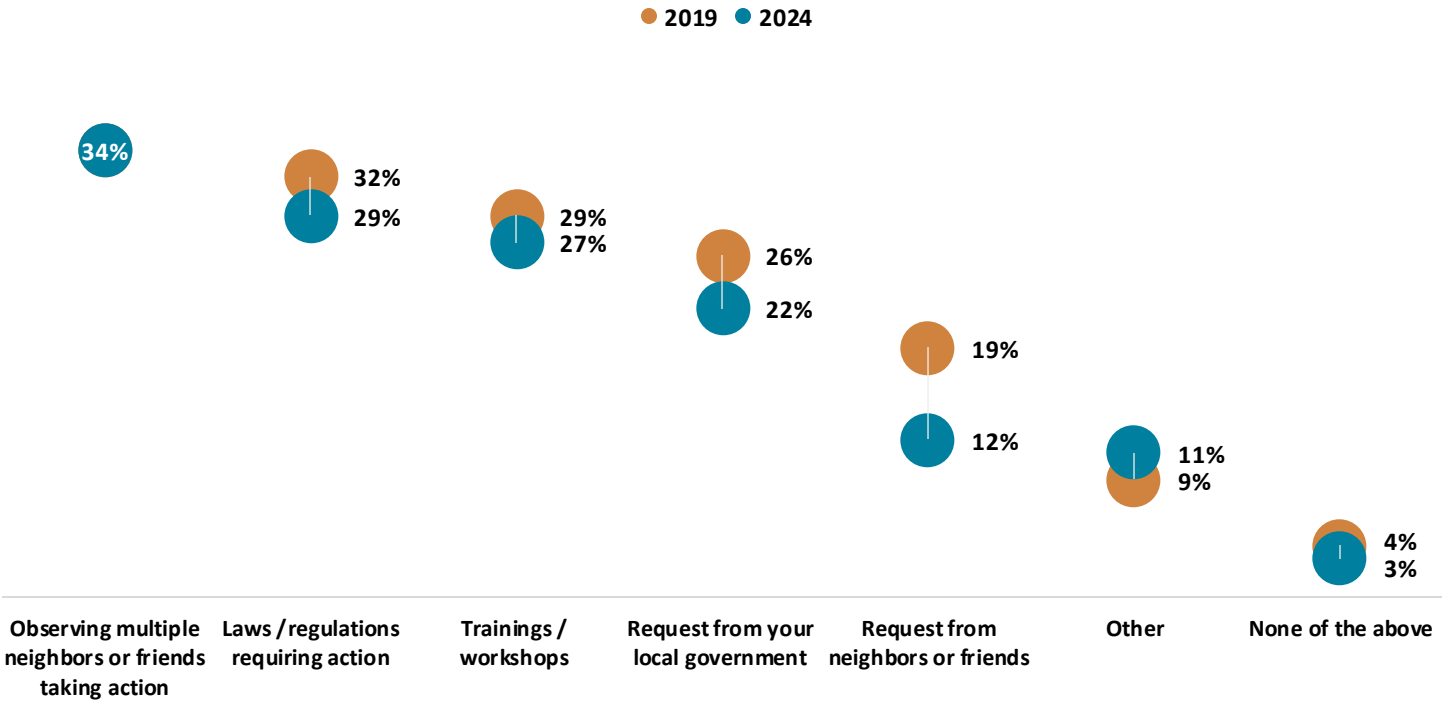
- *Try to limit salt, but we have some very slippery spots.*
- *Have never seen spills. Just trash throw onto the streets. I pick up in front of my house.*
- *Condo controls the lawn.*
- *Help with physical work*
- *Info sheets*
- *I had a rain barrel. Found I didn't use collected water. Hard to use and it rains to I didn't need it.*

Comparisons: Differences in respondents' motivation between 2024 and 2019 on respondents' willingness to reduce pollution to area lakes, rivers and streams.

This is the comparison for the first five motivators. A **13% increase↑** is found in **grants, rebates, or other incentives** in **2024**. The other four motivators had differences less than or equal to 5%.



This is the comparison for the last seven motivators. A **7% decrease↓** is found in **requesting from neighbors or friends** in **2024**. The other six motivators had differences less than or equal to 4%.



Cross-tabulation: For respondents who were very willing to install a rain garden and incorporate native plants (Q8), and for respondents who selected "Do Not Know" or "No" to if they lived in a watershed (Q1), what are the top three items that would motivate them to act(Q9)?

Among the **100** respondents who were **very willing** to **install a rain garden**, the top three motivators were:

1. **Grants, rebates, or other incentives** (n = 63)
2. **Belief that you are helping to protect or improve local waters** (n = 61)
3. **Information on how specific actions can protect or improve local waters** (n = 53)

Among the **139** respondents who were **very willing** to **incorporate native plants into landscaping**, the top three motivators were:

1. **Belief that you are helping to protect or improve local waters** (n = 89)
2. **Grants, rebates, or other incentives** (n = 80)
3. **Information on how specific actions can protect or improve local waters** (n = 78)

Among the **89** respondents who selected **"Don't Know"** to if they lived in a watershed, the top three motivators were:

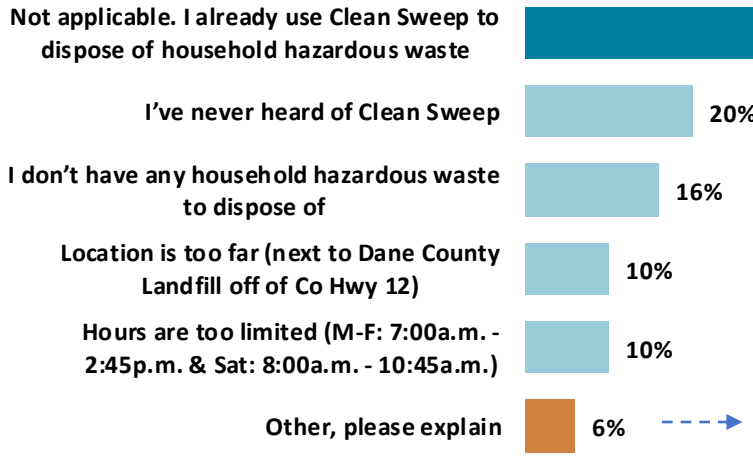
1. **Belief that you are helping to protect or improve local waters** (n = 50)
2. **The action is low or no cost** (n = 48)
3. **Information on how specific actions can protect or improve local waters** (n = 47)

Among the **47** respondents who selected **"No"** to if they lived in a watershed, the top three motivators were:

1. **Belief that you are helping to protect or improve local waters** (n = 33)
2. **Grants, rebates, or other incentives** (n = 28)
3. **The action is low or no cost** (n = 26)

10. If you are not currently using Clean Sweep to dispose of household hazardous waste, why not? (Please select all that apply) (n=328)

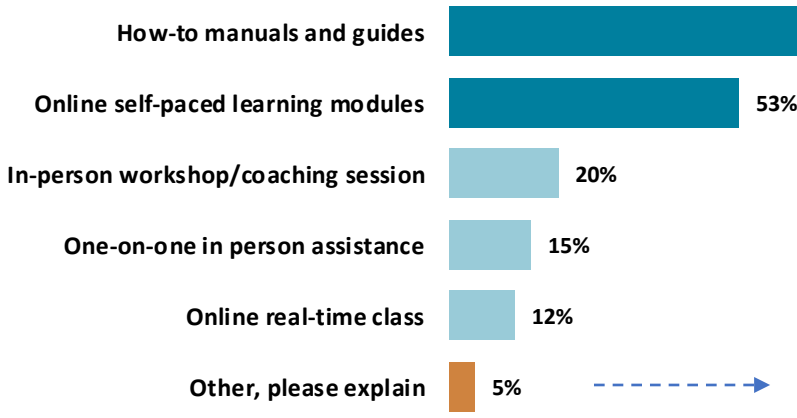
This is a new question added to the 2024 survey. Overall, more than half of respondents were **already using Clean Sweep**. For the respondents who were not using it, the top **2** reasons were that **they have never heard of it** (20%), and they **didn't have any household hazardous waste to dispose of** (16%). Additionally, **6%** of respondents had other comments, with some were provided below. For the full list of comments, please refer to the Appendix A. Please note that the percentages will not add up to 100%, as this is a "select all that apply" question, allowing respondents to choose more than one option.



- *I take recycle materials to the city building.*
- *I don't know what is hazardous*
- *100% unwilling to drive with dangerous chemicals in car. Need home collections*
- *heard of it but need more detailed information*
- *Time and convenience . city can create a quarterly pick up*

11. What type of trainings or resources do you prefer? (Please select all that apply) (n=341)

This is a new question added to the 2024 survey. In terms of training and resource types, **70%** of respondents preferred **how-to manuals and guides**, and 53% preferred **online self-paced learning modules.** A few examples of the brief responses from respondents who chose "Other" are provided below. For the full list of comments, please refer to the Appendix A. Please note that the percentages will not add up to 100%, as this is a "select all that apply" question, allowing respondents to choose more than one option.



- *Videos-short-2 mins*
- *Infographics, postcards.*
- *organize G'ut Programs - continue funding if shown effective*
- *Online Resource when needed*
- *for in-person w/s session - for condo, houses and unit owners*
- *Online info that is printable or easy to find. Example: Madison rain garden resources*

Cross-tabulation: For respondents who were very willing to install a rain garden (Q8), what are the top three trainings or resources they prefer(Q11)?

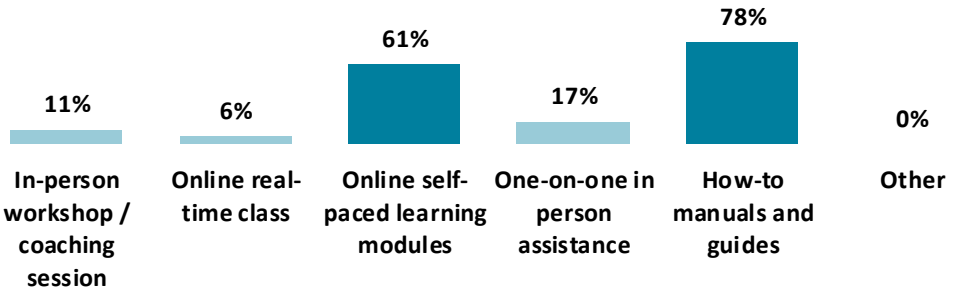
Among the **100** respondents who were **very willing** to **install a rain garden**, the top three trainings or resources they preferred were:

1. **How-to manuals and guides** (n = 73)
2. **Online self-paced learning modules** (n = 61)
3. **In-person workshops/coaching sessions** (n = 31)

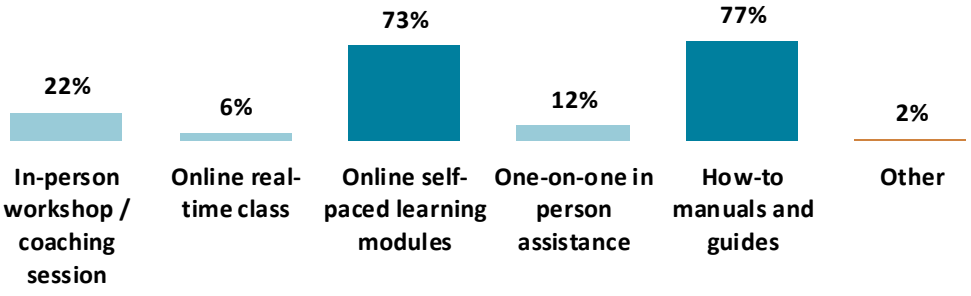
Cross-tabulation: How does age (Q20) affect respondents' preferences on the types of training or resources (Q11)?

Respondents were divided into **6** age groups: 18-24, 25-34, 35-44, 45-54, 55-64, and over 65. However, there was no one between the age of 18 and 24. The graphs below show the breakdowns of preferred training or resources by respondents' age group. Please note that the percentages will not add up to 100%, as this was a "select all that apply" question, allowing respondents to choose more than one option.

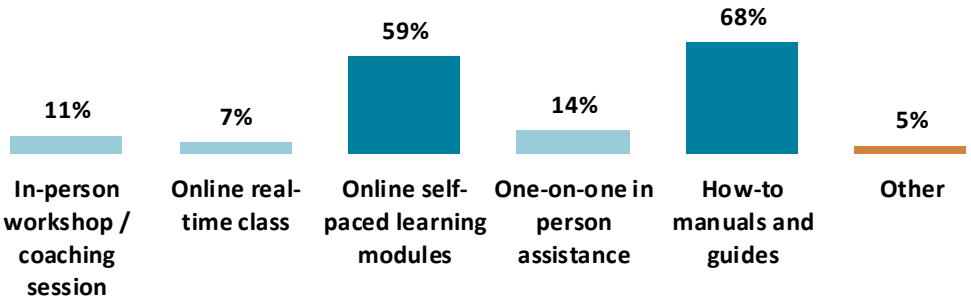
Age group **25-34** (n=18): Most popular training/resources are **how-to manuals and guides** and **online self-paced learning modules**.



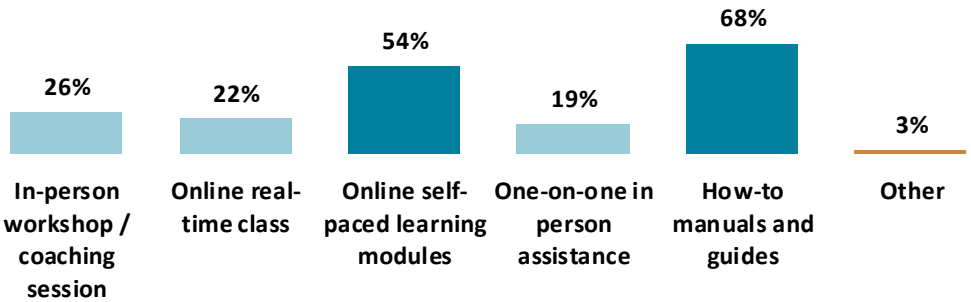
Age group **35-44** (n=51): Most popular training/resources are **how-to manuals and guides** and **online self-paced learning modules**.



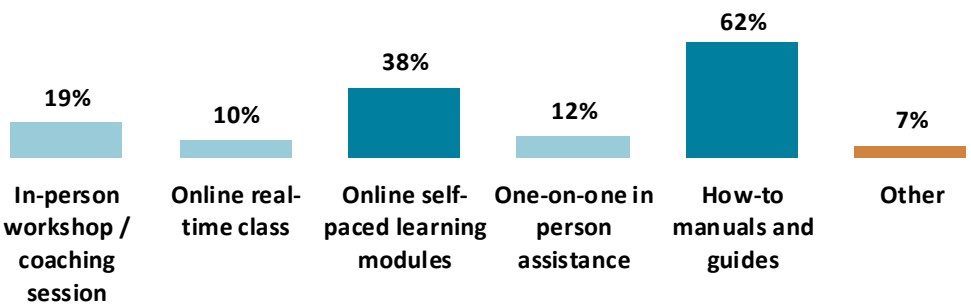
Age group **45-54** (n=56): Most popular training/resources are **how-to manuals and guides** and **online self-paced learning modules**.



Age group **55-64** (n=74): Most popular training/resources are **how-to manuals and guides** and **online self-paced learning modules**.



Age group **> 65** (n=146): Most popular training/resources are **how-to manuals and guides** and **online self-paced learning modules**.



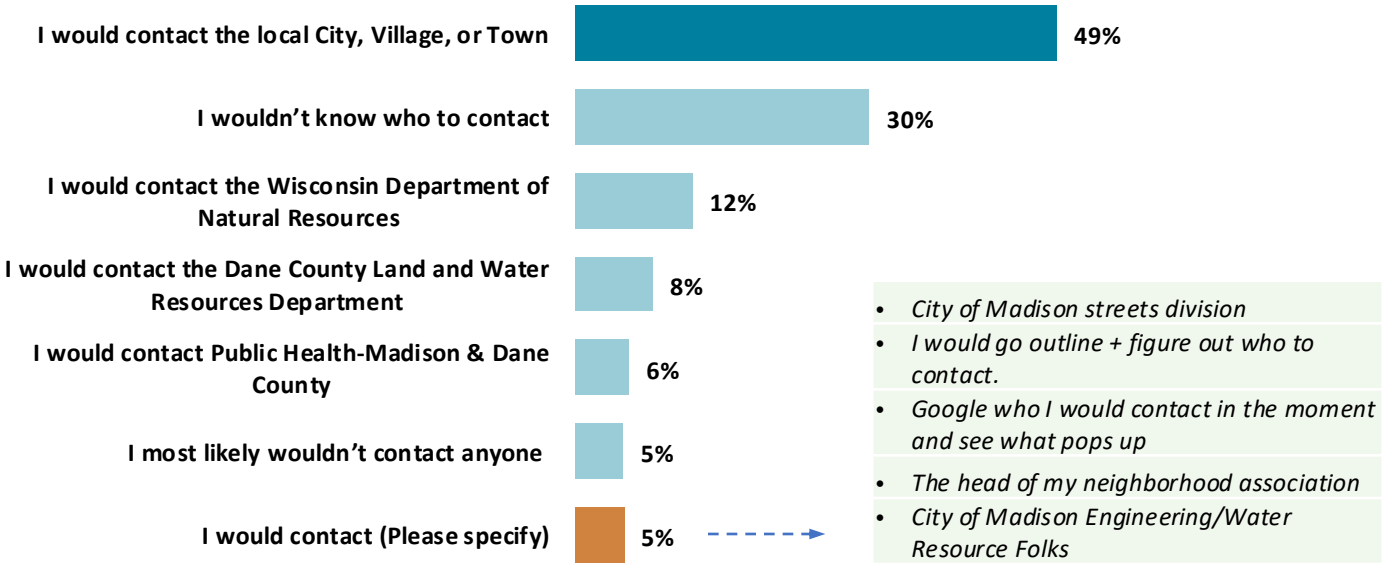
Information Sources

This section contains questions 12 to 18 on the survey. Descriptive information of the respondents, the comparisons of the current 2024 results and the 2019 results, and cross-tabulation of significant results on the survey items were presented. The numbering is consistent with the numbering on the original survey instrument.

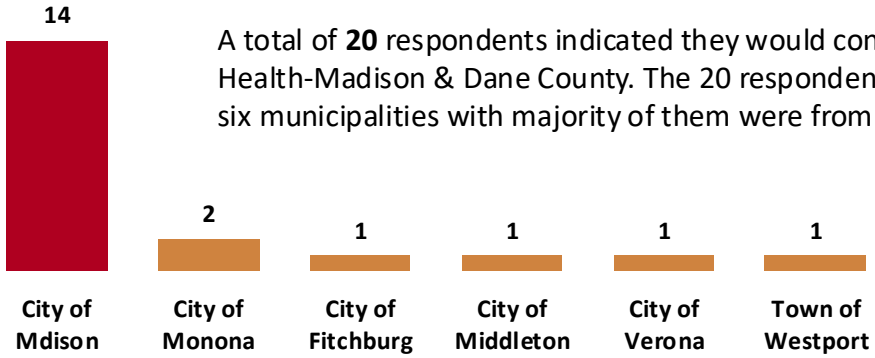
12. Who, if anyone, would you contact if you noticed a large amount of dirty water (for example, with paint, oil, or mud) flowing into a storm drain? (n=351)

The response options for this question have been updated from the 2019 version, which included: "I would contact ___," "I wouldn't know who to contact," and "I most likely wouldn't contact anyone." The wording of the question itself has remained unchanged. As a result, a direct comparison of the results between 2019 and 2024 is not possible. Additionally, this question was not intended to be a "select all that apply" question. However, many respondents selected more than one response on the paper survey, meaning the percentages will not add up to 100%.

Close to half of respondents would contact **the local City, Village, or Town**, and **30%** of them would not know who to contact. Additionally, **5%** of respondents had other ideas of who to contact, with some were provided below. For the full list of comments, please refer to the Appendix A.



Cross-tabulation: How does location(Madison area vs. other areas) affect respondents contact Public Health-Madison & Dane County?

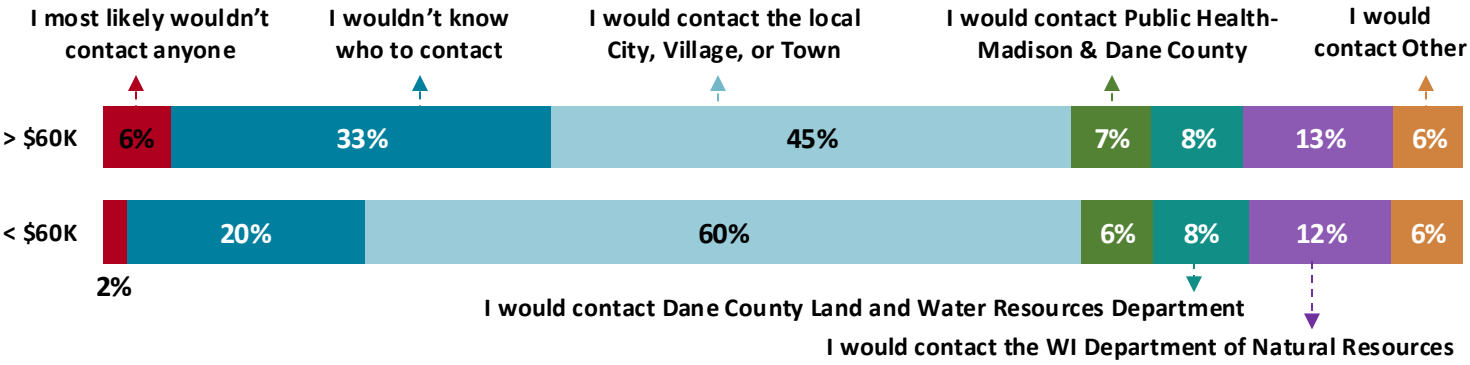


A total of **20** respondents indicated they would contact Public Health-Madison & Dane County. The 20 respondents came from six municipalities with majority of them were from Madison.

Cross-tabulation: How does income (> $60K vs. < $60K) (Q25) affect respondents' contact preferences (Q12)?

Respondents were asked to indicate their annual household income from the following **eight** categories: Less than $25,000; $25,000 - $39,999; $40,000 - $59,999; $60,000 - $89,999; $90,000 - $119,999; $12,000 - $14,999; $15,000 and over; Prefer not to say. In this analysis, the salaries were categorized into **more than $60K** and **lower than $60K.** The "Prefer not to say" responses were excluded.

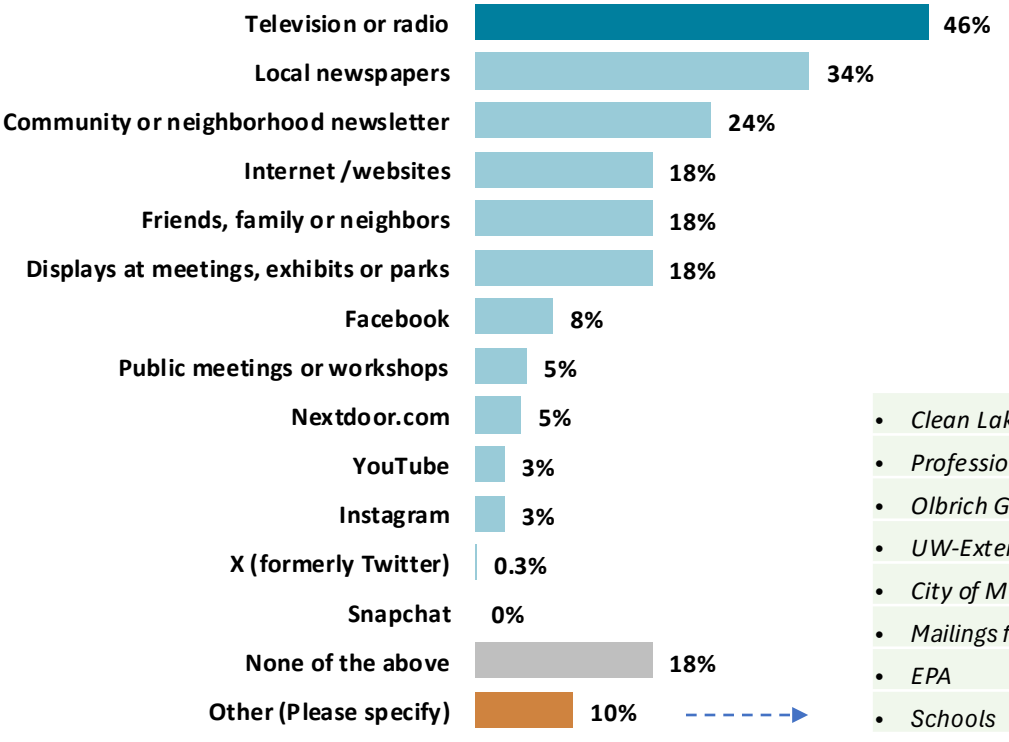
There were **238** respondents who make **more than $60K** and **50** respondents who make **lower than $60K**. The breakdown of their contact preferences when they noticed a large amount of dirty water flowing into a storm drain is presented below.



13. During the last five years, have you learned about effects of stormwater runoff or practices to improve water quality from any of the following? (Please select all that apply) (n=347)

The response items were updated from the 2019 version. In the 2024 survey, "Facebook," "YouTube," "Instagram," "X," "Snapchat," and "Nextdoor.com" were listed individually, whereas these platforms were grouped together as "Social media" in the 2019 survey.

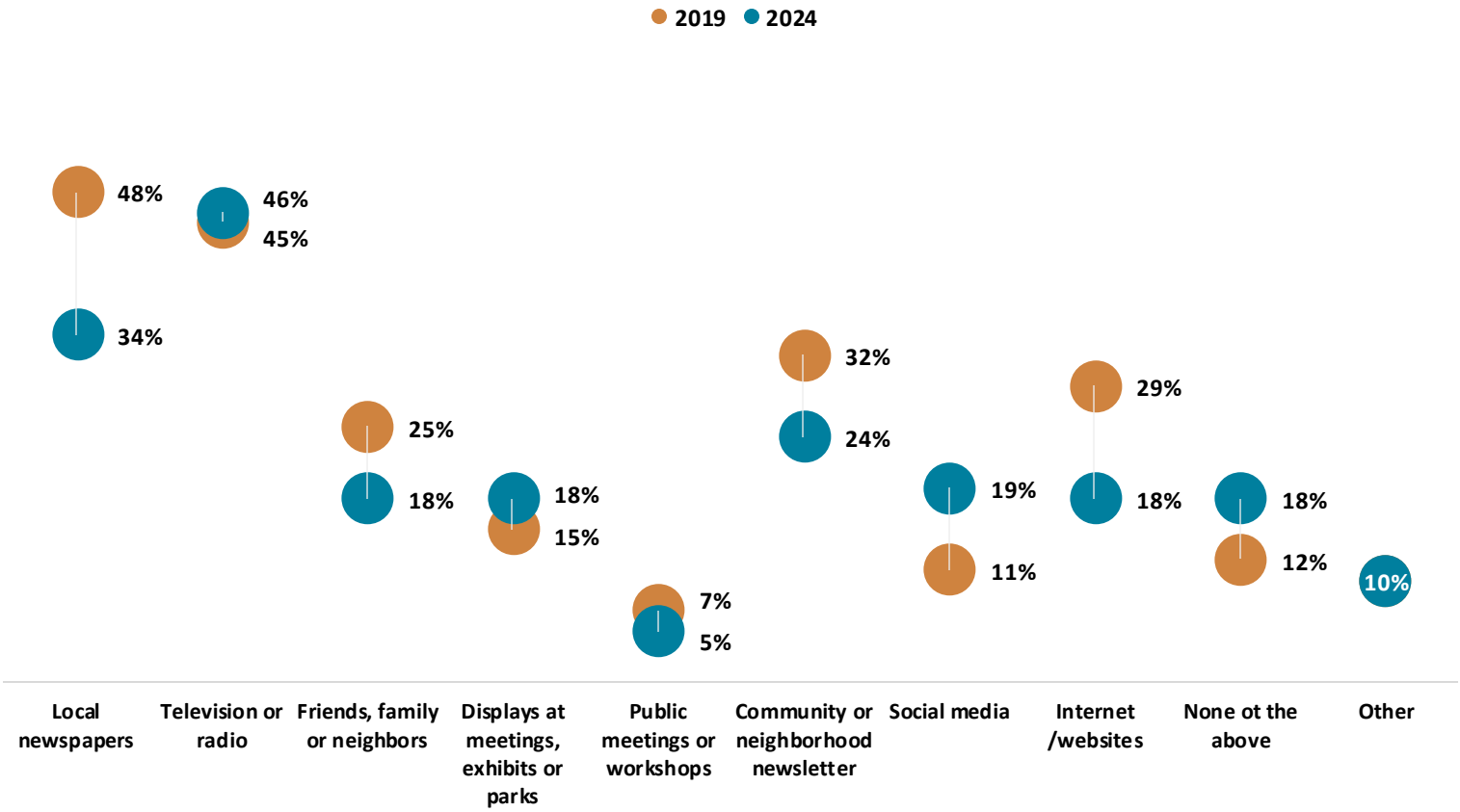
Most of respondents learned about effects of stormwater runoff or practices to improve water quality through **television or radio**, followed by **local newspapers**. Additionally, **10%** of respondents learned through other ways, with some examples provided below. For the full list of comments, please refer to the Appendix A.



- *Clean Lakes Alliance materials*
- *Professional publications*
- *Olbrich Gardens*
- *UW-Extension*
- *City of Monona*
- *Mailings from gov't entities*
- *EPA*
- *Schools*

Comparisons: **Differences in respondents' information sources between 2024 and 2019 where they learned about effects of stormwater runoff or practices to improve water quality.**

In this comparison, the results for the six social platforms were grouped together as "Social media" in order to compare with the 2019 results. There is a **14% decrease↓** in the percentage of respondents who learned about effects of stormwater runoff from **local newspapers,** and a **11% decrease↓** in the percentage of respondents who learned from **internet/websites**. The differences of the rest of the information sources are smaller than 10%.



Cross-tabulation: **For respondents who selected "Do Not Know" or "No" to if they live in a watershed (Q1), what are the top three information sources from which they have learned about the** effects of stormwater runoff or practices **(Q13)?**

Among the **89** respondents who selected **"Do Not Know"** to if they lived in a watershed, the top three information sources were:

1. **Television or radio** (n = 41)
2. **Local newspapers** (n = 22)
3. **Community or neighborhood newsletters** (n = 13) **and Displays at meetings, exhibits, or parks** (n = 13)

Among the **47** respondents who selected **"No"** to if they lived in a watershed, the top three information sources were:

1. **Television or radio** (n = 22)
2. **Local newspapers** (n = 12)
3. **Community or neighborhood newsletters** (n = 10)

Cross-tabulation: How does age (Q20) affect respondents' information sources where they learn about effects of stormwater runoff or practices **(Q13)?**

Respondents were divided into **6** age groups: 18-24, 25-34, 35-44, 45-54, 55-64, and over 65. However, there was no one between the age of 18 and 24. The top three information sources of each age category are listed below. Note that there are ties in some age groups.

25-34 (n = 18)**:** **Television or radio** (n = 10), **Internet/websites** (n = 7), **Local newspaper** (n = 5), **Friends, family or neighbors** (n = 5), **Community or neighborhood newsletter** (n = 5).

35-44 (n = 51)**:** **Display at meetings, exhibits or parks** (n = 15), **Television or radio** (n = 14), **Internet/websites** (n = 14)**.**

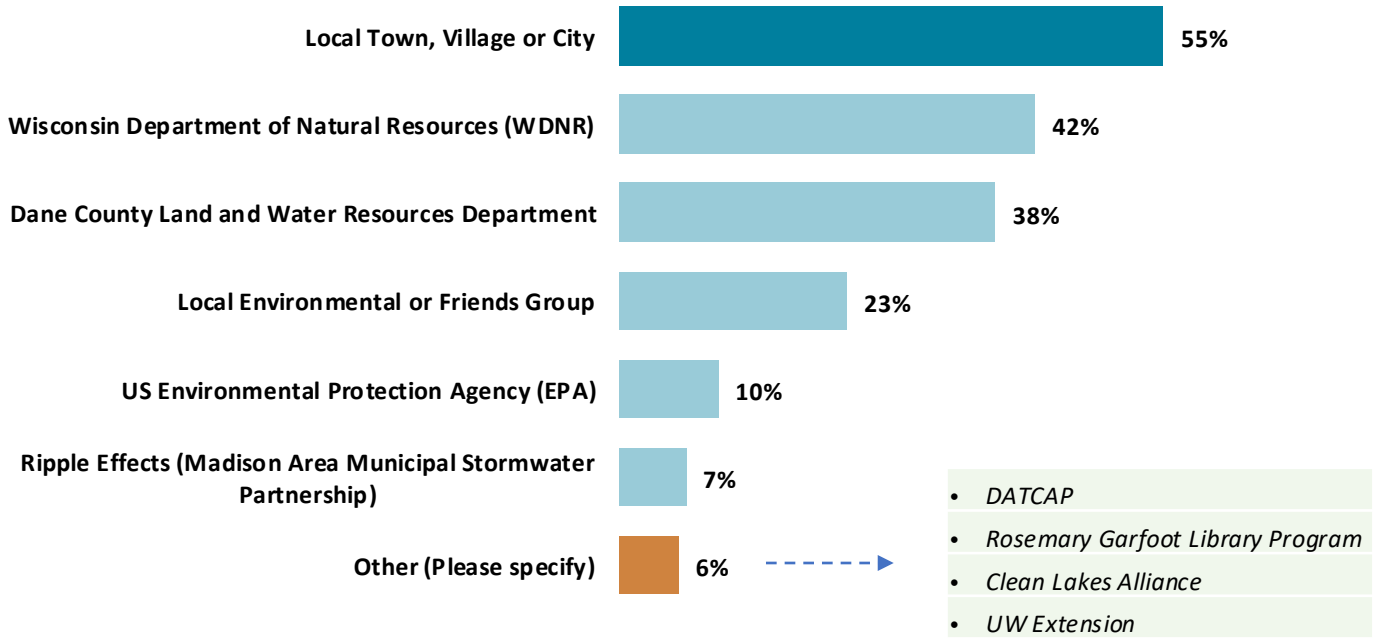
45-54 (n = 56)**:** **Television or radio** (n = 16), **Local newspaper** (n = 5), **Friends, family or neighbors** (n = 9), **Display at meetings, exhibits or parks** (n = 9), **Community or neighborhood newsletter** (n = 9), **Facebook** (n = 9), **Other** (n = 9).

55-64 (n = 74)**:** **Television or radio** (n = 37), **Local newspaper** (n = 27), **Community or neighborhood newsletter** (n = 23).

Over 65 (n = 146)**:** **Television or radio** (n = 76), **Local newspapers** (n = 61), **Community or neighborhood newsletter** (n = 31).

14. What organization would you look to if you were interested in learning more about stormwater pollution and/or actions you could take to improve water quality? (n = 340)

This is a new question added to the 2024 survey. **More than half** of respondents would look to **local Town, Village, or City** (55%) if they were interested in learning more about stormwater pollution and/or actions you could take to improve water quality. Additionally, **6%** of respondents had other ideas of who to look to, with some were provided below. For the full list of comments, please refer to the Appendix.



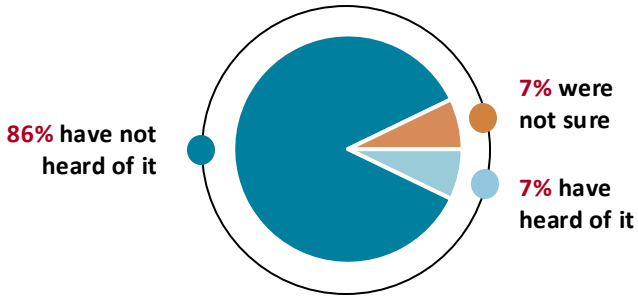
Cross-tabulation: For the respondents who know they live in a watershed is (Q1), what are the top three organizations this group would look to learn more about stormwater pollution and/or actions (Q14)?

Among the **210** respondents who know they live in a watershed, the top three organizations they would look to to learn more about stormwater pollution and/or actions were:

1. **Local Town, village, or City** (n = 117)
2. **Wisconsin Department of Natural Resources (WDNR)** (n = 86)
3. **Dane County Land and Water Resources Department** (n = 78)

15. Have you ever heard of Ripple Effects before? (n = 352)

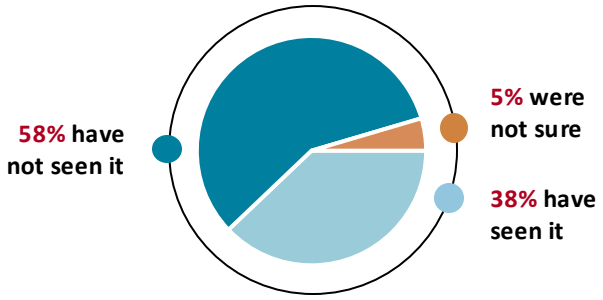
This is a new question added to the 2024 survey. **Seven percent** of respondents have heard of Ripple Effects before.



*Ripple Effects is an outreach effort led by local municipalities, the University of Wisconsin and Dane County that helps residents and businesses take actions to reduce the quantity and improve the quality of stormwater runoff to our local waters.

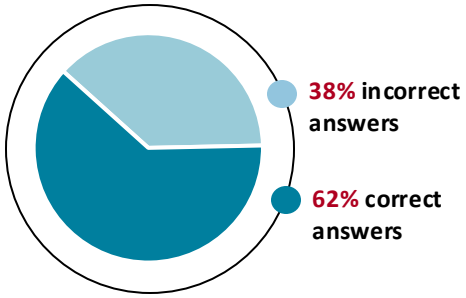
16. Have you seen any of the storm drain murals around Dane County? (n = 354)

This is a new question added to the 2024 survey. **Thirty-eight percent** of respondents have seen a storm drain murals around Dane County.

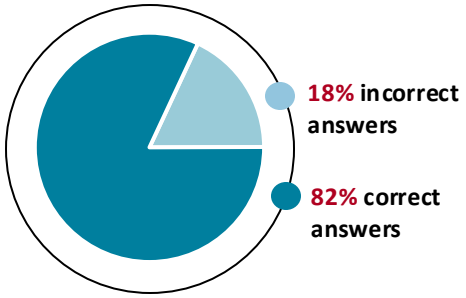


Cross-tabulation: Does seeing a storm drain mural (Q16) impact whether someone provided an incorrect answer to Q3 (incorrect answers include: "I'm not sure" or "municipal treatment plant"). All other answers to Q3 were considered correct for this analysis.

Among the **204** respondents who **have not seen** a storm drain murals, 38% of them selected wrong answers in Q3 and 62% selected the correct answers.

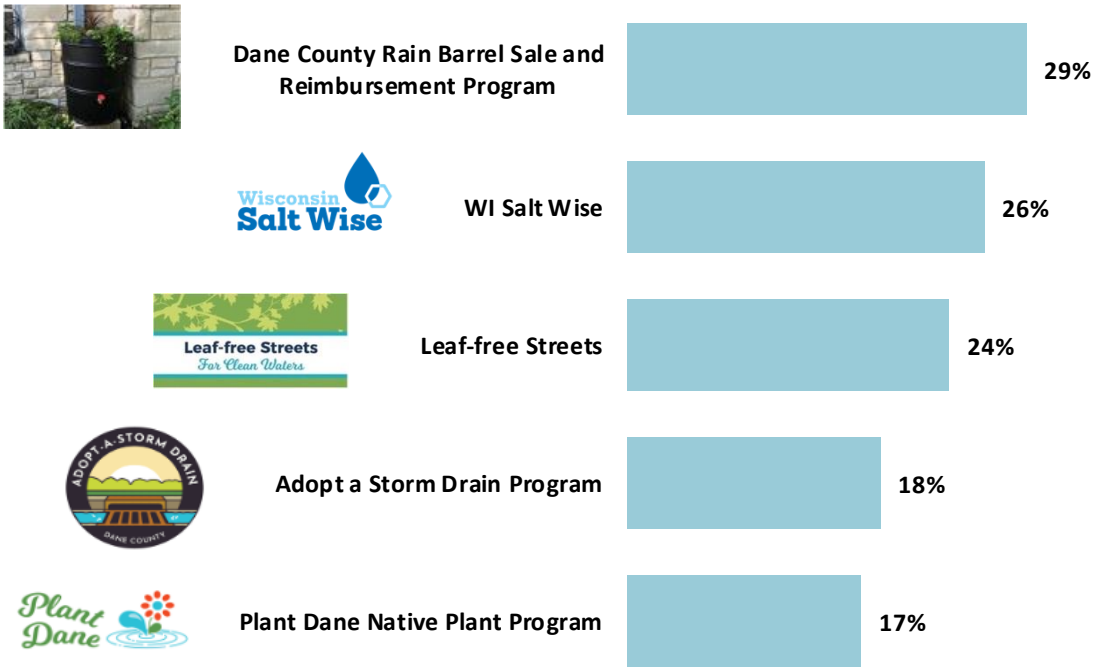


Among the **134** respondents who **have seen** a storm drain murals, 18% of them selected wrong answers in Q3 and 82% selected the correct answers.



17. Select the campaigns or programs that you are familiar with or that you have seen before. (Please select all that apply) (n = 359)

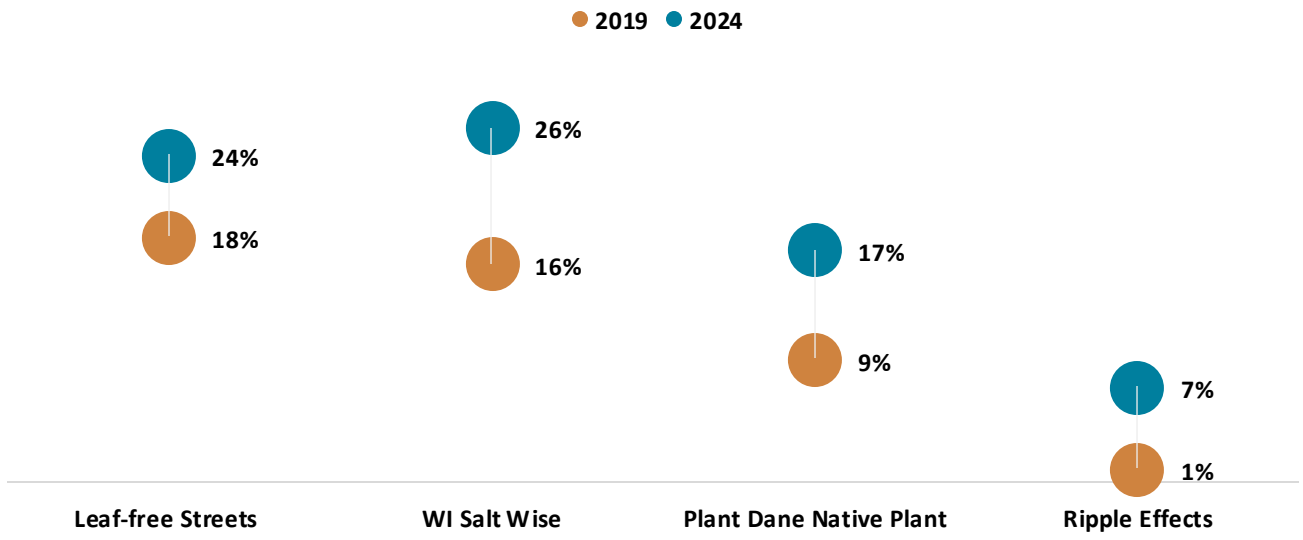
The response items were updated from the 2019 version. The "Ripple Effects" was removed from the response list because it is an individual question in the 2024 survey (Q15). The "Dane County Rain Barrel Sale and Reimbursement Program" campaign and the "Adopt a Storm Drain Program" were added to the 2024 survey.



Comparisons: **Differences in respondents' familiarities of the campaigns or programs between 2024 and 2019.**

While changes have been made to this question, there are still useful results for comparison. In this analysis, in addition to the three campaigns or programs included in both the 2019 and 2024 surveys, the results of the Ripple Effect campaign (Q15) are also compared.

Overall, familiarity with all four campaigns or programs has **increased↑**, with the **WI Salt Wise** campaign showing the most significant growth (10%).

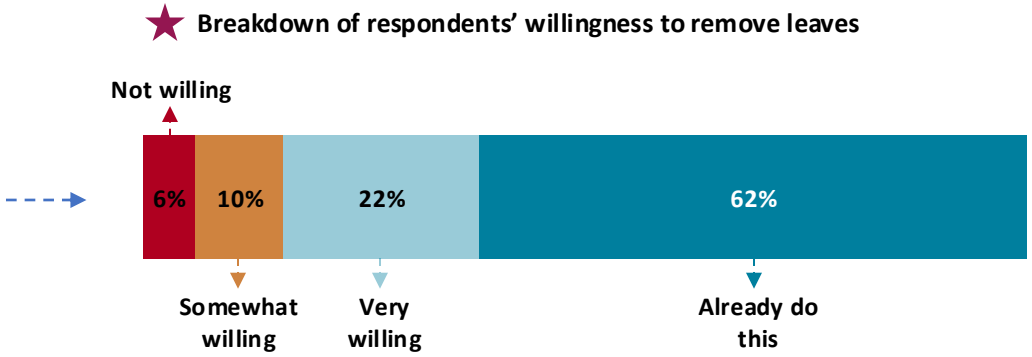


Cross-tabulation: How does being familiar with Leaf-free Streets (Q17_c) impact respondents' willingness to remove leaves from the street in front of your home before it rains **(Q8_g)?**

In Q17, **24%** respondents indicated that they were familiar with **Leaf-free Streets** campaign. Within this group, **62% already** remove leaves from the street in front of their homes before it rains, **22%** are **very willing** to do so, **10%** are **somewhat willing**, and **6%** are **not willing**.

There is a **statistically significant relationship** (p = .001) between respondents' familiarity with Leaf-free Streets and their willingness to remove leaves from the street in front of their homes before it rains. For respondents who are familiar with the campaign, they are **more likely↑** than expected to **already** be removing leaves from the street in front of their homes before it rains.

24% respondents who are familiar with **Leaf-free Streets** campaign

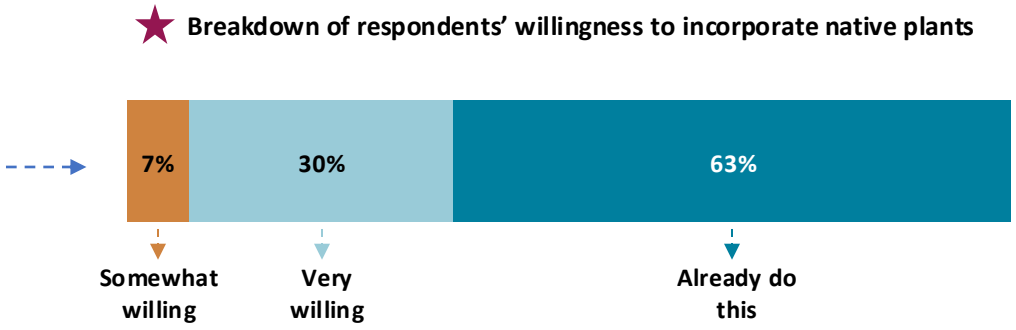


Cross-tabulation: How does being familiar with Plant Dane Native Plant Program (Q17_e) impact respondents' willingness to incorporate native plants into landscaping to help water soak into the ground **(Q8_c)?**

In Q17, **17%** respondents indicated that they were familiar with **Plant Dane Native Plant Program**. Within this group, **63% already** incorporate native plants into landscaping to help water soak into the ground, **30%** are **very willing** to do so, and **7%** are **somewhat willing**. No one is **not willing** to incorporate native plants into landscaping.

There is a **statistically significant relationship** (p = .001) between respondents' familiarity with Plant Dane Native Plant Program and their willingness to incorporate native plants into landscaping to help water soak into the ground. For respondents who are familiar with this program, they are **more likely↑** than expected to **already** be incorporating native plants into landscaping to help water soak into the ground.

17% respondents who are familiar with **Plant Dane Native Plant Program**

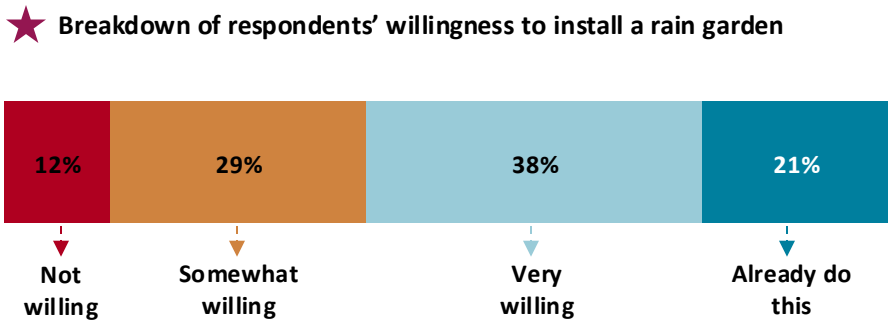


Cross-tabulation: How does being familiar with Plant Dane Native Plant Program (Q17_e) impact respondents' willingness to install a rain garden to collect rainwater from downspouts **(Q8_k)?**

In Q17, **17%** respondents indicated that they were familiar with **Plant Dane Native Plant Program**. Within this group, **21%** already install a rain garden to collect rainwater from downspouts, **38%** are **very willing** to do so, **29%** are **somewhat willing**, and **12%** are **not willing**.

There are two **statistically significant relationships** (p = .038) between respondents' familiarity with Plant Dane Native Plant Program and their willingness to install a rain garden to collect rainwater from downspouts. For respondents who are familiar with this program, they are **more likely↑** than expected to **already** be incorporating native plants into landscaping to help water soak into the ground, as well as **very willing** to do so.

17% respondents who are familiar with **Plant Dane Native Plant Program**

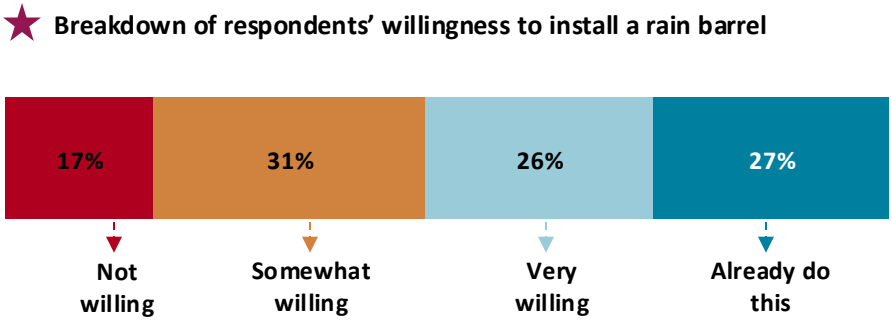


Cross-tabulation: How does being familiar with Dane County Rain Barrel Sale and Reimbursement Program (Q17_a) impact respondents' willingness to install a rain barrel to collect rain from downspouts **(Q8_j)?**

In Q17, **29%** respondents indicated that they were familiar with **Dane County Rain Barrel Sale and Reimbursement Program**. Within this group, **27%** already install a rain barrel to collect rain from downspouts, **26%** are **very willing** to do so, 31**%** are **somewhat willing**, and **17%** are **not willing**.

There is a **statistically significant relationship** (p = .015) between respondents' familiarity with Dane County Rain Barrel Sale and Reimbursement Program and their willingness to install a rain barrel to collect rain from downspouts. For respondents who are familiar with this program, they are **more likely↑** than expected to **already** be installing a rain barrel to collect rain from downspouts.

29% respondents who are familiar with **Dane County Rain Barrel Sale and Reimbursement Program**

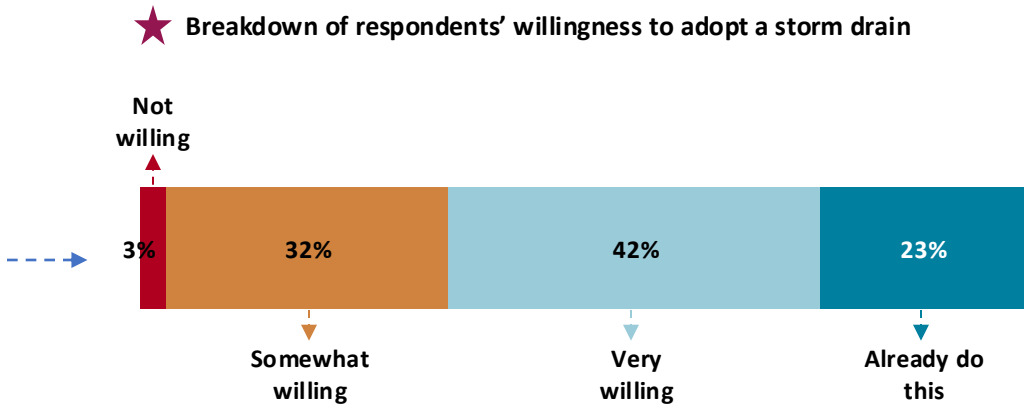


Cross-tabulation: How does being familiar with Adopt a Storm Drain Program (Q17_d) impact respondents' willingness to adopt a storm drain near home and commit to keep it clear of debris and snow when prompted **(Q8_n)?**

In Q17, **18%** respondents indicated that they were familiar with **Plant Dane Native Plant Program**. Within this group, **23%** already adopt a storm drain near home and commit to keep it clear of debris and snow when prompted, **42%** are **very willing** to do so, **32%** are **somewhat willing**, and **3%** are **not willing**.

There are two **statistically significant relationship** (p = .016) between respondents' familiarity with Adopt a Storm Drain Program and their willingness to adopt a storm drain near home and commit to keep it clear of debris and snow when prompted. For respondents who are familiar with this program, they are **more likely↑** than expected to **already** be incorporating native plants into landscaping to help water soak into the ground, as well as **very willing** to do so.

18% respondents who are familiar with **Adopt a Storm Drain Program**

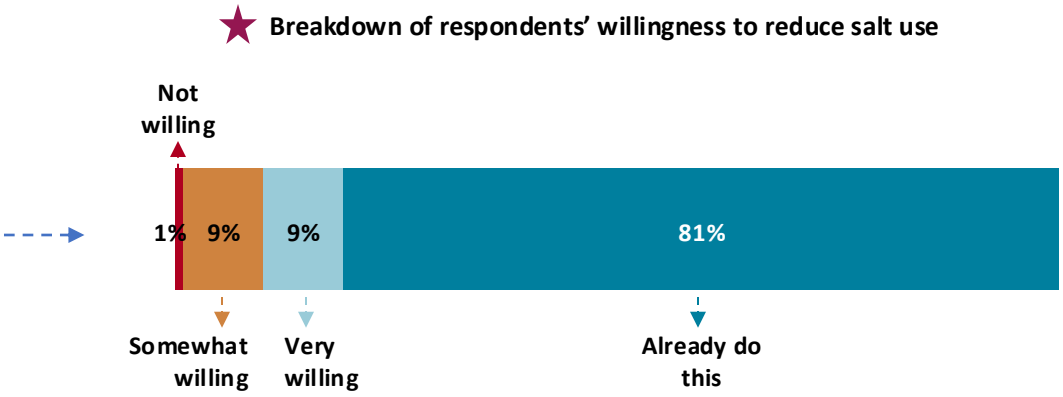


Cross-tabulation: How does being familiar with WI Salt Wise (Q17_b) impact respondents' willingness to reduce salt use to melt snow and ice at their residences **(Q8_l)?**

In Q17, **26%** respondents indicated that they were familiar with **WI Salt Wise** campaign. Within this group, **81%** already reduce salt use to melt snow and ice at their residences, **9%** are **very willing** to do so, **9%** are **somewhat willing**, and **1%** are **not willing**.

There is a **statistically significant relationship** (p = .013) between respondents' familiarity with WI Salt Wise campaign and their willingness to reduce salt use to melt snow and ice at their residences. For respondents who are familiar with this campaign, they are **more likely↑** than expected to **already** be reducing salt use to melt snow and ice at their residences.

26% respondents who are familiar with **WI Salt Wise**



18. Of the campaigns/brands above that you have heard of, did any motivate you to make a change? If yes, please share a bit about the change you made. (n = 239)

A total of **239** respondents answered this question with **123** (51%) indicating that the campaigns or brands motivated them to make a change, while the remaining **116** (49%) were not motivated. Some respondents shared specific ways they were motivated, with some answers provided below. For the full list of comments, please refer to Appendix A.

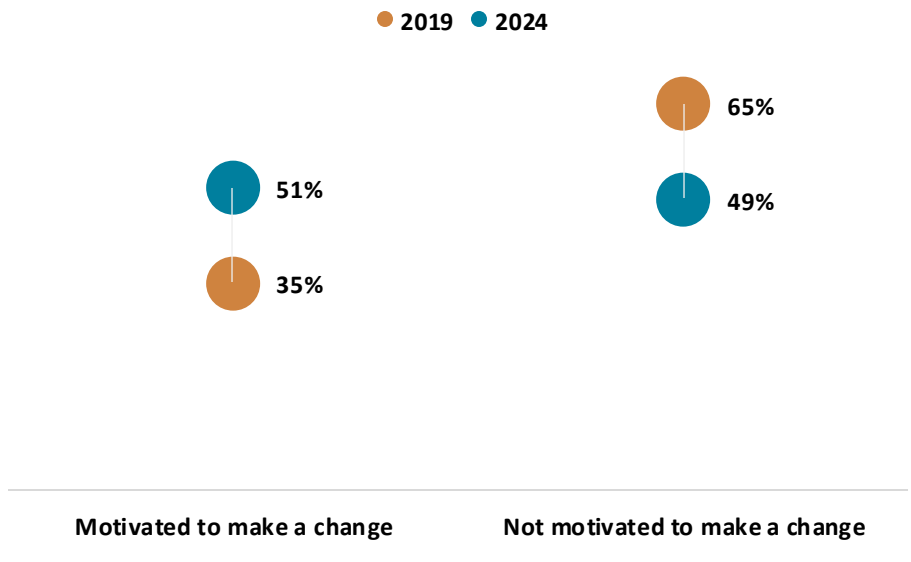
51% were motivated to make a change

How they were motivated:

- Removing leaves from street and put out yard sign, using no salt when possible
- Bought a rain barrel because of discounted price
- Want to look into RAIN BARREL's
- Reduced With Salt Use
- We have cut down on salt and try to keep the drain by us clean.
- Keep leaves out of storm drain
- Less salt + leaves stay on grass for pick up. We leaf blow neighbor's storm drains
- Looked for salt-free de-icer; used less than I might otherwise have used.

Comparisons: **Differences in respondents' motivations to make a change after learning about the campaigns or programs between 2024 and 2019.**

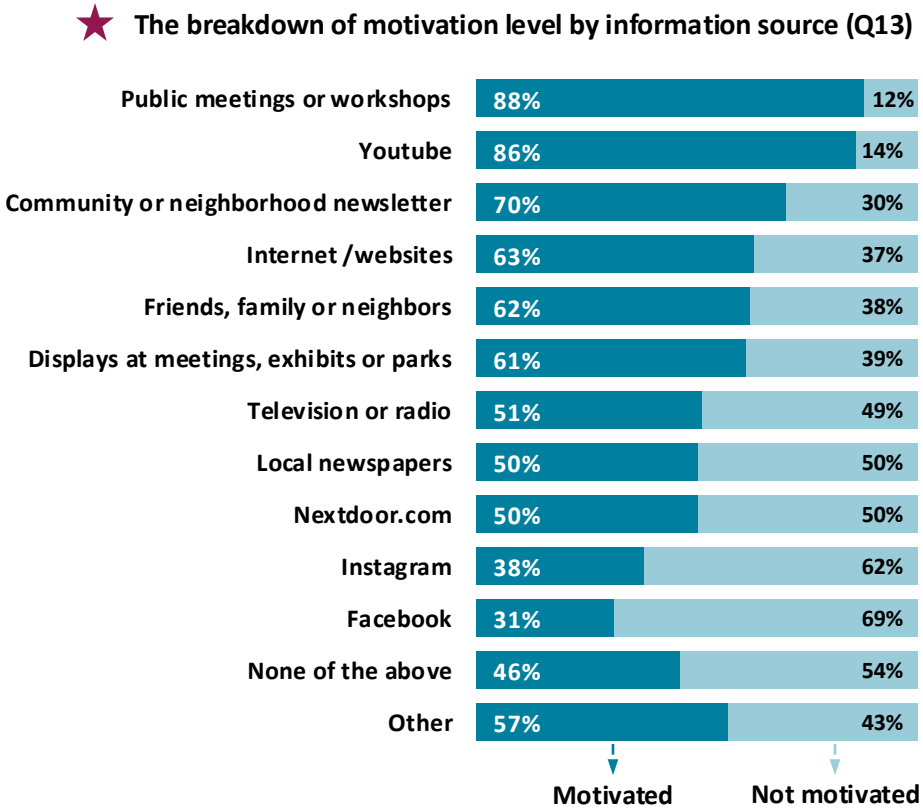
There is a **16% increase↑** in the percentage of respondents who are **motivated to make a change** in 2024.



Cross-tabulation: For respondents who are motivated to make a change (Q18), from which information source did they hear about the campaigns (Q13)?

Fifty-one percent of respondents were motivated to make a change because of the campaigns and programs they have heard of. The graph on the right-side shows the motivation breakdown by the information sources.

51% respondents who are **motivated**



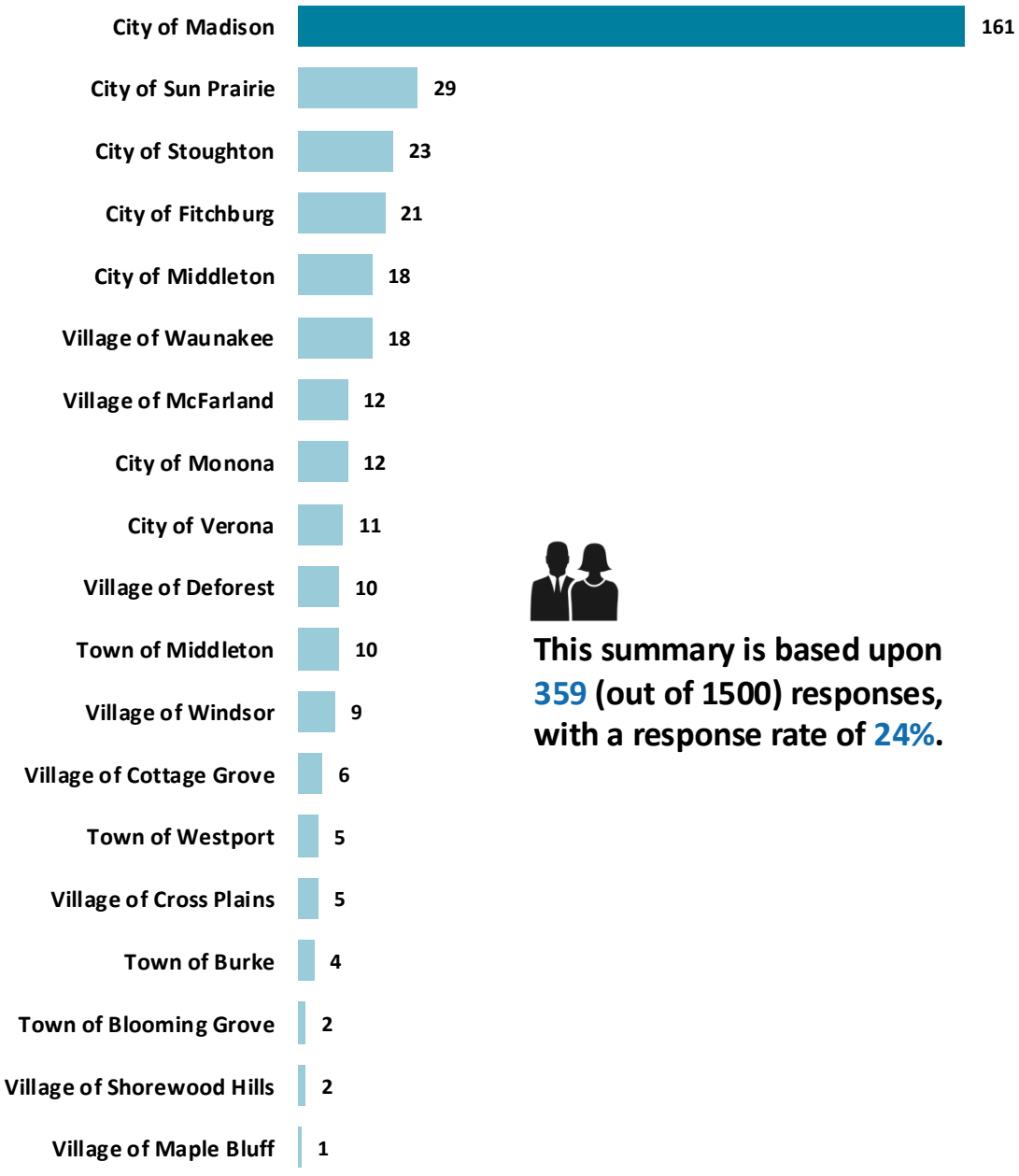
There are two **statistically significant relationships** between respondents' motivation to make a change and information sources. For respondents who are motivated to make a change, they are **more likely↑** than expected have heard of the campaigns or programs from **public meetings or workshops** (p = .003), and from **community or neighborhood newsletters** (p = .001).

Respondents who learned about effects of stormwater runoff or practices from public meetings or workshops → **More likely↑** than expected to be **motivated.**

Respondents who learned about effects of stormwater runoff or practices from community or neighborhood newsletter → **More likely↑** than expected to be **motivated.**

Information About You and Your Residence

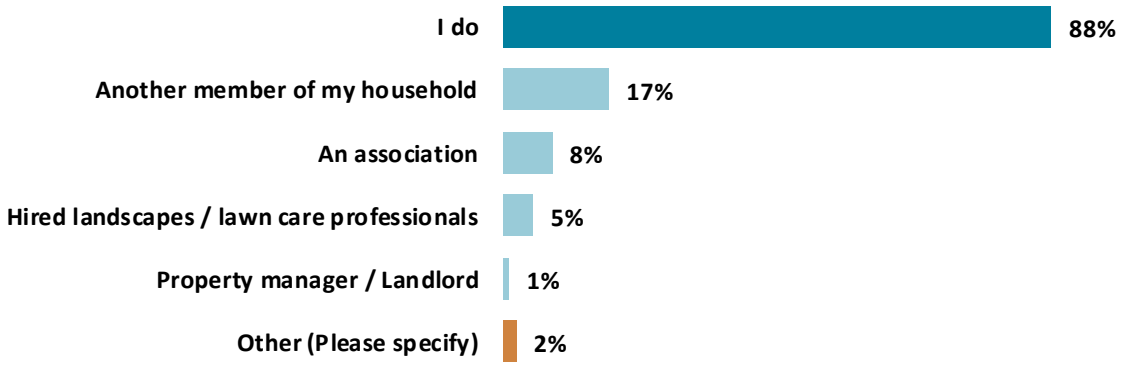
This section contains questions 16 to 24 on the survey. It will introduce the demographic information of the respondents, including locations, lawn/property decision-makings, environmental group membership status, age, gender, the recreational use of water, employment status, annual household income, and education levels.



This summary is based upon 359 (out of 1500) responses, with a response rate of 24%.

19. Who makes decisions about how your lawn /property is maintained? (Select all that apply) (n = 351)

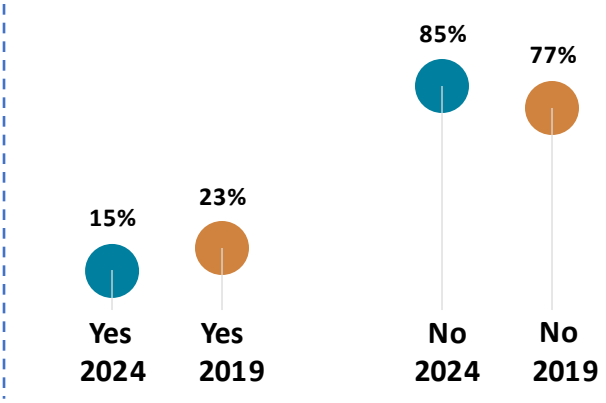
Eighty-eight percent of respondents were making decisions about how their lawn or property was maintained, suggesting that the majority of survey participants may be property owners. **Seven** respondents selected "Other" and noted that both they and their spouses shared in making these decisions.



20. Are you currently a member of an environmental, conservation, or watershed organization? (n = 348)

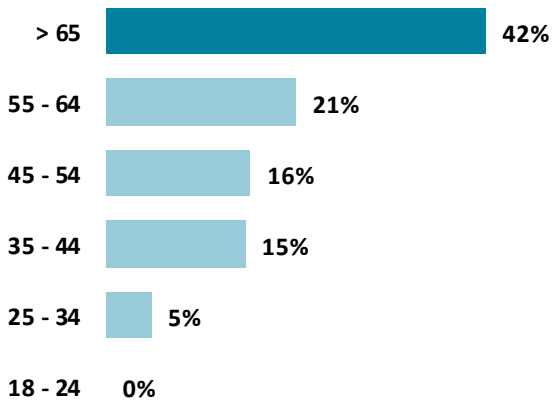
15% of respondents are members in 2024.

85% of respondents are not members in 2024.



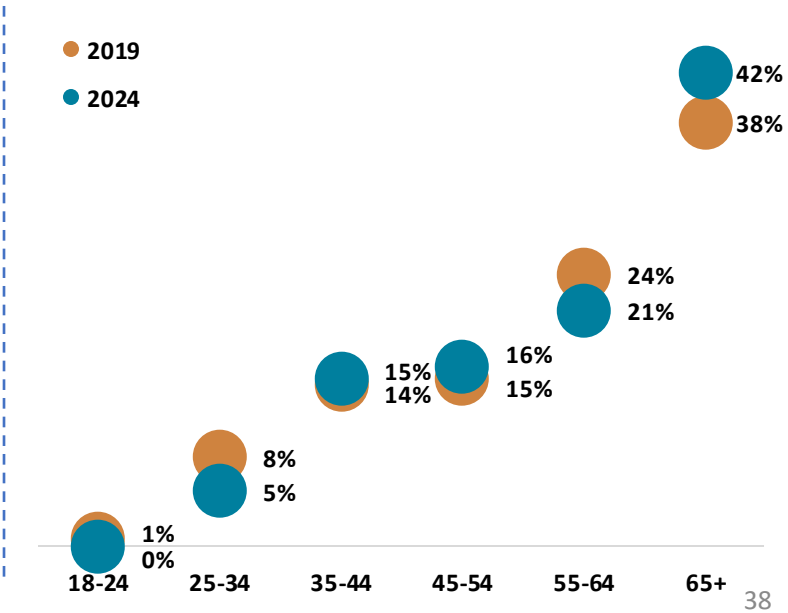
21. What is your zip code? - Please refer to Appendix A for a complete list of responses.

22. What is your age in years? (n = 345)



Survey respondents' average age: 59.2

Dane County residents' average age: 35.9



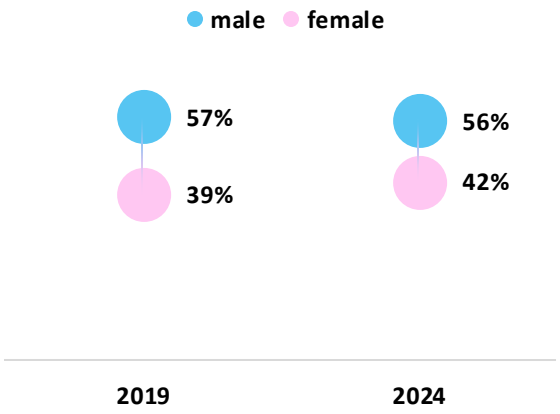
23. What is your gender? (n = 345)

56%(192) males

42%(144) females

3%(9) prefer not to say

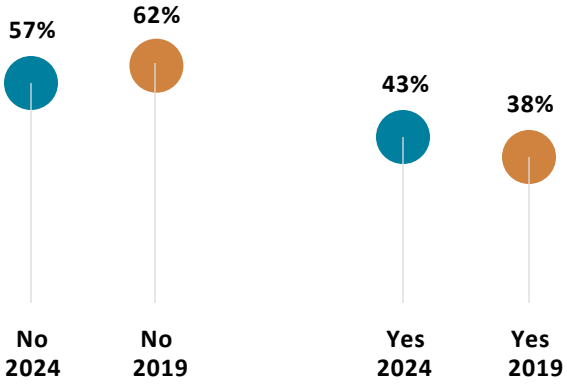
0%(0) prefer to self-describe



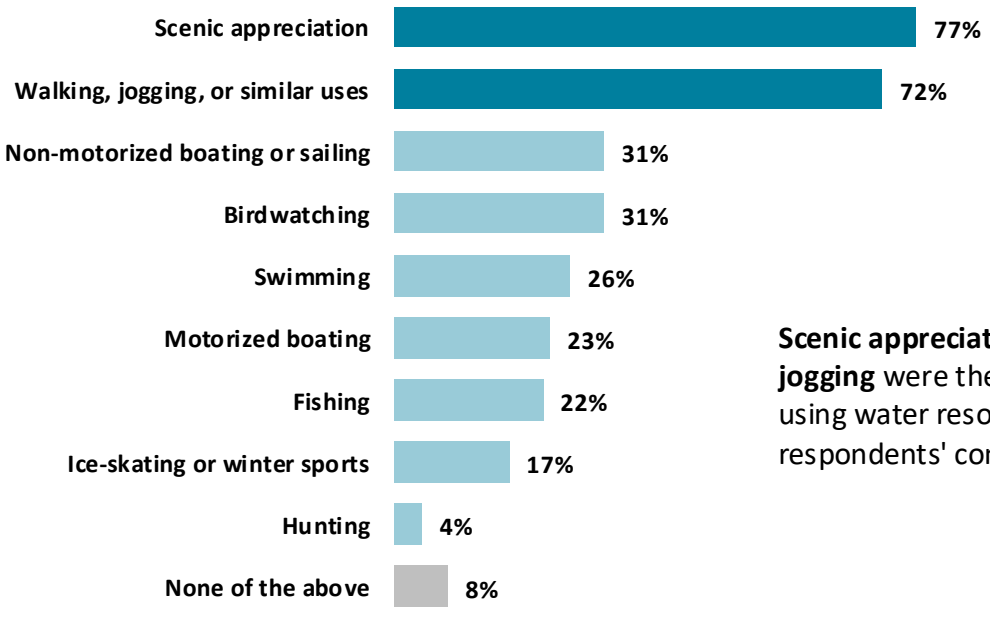
24. Are you retired? (n = 349)

57% (200) not retired

43% (149) retired



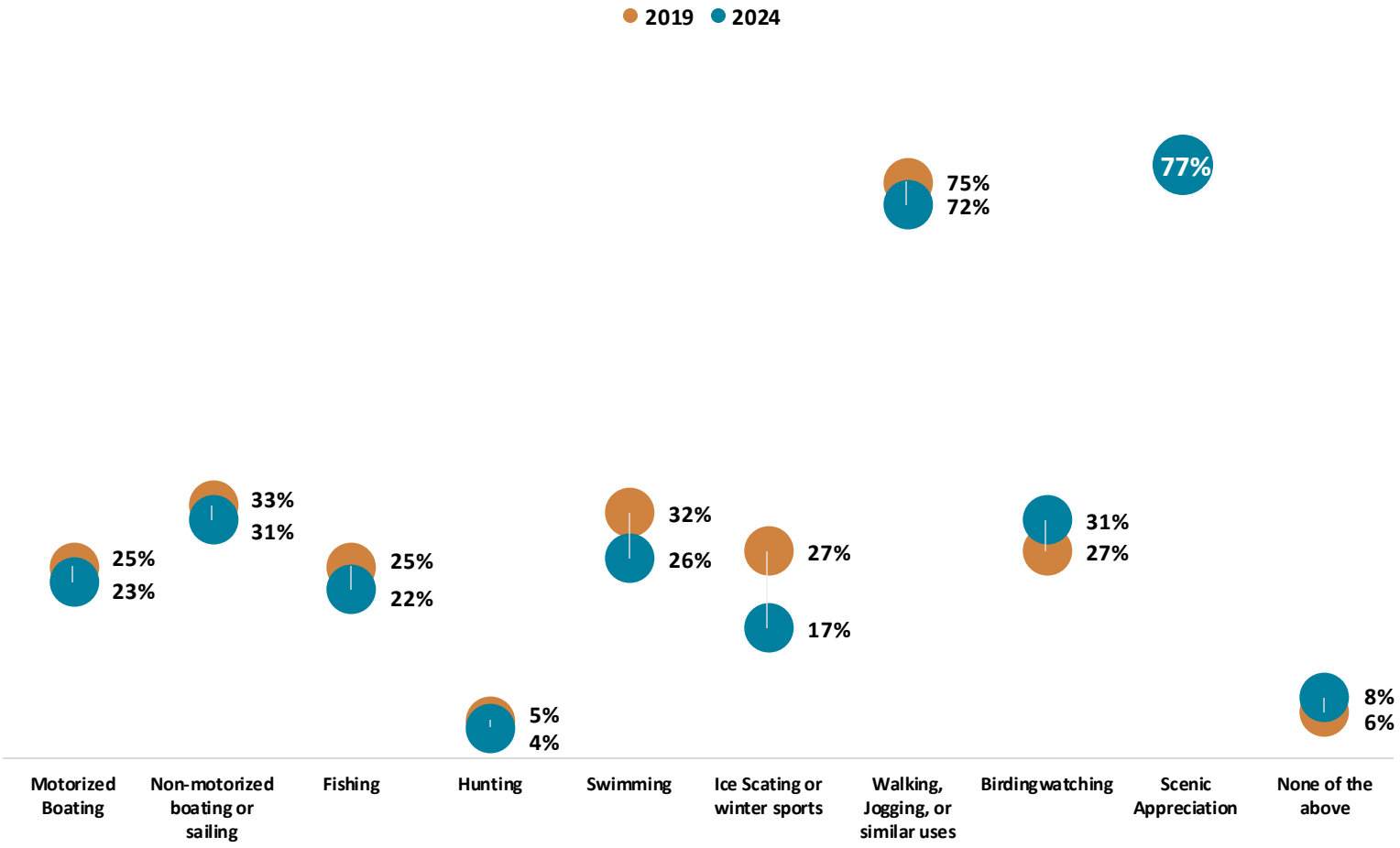
25. During the last calendar year, in which of the following ways have you used the water resources in and around your community? (n = 349)



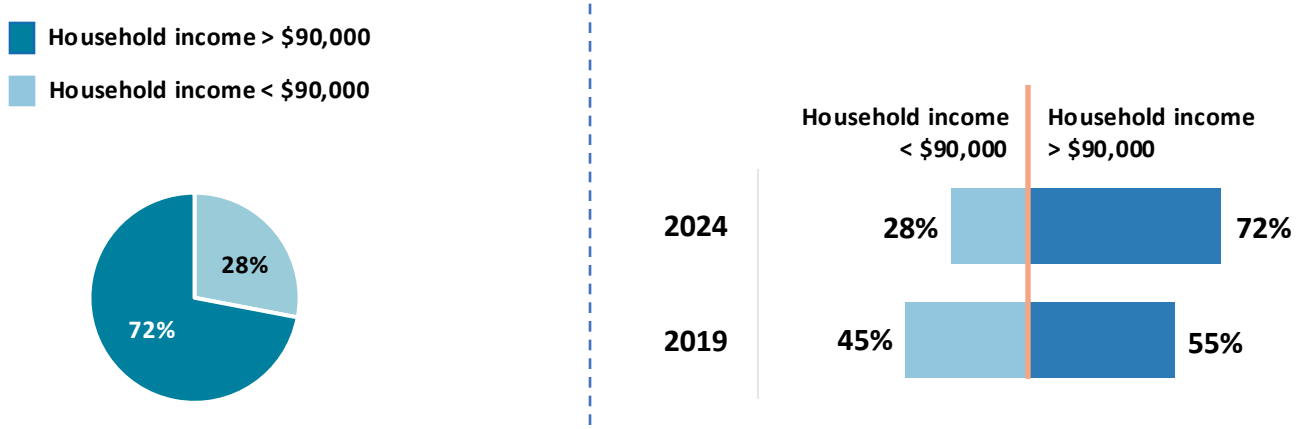
Scenic appreciation, and **walking and jogging** were the leading 2 ways of using water resources in and around respondents' communities.

Comparisons: **Differences in respondents' recreational use of water between 2024 and 2019.**

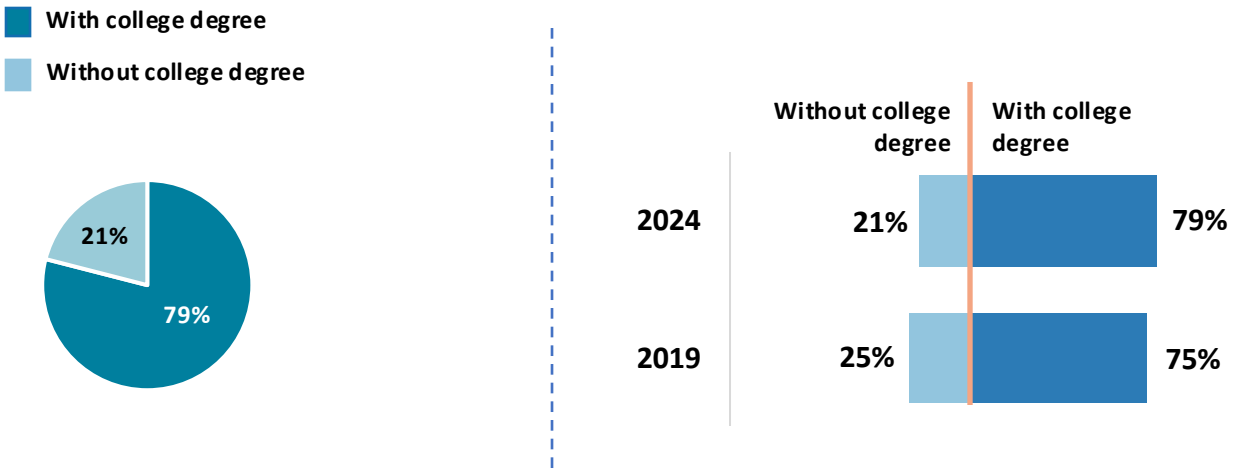
There is a **10% decrease↓** in the percentage of respondents who use water **for ice skating or winter sports** in 2024. Most of the recreational use of water have slight declines in 2024, including motorized boating, non-motorized boating or sailing, fishing, hunting, swimming, and walking/jogging. Birdwatching has a slight increase, while scenic appreciation remains unchanged.



26. Please select the range which best describes your annual household income (n = 343)



26. What is the highest level of education you have completed? (n = 347)



Appendix A – Qualitative responses from open-ended questions

Q3. Stormwater runoff is rain or melted snow that does not soak into the ground, but rather "runs off" surfaces like rooftops, driveways, lawns etc. Once stormwater runoff enters a storm drain in your neighborhood, where does it go? -Other

- NO STORM DRAINS
- our watershed
- parking lot
- No Drains
- Neutral Pond - Tiedeman's
- I don't have storm drains in my neighborhood.
- In front of my home ground uneven street is now cracked and side walk as well.
- Holding/filtration tanks

Q4. In your opinion, what are the main impacts that stormwater runoff has on your community?

- Agriculture. same as it has been since I started working on these issues in legislature in 1981 and throughout my professional life in sustainable agriculture
- Blue green algae. Unclean lakes
- The grass, leaves and other natural debris contribute to the algae and filling in of the lakes and the darker water. the streets division tries really hard weekly to stay ahead of the game but some neighbors continue to put items in the street. sludge in the creeks and along the banks of some of the lakes have made offshore fishing difficult. cost of cleanup is expensive and impossible to stay ahead of. clean water is important for the environment and those on land as well in water
- Higher costs to the city, worse water conditions
- Silt, chemicals (pesticides & fertilizers) in lakes, occasional flooding of some streets.
- It is a way pollutants enter the water supply. Also, concerned about the increasing frequency of storm events with heavy rain that may overwhelm or push to limits the infrastructure in our neighborhoods/community that collects stormwater runoff.
- Transporting pesticides and other chemicals to lakes, ponds, rivers.
- Flooding
- I live near a creek. I suppose any salt (winter) or fertilizer (spring summer fall) also runs off into the creek, creating an unbalanced environment for the water and critters/fish that live in or around it.
- Fertilizers from agriculture and suburban lawncare. Leaves from trees
- ALGAE, SEA WEED IN LAKES
- Excess lawn fertilizer + weed killer running into creeks + soaking into ground water for drinking.
- Carrying biomatter & pollutants (I am chemicals etc.) directly to the lakes
- Express phosphorous, solid materials, sodium, etc in lakes & streams.
- Less rain/snow absorbed into Earth. Salt & leaves & garbage flow to waterways.
- Stormwater runoff carries salt, fertilizer + other pollutants into streams + lakes, and impacts those ecosystems. Runoff also increases risk of flooding.
- Puts fertilizer and pesticides into our water source
- I have no idea
- Runoff causes green algae
- ALGEA IN LAKES
- Fertilizer & SALT
- Excessive nutrients causing algae bloom
- Poor resident leaf management which results in nutrients getting into lakes resulting in harmful algae blooms
- Algae, excessive weed growth unknown pesticide/herbicide in lake waters
- Leaves + pesticides impact water in the lakes

- Stammate runoff's biggest threat to our lakes is carrying land salt into our water, contributing to long-term trends in increasing salinity. It also can cause shorter-term impacts like spikes in e.coli that close beaches, but phosphorous is the main driver behind our poor water quality and that is overwhelmingly agricultural in source.
- Yard fertilizers & Pesticide applications
- Impacts water quality, increases flooding, erosion; decreases infiltration and ground water recharge
- Community does not use the resources of lakes, Because of pollution
  So they do not support with money, time
- All the runoff ends up in a local pond, the more pollutants in in , the nastier it gets.
- Collection of [illegible] Lake
- Runoff into lakes and streams that contribute to algae growth.
- PFAs, fertilizer, pesticides all drain into our watersheds making it unsafe for animals, insects, birds, replies and humans
- STRIPPING VEGETATION ON PARKWAYS BETWEEN SIDEWALKS + STREETS (AND, EVENTUALLY, TOPSOIL), OAK LEAVES BEING SWEPT INTO LAKE WINGRA, THE POLLUTANTS INHERENT IN THOSE SOLIDS GOING INTO THE LAKE
- I don't know
- Fertilizer, salt water used in winter, pestisides
- Flooding, lake and stream pollution
- Makes lake mendota, lake wingra and lake monona have algae blooms and reduces quality of water in those lakes for people and fish and wildlife
- potential flooding in low-lying areas.
  possible quality issues especially for residents with a well
- Assumes fertilizes plant growth in lakes.
  We often go to Frost Woods beach.
- Lake quality
- Leaves, debris, trash, salt, soil all end up in Lake Monona
- In my opinion, the primary affect of stormwater runoff is to introduce pollutants into our lakes- primarily salt + phosphorous which has a deleterious impact on water quality (promoting algae growth, increasing salivation, etc.).
- Poor quality of water in lakes, rivers, ponds and streams
- Some contamination to nearby bodies of water
- Stormwater run-off carries pollutants into the lakes. This includes chemical pollutants, such as road salt, phosphates, and nitrates, as well as particulate pollution like sand and microplastics, and micropollutants like trash, leaves, and garbage.
- Washing pollution into more areas and greater concentrations in waterways
- None
- None
- I don't know
  I just have to pay for storm water
- Ability to use lakes for recreation.
- It causes fertilizer and other undesirable substances to enter the lakes
- Brings debris/litter into storm drains
- Health of lake + fish life
- It has a great impact on the water quality of the Lakes in the area which can result in Blue-Green algae blooming the summer months.
- Polluted lakes
- leaves, grass trimmings, fertilizer runoff from farm land, and litter
- I know salt and "leaf tea" impact lake quality and lead to algae blooms. My immediate neighborhood doesn't have bodies of water, so it doesn't seem impactful unless drains become clogged and the street floods.
- Pollution in stormwater runoff contributes to algae blooms and poor water quality
- pollution, flooding
- Keep off cans or plastic etc into the storm drain.

- Rampant algae bloom in all freshwater lakes; contamination of municipal wells; increased water treatment costs.
- Algae growth due to nutrients and added salt making water less freshwater.
- Flooding
  Water not available for plants or groundwater
- NOT SURE - NEED TO EDUCATE MYSELF ON THIS SUBJECT MATTER
- Water quality in lakes, streams, rivers
- Not sure
- Stormwater runoff impacts the entire ecosystem. From the quality lake and river water to fish, birds, and other wildlife. It also affects the availability and quality of the water available for human consumption.
- Standing water in the parking lot and lots of sediment, like the storm drain above.
- Debris, salt run off, lawn fertilizer, litter
- I've heard that some debris causes all that algae on the lakes.
- allowing contaminates into the waterways
- salt and yard waste getting to lakes --> blue/green algae
- water pollution
- salt and petroleum (asphalt, oil from auto)
- Fertilizer in the water, algae blooms, risk of PFAs, and plastics in drinking water
- polluting the water especially in the lakes
- algae blooms
- Lawn chemical going into watershed.
- Algae.
- Lake pollution.
- Leaf litter, salt.
- We lives in a low lying area which is prone to flooding often heavy rain.
- Some minor flooding.
- Can pollute the lake nearby. Storm drain also becomes plugged+needs to be cleared or else there is flooding.
- there is too much stormwater for the system to handle, localized flooding of streets can result
- leaves into the lakes causing algae, minerals, contaminates
- The storm drains flow into my farm fields and my neighbor field flooding them but soak away quickly. The retention pound by me has never seen any water as it's above any parking lot on water is directed away before it can be collected.
- Stormwater runoff can contaminate the water supply if they are not properly used or if pesticides are near the drain. Stormwater drains provide a place for melting snow, excess rain, and water from city pipe cleanings/emptying to flow to.
- Lakes and streams end up receiving motor oil, salt, fertilizer, ect.
- Runoff into lakes that can affect water quality of the lakes. Potential effect on flooding.
- I don't have an opinion on this.
- It has fertilizer in it and it goes to our stream and lakes causing harm to the waters environment
- Keeps us from flooding. We live by a conservancy.
- We're on high ground, so I can honestly say I've never given it a moments thought.
- Flooding - poor water quality
- spreading pollution from fertilizer and pesticides
- It contributes to poor stream and lake water quality. Pheasant Branch Creek and lake Mendota. Algae blooms from Ag chemicals and weed pesticide runoff. The lake, I am afraid, is only getting worse.
- Fertilizer from lawns, pollutants, ect. go directly into Lake Monona resulting in blue green algae blooms, continuous weeds, and pollution. Cannot swim in Lake Monona in many areas unless you have a boat.
- It adds organic matter. Leaves, sticks, etc. - as well as eroded soil to lake Monona. Adds excess nutrients, Nitrogen and Phosphorus especially, as well.
- Stormwater runoff, when it enters the lakes and streams will alternate the water quality of these natural resources.
- I live on the side of the Hill, about 1/2 way. Water flows toward way 94. I seldom drive fast so I never see what happens to the water. When we have a heavy rain, it looks like a river going pass my house on the sidewalk and street.

- Flooding when there are heavy rains
- No opinions
- Quality of creeks and the lake it flows in to.
- Stormwater does not have to flow directly into our creeks, lakes, etc. That must be remedied. Fertilizers and wed killers should be banned. This includes on farmland. They are the big problem.
- Holding pond big enough to retain all street run off.
- Runoff is the main reason that the lakes, and other waters, are in such poor condition.
- In Madison, adds lots of nutrient rich organic matter (leaves). Adds salt/chloride from salting.
- Salt runs into the lakes and damages them
- It can pollute the creeks + lakes. It could probably be better absorbed into soil instead of running into drains.
- Algae in lake.
- Brings all the contaminants into the watershed that are not intended to be there. Including all the pollutants that people put on their lawns.
- I notice many drains filled with debris mostly in new construction areas. Many neighborhoods mow grass into street.
- stinky algae - Laden Lakes are a messy eyesore. Disgusting!!!
- not sure
- algae growth, inadvisable to eat fish from the lake or swim in the lake
- None, to speak of.
- Flooding
- Top soil in farm fields runs off in the spring.
- flooding
- Impacts species, runoff ends up in lakes, rivers, or streams
- not sure
- If pollutants go in them, they end up in our lakes
- Water quality degradation
- Drinking water quality
- Lake contamination. Excessive salt in lake water. Manure runoff in lakes.
- Fertilizer
- nothing
- algae in the lakes
- If the Lakes-Rivers and streams are polluted quality of life in the community goes down.
- Pollution
- Water level.
  Lake/River cleanliness.
  Pollution.
- The biggest impact comes from cow manure. That is the elephant in the room. Having said that people go nuts about their lawn. Those chemicals end up in the lakes. We all could do a better job with construction sediment runoff. All municipalities should use the street sweepers more.
- Excess salt from roads entering ground and lake water.
- The contribution of pollutants to the lakes
- Algae bloom
- often pollute water ways
- Flooding
- Contamination by leaves, grass clippings, trash, and other materials going into lakes etc and messing with ecosystem and water quality.
- Leaves flowing into drain. Too much salt being used on parking lots.
- overgrowth of algae in lakes
- Salt, fertilizers, rubbish - leaves impact gutters

- Pollutes and puts salt in our waterways
- Excess salt and more nitrogen. Biggest concern is the water not being absorbed back into the water table. Springs are drying up.
- Phosphate consequences
- Poor water management, we have rain barrels to water our plants. Much of the run-off should be collected and used for water as non potable H2O.
- People use too many lawn care products. Farm runoff. Nitrogen --> Algae
- pollutes the lakes and rivers, leading to dangerous algae blooms and harm to plant and animal wildlife (and we can't swim in them)
- main impact = lake Waubesa water quality
- Adding to lake excess nitrogen
- Poor salt decisions lead to unsafe streets
- pollution
- leaves and other organic material / pollutants
- Reduces flooding of houses and properties. Washes away road litter and chemicals - not a good thing!
- Potential of flooding. Fertilizer/ Pesticide/ Herbicide contamination getting into drinking water through treatment plants.
- Diverts recharge from groundwater aquifer used by municipal water utilities carries vegtation containing phosphorus and other nutrients into the lakes.
- Erosions, where to put it/travel distance (lots of apartment, housing) , water quality, need for treatment.
- River beds become overgrown and sediment builds up, vegetation dumps into lakes, weeds and algae proliferate.
- Contribute salt, fertilizer from lawns pesticides, sewage directly into our streams + lakes.
- Cause algae blooms in lakes.
- I don't know how it works, so I have no opinion.
- Moving chemicals like fertilizer and PCP's from the ground into bodies of water.
- fertilizing in the lakes from runoff as well as lawn chemicals.
- weeds in lakes
- Potential to carry with it anything it picks up from gutters, etc.
- fertilizer + leaves
- Stormwater runoff contributes to poor water quality in that it carries fertilizers, pesticides, road salt, etc. to area lakes, rivers and streams.
- It is probably impacting our wildlife negatively.
- Ground water pollution, algae blooms, high nitrate levels in soil and water.
- Directly affects water quality of streams, lakes and rivers. Better water quality if better for all of us.
- garbage ending up in the lake/rivers.
- I worry about pesticides making it's way to all go our water supply, and chemicals from the roads/cars/ driveway as well. + the damage that does our health.
- It infiltrates chemicals into the ground.
- I wonder if stormwater runoff affects the health of our lake and rivers. If stormwater drains to a natural areas, I would be concerned about the effect of anything like oils, lawn chemicals, and other pollutants affecting the health of the ecosystem. Who/what is taking the being in that water sources? How is microscopic life affected?
- Poor lake quality.
- Runoff into lakes, closed roads from flooding.
- Pollutes water (lakes, streams) + doesn't soak into the ground to supply water to plants, trees, increases likelihood flooding.
- Clogs the lakes because it causes weed growth.
- Makes lakes filthy. Poison harsh chemicals all drain into storm water and then into our lakes and streams untreated. Breeding grounds for raccoons.
- Poorly planned developments. Excessive use of fertilizers. Farm waste runoff. Over use of pesticides.

- It can add to flooding at times. It pollutes our lakes + streams - unusable, harms wildlife and damages the ecosystem.
- Pollution in fresh water.
- Poor lake quality
- People
- bad for our lake and environment.
- It add pollutants like fertilizer, and fall leaves to the the system which increases algae growth , sediment build-up.
- Uneven ground. Street holds water and is now cracking water running in grass and stoup. It's like the street is going to crack.
- Nitrogen and phosphorus runoff contributes to algae blooms in the yahara chain every year
- It Prevents swamps and it makes algae grow in the lakes.
- lake weeds
- Lawn care chemicals get into lakes, causing green algae growth.
- Lakes get algae blooms from phosphorus runoff - smelling, unsightly, unsafe to swim
- Pollution, including salt, traveling into local waters, excessive water into local waters during heavy rains or snow melt.
- Prevents Flooding
- Water pollution, algae growth, flooding
- Poor lake and stream water quality/clarity algae growth with negative impact on aquatic plants, fish habitat and recreation low property values.
- It adds salt, fertilizer and exhaust to the Yahara river
- all it does is pollute lakes rivers and streams. It doesn't help that people are litter bugs!!
- Probably full of lawn Chemicals
- Contamination/pollution. Flooding, which causes erosion, damage and additional pollution. Nuisance issues - mosquito breeding, invasive, etc.
- Faster, denser weed and algae growth in Monona Bay. In several past extreme rain events, flooding in local basements
- Polluting water ways and food chains nitrogen build up in water flooding.
- Polluted Creek. Overwhelmed marshland. Algae in the lakes
- Excess loading of lawn fertilizers, lawn clippings, leaves, pet feces, leaves, salt, oil
- Trash
- Green, weedy, lakes. Closed beaches
- Needs to plan for development. Detention and retention features.
- Not sure - possibly fish in our pond - think fertilizer.
- Eco system in the low land area standing water slowly evaporates.
- The salt on the road flushed into water system.
- poor water quality PCBs
- Pulls salt and leaves into the lakes. Salt is showing up in the tap water. And other (pollutions !) (Chemistry)
- Potential damaging effects to quality of lake water.
- I don't know.
- Chemicals from lawn products get into the environment salt and other chemicals also.
- erosion, pollution, limiting recreation due to algae creation of leaf tea
- Erosion, then filling in of striker pond changes in pond vegetation + much shallower.
- Melted snow contains salt which raises the salinity of lakes and rivers. Excessive lawn chemicals create algae blooms in lakes and rivers which can consume oxygen and kill fish.
- Phosphors and Nitrogen runoff leads to algae blooms in local ponds, Impacts water quality of the area lakes as well (negatively).
- Road salt, leaf litter and lawn fertilizer and pesticides all run into area lakes. This continues to reduce water quality, increase algae and aquatic plant growth, reducing the quality of our lakes and streams and rivers
- Salt and pollutants enter our lakes and streams
- poor lake quality.
- Algae in lakes, industrial pollution in all our waterways

- Over fertilizing the lakes and stream/creek beds causing flooding probably messes with groundwater/the water table
- We were hit pretty hard by flooding in 2019 (not me specifically, but our neighborhood). Aside from that, weird good in runoff ending up in lakes and rivers (phosphorus, insecticide, etc).
- Military PFAS
- Nothing
- It can damage our lakes, rivers, etc depending on what we allow to come in in contact with the stormwater.
- Effects on lakes with build up of phosphorus etc. creates algae.
- Increased algae, seaweed, increased PFAs
- Garbage and other debris gets picked up and ends up in the lakes + streams.
- Flooding in poorly managed areas
- Almost all hard - surface runoff degrades local water quality - carrying salt, oil/grease, tire residue, car waste, and organic matter
- Some pollution of the Black Earth Creeks and Watershed. Some flooding.
- Affected health of the Yahara River
- Water pollution
- Flooding
- I think it carries salt and chemical fertilizers, leaves + leaftea somewhere. Not sure if this is bad or how far from ideal this may be.
- Increased algae in our lakes.
- Lots of pollutants.
- Run off replenishes retention ponds.
- Home owner's are over fertilizing their lawns. What doesn't sock in, is running off into the streets and their water plants and/or rivers, streams and lakes. We love to go Kayaking on local streams/rivers, hopefully the water can stay clean enough for us to go!
- Impacts lake quality.
- Fertilizer, herbicide & pesticide in the lakes sedimentation / filling of lake shallows.
- I don't know
- phosphorus making its way to Madison' lakes. Lawn chemicals finding their way to the lakes and streams.
- Help prevent flooding. Diverts water to lakes + streams, which may contain pollutants such as oil, fertilizer, or others.
- Home over fertilization. Leaves placed in piles on street curbs (in spite of ordinances not allowing this practice)
- Downtown Madison, it negatively affects the lakes.
- Our city has grown so rapidly i.e. apartment buildings, I don't believe our sewer treatment system can handle it. Then - we cannot continue to have our taxes go up and up to enlarge or improve the system.
- nutrient and pollution loading to lakes
- Algae bloom / fish kill, wasted resource
- Erosion
- Goes into the lakes and streams. A lot of people use lawn care products (fertilizer/weedkillers) that go into the lakes
- Negative impacts to lake and stream quality.
- Excessive runoff can lead to flooding, like in August 2018
- compromises the healthy balance of the numerous fresh water bodies in Dane County and Wisconsin as a whole
- farm and city runoff
- Agricultural runoff from farms at the edges of community adds fertilizers and manure to the surface water system.
- dirty lakes
- Flooding after record rainfall
- I hear that algae blooms in local lakes are caused by the stormwater runoffs.

- Possible pollution of waterways
- fertilizer and organic matter flow to rivers and lakes, increasing chances for algae blooms and other issues. Too much salt also impacts water quality.
- over fertilization of lakes and river causing weed and algae bloom.
- I worry about water overflowing the drainage system.
- our lakes and streams
- Water pollution
- polluting lakes and streams
- 1. Contributes to pollution in area lakes and rivers, adding fertilizers, etc., promotes algae blooms, etc. 2. Sometimes causes more flooding of some area streets
- I think that since I moved to Madison in 73 something like 50% of the watershed has become paved or covered with rooftops. That and newer agricultural practices (fertilizer,etc) are driving negative water quality.

Q9. Of the actions listed in the previous question that you are willing to do, but not currently doing, what would motivate you to act? – Other, please specify

- having equipment available to aerate yard
- Very little space available for rain garden, redirecting gutters, etc. it would require a financial outlay and/or more labor than i can manage to make these changes.
- [Not legible]
- Partner + I have different views
- closer disposal site for chemicals or pickup
- RENTAL PROPERTY- APPEARANCE OF LAWN IS IMPORTANT
- would need help with installing rain barrel
- City Assistance - for example where can I put my leaves when it rains? I have no sidewalk or terrace so where should they go?
- makes my lawn look nice.
- Neighbors have creeping charlie. If I do not apply weed killer, my garden dies-want options. Also options for ice-melt.
- try to limit salt, but we have some very slippery spots.
- Have never seen spills. Just trash throw onto the the streets. I pick up in front of my house.
- Condo controls the lawn.
- Help with physical work
- Info sheets
- I had a rain barrel. Found I didn't use collected water. Hard to use and it rains to I didn't need it.
- More G'utPrograms - willing to pay higher taxes
- had them and they leaked - never replaced them
- reduce HOA req.
- nothing would motivate me to change
- Live in Condo
- need design assistance for water management in small spaces
- It seems a bit ridicules for me to worry about the minor effect of household toxin when Dane county is doing nothing about the PFAS contain in a tank ?? which has made the fish inedible.
- provide necessary equipment, eg. rain barrel
- I live in a Condo.
- Being younger
- We live in a condo, don't do lawncare
- Some actions are difficult or impossible due to our age and circumstances

- Need info on Clean Sweep
- ?
- Can't act due to disability - need help.
- Suggest that streets division clean streets and gutters, rather than asking individual homeowners to do it.
- The rain garden and native plant landscaping require money, but I like the idea. Other actions like leaving clippings on lawn (allergies) or rain barrel (mosquitos) would seem to have the potential to render your yard area uncomfortable.
- Free or cheap rain barrels
- N/A
- Not able - age + health
- tell us what to do, tell us who we can pay to do it for us
- Information on who to contact with questions or issues
- I live in a swamp along the Yahara already.

Q10. What type of trainings or resources do you prefer? – Other, please specify

- if tools to rent or use, where to pick up like library or hardware store
- Videos-short-2 mins
- don't poplute
- Infographics, postcards.
- Retired teacher - technology I lectured my students
- organize G'ut Programs - continue funding if shown effective
- Online Resource when needed
- nothing
- Traub municipal employees
- PSA's
- for in-person w/s session - for condo, houses and unit owners
- Online info that is printable or easy to find. Example: Madison rain garden resources
- Common Sense
- Radio/ TU AD's??
- age above
- labeling - color code?
- Social Media Video Tutorial
- TV commercials or social media

Q11. If you are not currently using Clean Sweep to dispose of household hazardous waste, why not? – Other, please specify

- was pretty expensive last time I used it $10-2- per gallon from what I remember.
- Prep for overnight visitors
- Often use Monona services since closer
- not aware of what materials should be disposed of at clean sweep
- MULTI-UNIT RENTAL - WOULD BE UPTO INDIVIDUAL TENANTS
- I would be nice to have one closer for the west side - maybe near the west side - Moines Point Rd. area where current drop off for lawn debris
- I use but feel hours are too limited
- The last time years ago I had to argue to drop off latex paint
- Monona sponsors a day in Monona
- I take recycle materials to the city building.
- I don't know what is hazardous
- 100% unwilling to drive with dangerous chemicals in car. Need home collections
- heard of it but need more detailed information

- Time and convenience . city can create a quarterly pick up
- not aware of what I should dispose
- Indeed this survey remind me of the Clean Lakes Alliance greenwashing effort " State of the Lake" which ignores toxic chemical pollution and focuses on issues on issues that create a bad smell.
- Not enough information on when and where they are help.
- don't know what all constituents household hydrous wastes.
- I don't drive - age + health
- did this through my employer

Q12. Who, if anyone, would you contact if you noticed a large amount of dirty water (for example, with paint, oil, or mud) flowing into a storm drain? – I would contact (please specify)_____

- city of madison streets division
- I would go outline + figure out who to contact.
- Google who I would contact in the moment and see ahat pops up
- The head of my neighborhood association
- City of Madison Engineering/Water Resource Folks
- Water Dept, City
- Contact our condo association if it is on the property.
- My condo association
- 311 or 411
- MPD
- search Madison streets website
- City Street Dept
- Dane County non-emergency and they can triage
- Local water org and /or street dept
- streets division madison
- Clean lakes Wisconsin
- I would like to know how to ID
- Condo Management
- City Engineering?

Q14. What organization would you look to if you were interested in learning more about stormwater pollution and/or actions you could take to improve water quality? – Other (please specify)

- DATCAP
- Wisconsin Environment
- Clean lakes alliance
- Rosemary Garfoot Library Program
- Sierra Club
- Clean Lakes Alliance
- Depends on what I find and where
- UW Extension
- none
- UW Extension
- Create volunteer neighborhood team volunteers to consult and advise neighbors
- University Place
- Local non-profits dedicated to this. eg. Clean Lake Alliance
- Clean lakes alliance, not sure
- Don't know who to call !
- Clean Lakes Alliance
- WI Clean Lake Alliance

- see #13
- google
- I think all the above are legitimate but I'm not familiar enough to think to seek them out.
- Clean lakes
- I'm open

Q18. Of the campaigns/brands above that you have heard of, did any motivate you to make a change? If yes, please share a bit about the change you made. – Yes (please specify)_____

- The leaf info print media re removing leaves from streets and mowing lawn clippings into
- I try to keep leaves out of street and storm drain
- all
- Regularly clean storm drain in front of my house.
- I am planning to plant a small native plant garden near a downspout in my front yard.
- 1. I signed up to receive a text message from the City of Madison before a rain event so that I sweep up any leaves in my street gutter bordering my property terrace 2. I advocated successfully in my condominium association NOOT to use any herbicides for weed control on our lawns in order to have a healthier plannet + cleaner lakes. Now the "green" lawn enthusisasts in our condo association have to make peace with dandelions & violets.
- e. SALT
- Had rain barrels from Dane County sale at previous house
- I USE LESS OR EVEN NO SALT IN WINTER
- Removing leaves from street and put out yard sign, using no salt when possible
- Bought a rain barrel because of discounted price
- Want to look into RAIN BARREL's
- Reduced With Salt Use
- We have cut down on salt and try to keep the drain by us clean.
- Keep leaves out of storm drain
- Less salt + leaves stay on grass for pick up. We leaf blow neighbor's storm drains
- Looked for salt-free de-icer; used less than I might otherwise have used.
- reduced or eliminate salt use in the water
- PLANT DANE started me on gardens! Don't forget UW Arb educational programs & community support options.
- I had a rain barrel for a while but it broke within a year.
- Got a rain barrel
- Use less salt in winter
- Update water softener, Do not use salt
- Encouraged growth of native plants in yards
- Previously, reduced salt use due to saltwise info
- rain barrel
- I don't use salt on the driveway unless conditions are hazardous. I leave leaves in the garden rather than pilling on the curb
- purchased and planted native plants
- Salt wise + leaf free streets. I plan to adopt a storm drain in the future.
- We had a rain barrel in my longtime residence in the past decade or so.
- We bought rain barrels, but they eventually broke.
- cleaning drains
- remaining leaves prior to large rainfall
- N/A
- Less salt in winter
- purchased plants
- compost barrel
- Storm drain
- I'd like to get a rain barrel
- Obtained a rain barrel for our home.

- Salt wise
- We compose yard waste in black barrel as much as possible.
- Want Info
- I now have a rain barrel (and bonus compost bin from some sale)
- We did a better job cleaning leaves from the street right in front of our house drain way.
- A
- Was already aware of and use less salt and gather leaves
- C
- signs about keeping leaves off the street
- Push leaves/debris out of storm drains so they aren't blocked.
- bought a rain barrel, was poor quality, plastic bags don't work
- Purchased rain barrels there.
- Plant Dane helped me plant more native plants in my yard. Salt Wise showed me what effective salt use on sidewalk.
- Less salt use and sand instead.
- Leaf free streets
- bought a rain barrel but bad storm took it out
- Find other ways to melt ice - limit use of salt
- No leaves in streets
- Use less salt in winter
- storm drains, leaves
- motivated to use sand/salt mix instead of just salt
- D.
- #1 all my gardens #2 got 2 rain barrels #3 no salt on driveway
- I sweep streets when I see rain alerts
- WI salt wise
- Leaf free streets with test reminders. purchased a rain barrel. don't use salt now.
- rain barrels
- leaves/salt/drains
- Planted native plants and bought and use rain barrel
- Plant more native plants
- I have 3 rain barrel installed
- N/A
- Reduce salt use
- Installing a rain barrel
- remove leaves from street
- Respondent said no but write this - Already avoided salt and try to plant native species.
- Collect rake leaves, make into garden beds. Plant native plants, use rain barrels, do not use salt in winter, spot spay weed control once per year + fertilize once per year.
- N/A
- Haven't seen any until today (one).
- Use less salt, plant natives
- rain barrel / compost bins
- I'm trying to find more native plants, we have reduced and try not to use salt in the winter, we have bought rain barrels (one from the County but have not asked for reimbursement)
- Refer to b. Transition to primarily planting native plants participate annually in Plant Dane

- Leaf-free streets
- I have been replanting my gardens with native plants and installed a rain barrel
- Plant more native plants
- I rake leaves out of the street by my house
- Looking for landscape firm that trains workers in Salt Wise. We have adopted the storm drains (4) on our corner lot, but it is almost impossible to keep them clear in the winter as city plows stay 5 feet out from curbs and we are in our 70s
- We use sand sometimes instead of ice
- I have 2 rain gardens and many Native plant gardens
- Wasn't aware
- Use salt on road as less as possible
- Already doing leaf-free streets
- We try to take care of leaves before it rains and use less salt on the sidewalk
- salt wise even through I'm not happy with having icy sidewalks.
- use less salt in the water
- Leaf-free streets - put up sign in our yard; rake leaves out of gutter in fall infront of our house and neighbors
- I got a rain barrel from market place
- I was not previously aware that excess salt, or leftover leaves, would in the aggregate have such an effect on watershed health
- I have interest, but not football through.
- Learned a lot from Salt Wise - changes practices a lot, and trained volunteers too!
- rain barrel
- more aware of the impact on actions
- purchased and planted native plants/wildflowers
- We already don't use salt, I try to scrape ice them add sand. We try to keep leaves on our yard.
- Haven't heard of them before
- clean leaves
- N/A
- I clean the storm grate in front of our house. I keep it clean and I sweep up the leaves in the curb.
- Post yard sign of leaf-free streets would do adaptation but need info
- Have not seen any of the above
- C
- These are efforts I've always incorporated
- All. In particular
- Awareness of storm drains
- We have switched to a pet-friendly salt
- extra awareness and diligence to take precautions
- Clean my street gutter regularly and plant nation replaced most of my lawn and turf to slow storm water

Q19. Who makes decisions about how your lawn / property is maintained? – Other (please specify)_____

- My partner and I
- me and my wife
- In condo - no lawn
- in consultative with my spouse
- Myself and my spouse
- Myself and my spouse
- My husband + I
- I do with my husband

Q21. What is your zip code?

53589	53597	53704	53704	53527	53711
53704	53717	53711	53716	53726	53716
53711	53726	53719	53597	53704	53716
53719	53562	53597	53597	53718	53711
53597	53716	53705	53711	53558	53718
53704	53716	53715	53704	53716	53590
53719	53716	53528	53716	53704	53718
53718	53716	53716	53714	53716	53590
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53593	53714	53711	53590	53704	53711
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53705	53716	53711	53716	53558	53717
53704	53711	53589	53527	53562	53527
53590	53716	53711	53705	53718	53562
53590	53716	53705	53715	53717	53527
53532	53705	53714	53562	53590	53532
53717	53719	53711	53716	53571	53717
53711	53593	53562	53704	53714	53711
53704	53590	53716	53715	53711	53711
53704	53704	53719	53711	53716	53726
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53711	53716	53719	53716	53593	53715
53704	53593	53562	53704	53562	53711
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53562	53715	53716	53718	53704	53704
53597	53716	53717	53718	53716	53590
53598	53590	53590	53532	53704	53562
53598	53713	53711	53718	53590	53704
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53558	53719	53717	53716	53711	53704
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Thank you for your time and assistance! Please return this survey envelope within one week of receiving it. Use the space below for additional comments about water resources or issues in your community.

- taking the survey helped me know about ripple effects - thanks!
- Taking this survey reminded me and informed me about things I can do! Thank you for putting the survey together. I will spend some time to learn more about installing a rain garden, and making some adjustments to our lawn care routine, for starters. My feeling is the waterways in Dane County contribute much to a high quality of life here, and sustaining the community's beautiful natural areas is vitally important to sustaining our lives and livelihoods. So I hope we can all do more to protect these valuable resources.
- Offer residential water tests for nitrates at a discount. Nitrate levels are high in my subdivision but I don't think more than 107 of to howeholds know that. If more people know they are drinking high levels of nitrates (and then pers are too) then might care more. Tell them they are hurting their pets & they will listen.
- Regarding Clean Sweep, I was charged a small fee. I don't mind paying, but it seems like if you really wanted to encourage people to use it, it should be free.
- Headwaters Land Conservancy in northeaster Lower Peninsula of Michigan. We gave them a conservation easement on our family's 320 acres of land, woodlands, wetlands, sand dunes + 2 lakes.

  The city of Madison has worked really hard to keep residents of the Lake Wingra watershed well-informed about our watershed ever since the flood of 2018. They have hosted educational programs in cooperation with our neighborhood association (Nakoma/Crawford/Marlborough Association).

  The friends of Lake Wingra has placed numerous educational signs + information along the bike paths, parks & significant intersections surrounding Lake Wingra. We can look at a map to see what part of the city is in our watershed + view the extent of our watershed.

  We can read information on signs posted by retention ponds. Many improvements in stormwater control have been implemented since 2018.
- Construction of CTH-M is anti-clean water (over/through the marsh/ wetlands)
  - as was the "gentrification" of the Pheasant Branch Conservatory
- Voluntary efforts by individuals are ineffective. We need strong laws and enforcement to ensure that everyone and every business are doing the right thing. Ao first we need politicians to grow a spine. Otherwise, we're doomed as a species. I'm not hopeful, but thanks for asking.
- Improved ordinances and legislation are needed (with funding) to protect and improve water resources
- Incentives might be a way to get some people to protect water in our watershed. We have enough to pay for things but many people do not.
  maybe discounts on native plants would help some people purchasing them.
  Let's get some drains painted in Sun Prairie! We have not seen many here.
  Have stores get more salt free options dor ice and snow. Thank you.
- would love the lakes to get cleaned up enough to swim and to eat the fish that get caught.
  Also need to control geese population and goose poop in Lake Wingra
- Simple Information provided for simple things to do and reminders of when to do them.
- I would like to see motorized watercraft banned on Madison lakes
- I OWN THE FOUR-PLEXS AT 922+ 926 HIGH ST. I DO NOT LIVE THERE BUT AM INTERESTED IN RAIN RUNOFF CONTROL. I WILL LOOK AT HOW TO IMPROVE THIS.
- Public education is not effective method for behavior change. Community-based social marketing and other similar approaches that remove barriers to behavior change are more effective.
- Trout fishing is important to us. I'd love to help keep our water clean. Time lack + limited knowledge are my biggest barriers. Communication via snail mail is best for me when it come to important matters. I'm not much with social media. I suggest partnering with school districts to spread knowledge + library programs with freebees for incentives. I'd love help making a rain garden that sounds awesome ! The most effective ways is through government policies I feel. Also, the artwork on local drains is a great idea to spread knowledge more please !
- After bad flooding several years ago, Dane Co. and Madison worked quickly + efficiently to install flood abatement devises, adjust the height of the lakes, fix and improve flooded roads, etc. Good work.

- I have a large property which I would like information on growing native prairie grasses - plant species.
- If there were an outfit I could pay to make me a rain/runoff capturing garden, I would. Getting it started overwhelms me. I am also fan of alternatives. Alternatives herbicides, alternative ice-melt, etc.
- This survey was obviously well thought out and well designed. Thank you.
  I think that, overall in a community like Madison, more education about the water via workshops, media information, will be good.
- Thank you!
- Thank you :)
- Clean up the Lakes!
- Education about poor lake water quality should focus some more on how much damage has been done in just 200 years of modern living. Telling the stories about what the lake was like before settlement began may help to open eyes to the very real possibility of the lake being dead space, unappalling for recreation, fishing, wildlife habitat.

  The only real solution may be legally banning certain practices too closely intertwined with livelihood (farming) and wed control. Manufactory waste is also a problem.
- It's funny that individuals aren't allowed to do what the city/county does by being threatened and blamed (heavy salt use, blow grass clippings to street, not clearing walkways). Stop excessive salting, especially with A light snowfall. Brine solution = salt water. Decisions should be based on what's best for the whole, not a PC handful. Offer compost containers to property owners use the power of larges numbers to determine the cost. Simple can be effective and affordable (reasonable) $. You won't put HD out of business by selling below their high prices (for 1 item).
- Thank you for these efforts! We live on Lake Monona and love the view and wild life. Have been disappointed in the health of the lake and now it limits us from using it.
- I was at one time a boy scout and scout leader, technology teacher and now a forager on my 12.5 acres (9 acres 15 woods). Small stream on the property across the road. Home is in Madison. Property is in Sauk county.
- I believe wake boats are gaining in popularity. This is having a negative impact on water along the impacted shorelines. I am not sure what the answer or action step should be. However, as a person who is regularly on the Dane County lakes or their shorelines, I believe their impact is real and negative.
- If I had help and it was paid for I would do all the things. But caring about it and being able to afford time and money and physical ability are separate issues.
- Thank you ! I learned about programs from this survey + now I know how to look up more info.
- I live near the Hwy M road construction. We've had a lot of rain recently and the silt barriers have fallen down, especially on the south side of the bridge near Hwy K.
- Our property is urban with very limited space for adding additional stormwater treatment features such as rain barrels or rain gardens. Having someone come to our property to assist with ideas would be very helpful!

  I very much appreciate this effort but I would like to see more effort put towards acknowledging our wetland resources as part of the watersheds "waters" in addition to traditional open water resources. If we invest in and recognize wetlands as as-important as streams/lakes/rivers, we can utilize their natural water quality protection properties than only focusing on creating wetland-like resources like rain gardens - both are important!

  Thank you!
- Windsor needs to do a better job sweeping it's streets. Much is left in the gutter. I clean mine but many people do not.

  It would be wonderful to be able to swim in the Madison lakes again someday. Yuck!
- Keep up the good work with aquatic weed harvesting. The dredging of the whole river system has already increased the ability to discharge water downstream.
- 1. Why does Madison plant trees with ity bity tiny leaves that can not be raked up? They ALL end up in storm drains. Check out Milwaukee St. between Stoughton Rd and Thompson.

  2. These are storm drains in our area filled to overflow with trash. Been that way for years. City does not seem to care.
- I wish I could have responded online.

- I am not hearing anymore spring peoples around Tiedeman and Strickers Ponds.
  All new developments in the county need to have a storm water managements.
- It is great to get homeowners involved in water protection, but industry must be held accountable for their part of the pollution as well.
- I live in Univ. Hts. A neighborhood group could be created to consult and help people reduce NaCl, leave on street, use less weed killer or fertilizer (or offer alternatives to those who won't) and create a spot with a city bin where people can drop off things that should not go into a land fill for city pick up at some affordable interval (like brush removal). Group leaders would be educated on these items and plants. Thank you for doing this.
- My family and friends spend all summer complaining about how awful it is that we basically can't swim in lake Mendota or lake Monona anymore, which is one of our favorite summer activities. We would love to do something, anything to help keep the lakes clean, but we don't know what to do. I am sad that my toddler is growing up on an Isthmus, yet can barely enjoy it (through the barrier around BB Clark beach last year helped immensely! Though clearly a bandaid, not a fix).
- Sorry if this was late - an electronic version to respond to would be nice.
  Impact of watering lawns - what is it - how necessary? are there limits/expectations to not water in drought situations?
- We live in the city of Madison. The city does a terrible job on leaf collection. We are in a heavily trees street / neighborhood and they only collect leaves 4 times in the fall. The first date is early Oct, when there are barely any leaves falling. The last date is mid-Nov. Oak leaves haven't even fallen yet. Result is streets/lawns etc, have leaves for the remainder of the reason and over the winter. We need more pickup dates later in fall !!
- It's my understanding that the bulk of responsibility for runoff/ clean water issues rests with agricultural products and agribusiness - I've read that their practices lead to a very high percentage of runoff pollution. I'm not really sure what to do to change this apart from buying organic, which we do. Just thought maybe your survey should acknowledge this somehow. Thanks
- This person skip two pages from questions 12 to personal information.
- It would be great if there was a way for new residents to be informed at the area's issues + resources.
- Thank you for this survey.
  - Very educational.
  I'm looking forward to seeing more community buy-in for these conservation and restoration efforts.
- The water intake to the (channel) "River" from lake waubesa is blocked by zebra mussels shells dammed up by the ice?, resulting in stagnant gross water. That channel/current has been there as long as we know. DNR, County McFarland, Village are all pointing fingers at each other and should address it so no one has.

  Note from data entry person: The respondent draw the map about their house and river, channel which he mentioned above.
- Sure hope we treat water after going into storm sewers. Have more clean up days for litter. Lived in Madison over 40 years, lakes are still filthy.
- Sorry, greater than one week after receiving before responding.
- I appreciate your hard work in improving Dane County Waterways
- My impression is that Dane Co (county) watershed suffers primarily due to agriculture practices upstream and I was not aware that urban runoff was the major impact of the lakes disgusting water quality. Similar to …….. to recycle when …….. and the military are the primary problems. That said, taking this survey causes me to rethink/double doubt on my conservation efforts. Thank you !
- You're doing God's work. Please keep it up!
- I have another house in Columbia County on Wyona lake - it is small - They do nothing to help the lake. It sucks. I can't even fish from my 90 feet of shoreline most years. Wyyona lake needs help!!

- We live at the far southwest edge of the city of Madison, where rural farm fields meet housing developments. The notorious weed problems here make it impossible to get along without weed killer. We would love to not need it, but the giant rag weed alone is a constant battle. We have hoped that Dane County would adopt more stringent regulations for these open areas including buffer areas at edges of fields that are weed free or mowed to reduce spread of noxious weeds, no manure spreading at any level on frozen ground and limited at other times of the year, and continued regulation of stormwater runoff as new areas are developed. After the August 2018 flooding event here, we realized there is much work to do, and supported and applauded the watershed studies.

  The work needs to continue with programs such as the Crave Bros Farm here in Wisconsin, and possibly programs like Iowa's beoreactors and streamside buffers indicatives and the environmental initiatives happening in Minnesota counties. Thankful for all those who care about our lakes and streams and are working to make them even cleaner.
- Strongly advocate incentives for improved agricultural soil health as it affects surface water and ground water. Better soil management and soil health will reduce flooding, siltation, chemical runoff, and ground water contamination and will promote infiltration.

  Paying farmers to improve soil health now reduces urban mitigations costs later.
- Please remove James C. Deneen from your mailing list. He passed away ! Thanks
  Teresa - PR of Estate
- Excess in mower discharge in streets pick up your trash/poop from pets !
- Please get Truax and the military/National Guard to clean up the PFAs in Starkweather Creek. Get Kip to clean up its mess. Individual efforts are good but we need to enforce businesses and agriculture to do important work protecting surface and ground water.
- Please note that I am not the homeowner, nor lawn care overseer at this residence (my parents are). However, I am more up-to-date on local events than they are as well as much more familiar with the watershed then they are, in addition to having grown up at this residence and in this community - so we had me fill this out.

  For Q's #8-10 I did my best to approximate my parents' lawncare habits, for the opinion questions it is mine that is expressed in the hypothetical scenario where I was a homeowner. All other Q's answered as myself.

  Other Q's answered on behalf of parents, to best estimate
- I want to spend as little money and time on my lawn as possible. I would love resources for the lazy but community-minded homeowner.

  Note from data entry person (May): For the question 25 from the paper questionnaire - the water resources the respondent use around their community she said "Magnet fishing" and there is no other box for this.
- I believe the military/Airport are major offenders and no one seems to care enough to stop them. That makes individual efforts seem less important.
- We moved here in to WI in the summer of 2022. We would appreciate more information about the local lakes rivers + streams. WI is a beautiful state. I would like to be a part of keeping it that way.
- Hoping truth will stop with the fire fighting foam/PFAs and clean up their mess. Need to improve agricultural run off management.
- We are in a suburb, and I am not aware of any local action to improve H2O quality in our area
- Keep working at it. Dane Country Surface water is an incredible resource. We paddle once a week (do more) in season, and place a hig and walua on the access. We have to ok to-good water.
- Thank you for including us in this survey. It's a little overwhelming all that can be done to help the environment. Overwhelming to determine what is "best practice" and then from there, "best" for our situation, to use the time we have wisely. I look forward to having more clarity on what to do.
- Thank you for helping keep our water resources clean !
- Best practices in water quality, but avoid creating mosquitoes habitat such as small rain gardens. People would be very motivated to practice water quality actions if said actions reduced mosquitoes population.
- Just by completing this form I've become more aware! Thanks
- I care for the quality of our lakes, rivers, etc.

- I feel fines should be associated with intentional placement of yard waste unto the street rather than where it is required - on the homeowners yard or terrace regardless of curbs or no curbs.

  I have spent years clearing out storm drains within the 4 block radius of my home - pulling sodden futons, trash bags, dog excrement, leaves, and large branches from those drains. I am pass on that function to others.
- Thanks for leading this research effort and informing public policy. Water is what makes Dane County special.
- The Madison area lakes are our greatest community resource. The fact that our beaches are often closed in the summer months says it all - so much more needs to be done! Save our lakes while it is still possible.
- Most of the water quality drivers are outside of the activities outlined in this survey.

Your Views on Local Lakes, Rivers & Streams

Dear Dane County Resident,

This survey is being conducted by the University of Wisconsin-Madison's Division of Extension on behalf of the Madison Area Municipal Stormwater Partnership, which includes 19 area municipalities, Dane County, and UW-Madison (see map on the next page). We are seeking people's perceptions of water quality in area lakes, rivers, and streams as well as what concerns they may have. Your insights as a local resident are very important to us. We would greatly appreciate your participation in this survey to help us learn how we might work together to best protect these water resources. This is your chance to be heard. Results will help inform programs for protecting and improving water resources in Dane County.

We ask that this survey be completed by the person in your home **who makes most of the yard or lawncare decisions, and who is at least 18 years old**. The survey should take approximately 20 minutes to complete. Please complete the survey and return it in the enclosed stamped envelope **within one week of receiving it**.

Your voluntary participation in this survey is very important to ensure that we understand your thoughts and concerns about Dane County's lakes, rivers, and streams. If you have any questions about the survey, please contact Samuel Pratsch at UW-Extension at (608) 265-3473 or at samuel.pratsch@wisc.edu
Thank you in advance for your help!

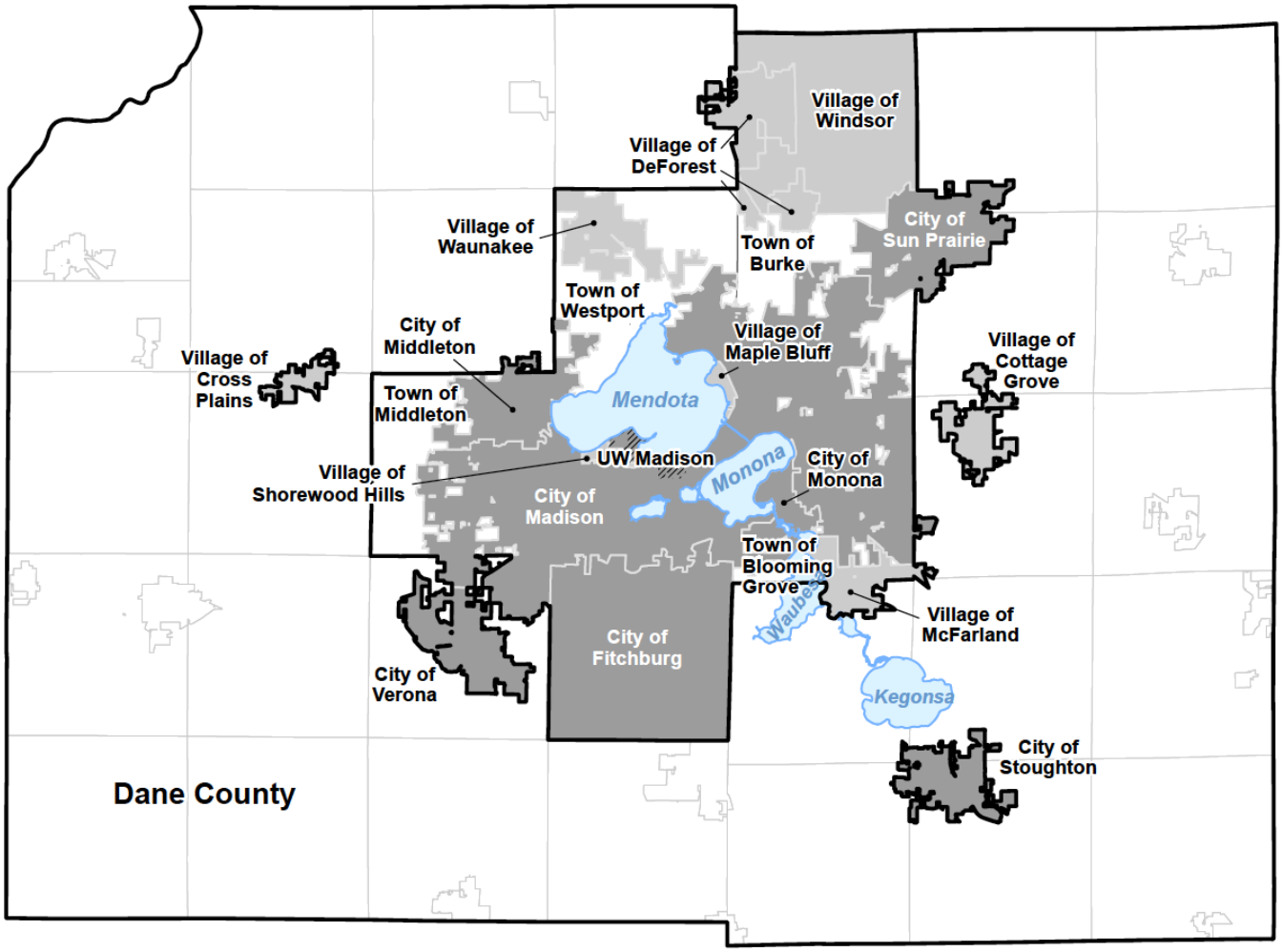
Sincerely,

Samuel Pratsch, PhD

Director of Evaluation
Natural Resources Institute
Division of Extension,
University of Wisconsin-Madison

Extension
UNIVERSITY OF WISCONSIN–MADISON

Madison Area Municipal Stormwater Partnership Municipalities



Instructions: Please answer the questions below by filling in the circle that best matches your response and provide any information requested. Don't worry about providing the "right" answer. The purpose of this survey is to gather perceptions of water resources, water quality issues, and practices for managing stormwater runoff.

Your Perceptions of Local Water Resources

1. **Do you live in a watershed?** O Yes **61%** O No **14%** O Don't know **26%**

2. **In general, how would you rate the water quality of the lakes, rivers, and streams located in Dane County?**

	Very Poor	Poor	Good	Very Good	Don't Know
Lakes	**10%**	**45%**	**36%**	**5%**	**5%**
Rivers and Streams	**4%**	**27%**	**47%**	**10%**	**12%**

3. **<u>Stormwater runoff is rain or melted snow that does not soak into the ground, but rather "runs off" surfaces like rooftops, driveways, lawns etc</u>. Once stormwater runoff enters a storm drain in your neighborhood (see photo below), where does it go? (Please select all that apply)**

I'm not sure	To a creek, stream, river or lake	To a municipal sewage treatment system	To a holding pond	To a field or infiltration basin	Other (specify) _____
21% O	**59%** O	**16%** O	O **18%**	O **10%**	**2%** O

Photo of a storm drain

4. **In your opinion, what are the main impacts that stormwater runoff has on your community?**

Actions, Concerns, and Efforts

5. **Which of the following statements best describes your level of awareness about current efforts <u>your local government is involved with to improve water quality in your community</u>?**

13% O I am not aware of any current efforts.

46% O I think activities are taking place, but I don't know very much about them.

38% O I am somewhat familiar with current efforts.

3% O I am very knowledgeable about current efforts.

6. Your local government is actively working to improve the quality of local rivers, streams and lakes by reducing pollutants in stormwater runoff, and would like to know whether or not you support this investment in water quality.

66% O I support these efforts and would like us to be doing more, even if that costs more

32% O I support these efforts at the current expenditure level

2% O I would like my community to spend less on these efforts

0.3% O I would like my community to stop investing in these efforts

7. In your opinion, how <u>effective can the following efforts be</u> for improving the water quality of lakes, rivers and streams in and around your community?

	Not Effective	Somewhat Effective	Effective	Very Effective	Don't Know
a. Street sweeping	2%	32%	37%	19%	9%
b. Installing rain gardens	4%	19%	39%	27%	11%
c. Removing street leaves before it rains	3%	18%	39%	33%	7%
d. Developing infiltration facilities where stormwater can soak into the ground	1%	7%	39%	38%	15%
e. Enforcing erosion & stormwater ordinances	2%	10%	40%	36%	12%
f. Restoring wetlands	1%	5%	22%	66%	6%
g. Public education on practices to reduce the amount and/or improve the quality of stormwater runoff	3%	31%	36%	26%	4%
h. Reducing salt usage for melting snow and ice	3%	17%	36%	39%	5%
i. Developing buffers along waterways & shorelands	1%	9%	33%	39%	17%

8. Which of the following actions would you be willing to do regularly to reduce pollution to area lakes, rivers and streams? Or, are you already doing any of these actions?

	Not willing	Somewhat willing	Very willing	Already do this	Not Applicable
a. Conduct soil tests to determine your lawn's needs before applying fertilizers	9%	25%	30%	6%	29%
b. Aerate your lawn to help water soak into the ground	6%	28%	35%	24%	7%
c. Incorporate native plants into landscaping to help water soak into the ground	4%	20%	39%	33%	3%
d. Apply fertilizers to lawn once a year or not at all	10%	14%	16%	52%	7%
e. Apply weed-killers to lawn once a year or not at all	9%	16%	14%	53%	8%
f. Manage leaves in your yard by composting or mulching	7%	13%	14%	61%	5%
g. Remove leaves from the street in front of your home before it rains	9%	19%	24%	37%	11%
h. Leave grass clippings on your lawn after mowing	3%	4%	8%	81%	4%

--Continue to the next page

--Continued

	Not willing	Somewhat willing	Very willing	Already do this	Not Applicable
i. Direct gutter downspouts to lawn/natural area instead of your driveway	1%	5%	11%	79%	4%
j. Install a rain barrel to collect rain from your downspouts	20%	30%	28%	15%	7%
k. Install a rain garden to collect rainwater from your downspouts	20%	32%	28%	11%	8%
l. Reduce salt use to melt snow and ice at your residence	6%	9%	15%	67%	2%
m. Report spills or discharges of anything other than clear water into storm drains	2%	14%	59%	15%	10%
n. Adopt a storm drain near your home - commit to keep it clear of debris and snow when prompted	14%	28%	31%	15%	12%
o. Clean up and dispose of your pet's waste	1%	0.3%	5%	45%	46%
p. Properly dispose of household chemicals at Dane County Clean Sweep	2%	5%	22%	67%	4%

9. Of the actions listed above in Question 8 that you are <u>willing to do</u> but not currently doing, what would <u>motivate you to act</u>? (Please select all that apply)

59% O Belief that you are helping to protect/improve local waters

12% O Request from neighbors or friends

50% O Information on how specific actions can protect or improve local waters

27% O Trainings / workshops

22% O Request from your local government

29% O Laws /regulations requiring action

34% O Observing multiple neighbors or friends taking action

46% O Grants, rebates, or other incentives

38% O Reminders / prompts alerting you only when it's a critical time to take action

45% O The action is low or no cost

3% O None of the above

11% O Other (please specify)_____

10. If you are not currently using Clean Sweep to dispose of household hazardous waste, why not? (Please select all that apply)

56% O Not applicable. I already use Clean Sweep to dispose of household hazardous waste

20% O I've never heard of Clean Sweep.

16% O I don't have any household hazardous waste to dispose of.

10% O Location is too far *(next to Dane County Landfill off of Co Hwy 12).*

10% O Hours are too limited *(M-F: 7:00a.m. - 2:45p.m. & Sat: 8:00a.m. - 10:45a.m.).*

6% O Other, please explain: _____

11. What type of trainings or resources do you prefer? (Please select all that apply)

20% O In-person workshop/coaching session

53% O Online self-paced learning modules

70% O How-to manuals and guides

O Online real-time class **12%**

O One-on-one in person assistance **15%**

O Other, please explain **5%** _____

Information Sources

12. Who, if anyone, would you contact if you noticed a large amount of dirty water (for example, with paint, oil, or mud) flowing into a storm drain?

5% O I most likely wouldn't contact anyone
30% O I wouldn't know who to contact
49% O I would contact the local City, Village, or Town
6% O I would contact Public Health-Madison & Dane County
8% O I would contact the Dane County Land and Water Resources Department
12% O I would contact the Wisconsin Department of Natural Resources
5% O I would contact (Please specify): _____

13. During the last five years, have you learned about the effects of stormwater runoff or practices to improve water quality from any of the following? (Please select all that apply)

34% O Local newspapers
46% O Television or radio
18% O Friends, family or neighbors
18% O Displays at meetings, exhibits or parks
5% O Public meeting or workshop
24% O Community or neighborhood newsletter
5% O Nextdoor.com
10% O Other (Please specify)_____

8% O Facebook
3% O Instagram
0% O Snapchat
0.3% O X (formerly Twitter)
3% O YouTube
18% O Internet /websites
18% O None of the above

14. What organization would you look to if you were interested in learning more about stormwater pollution and/or actions you could take to improve water quality?

55% O Local Town, Village or City
23% O Local Environmental or Friends Group
38% O Dane County Land and Water Resources Department
7% O Ripple Effects (Madison Area Municipal Stormwater Partnership)
42% O Wisconsin Department of Natural Resources (WDNR)
10% O US Environmental Protection Agency (EPA)
6% O Other (Please specify) _____

15. Have you ever heard of Ripple Effects before? *Ripple Effects is an outreach effort led by local municipalities, the University of Wisconsin and Dane County that helps residents and businesses take actions to reduce the quantity and improve the quality of stormwater runoff to our local waters.

7% O Yes 86% O No 7% O I'm not sure

16. Have you seen any of the storm drain murals around Dane County? (see photo on the right side for an example)

38% O Yes 58% O No 5% O I'm not sure.

17. **Circle the campaigns or programs that you are familiar with or that you have seen before. (Please select all that apply)**

a. Leaf-free Streets
24%

b. Plant Dane Native Plant Program
17%

c. Dane County Rain Barrel Sale and Reimbursement Program 29%

d. Adopt a Storm Drain Program
18%

e. WI Salt Wise
26%

18. **Of the campaigns/programs above that you are aware of, did any motivate you to make a change? If yes, please share a bit about the change you made.**

51% O Yes (Please specify)_____
49% O No

Information about You and Your Residence

These questions are included to compare the total group participating in this survey with the general population of the communities involved. **Responses are voluntary and will remain confidential.**

19. **Who makes decisions about how your lawn /property is maintained? (Please select all that apply)**

88% O I do
17% O Another member of my household
1% O Property manager / Landlord
5% O Hired landscapers / lawn care professionals
8% O An association
2% O Other (please specify): _____

20. **Are you currently a member of an environmental, conservation, or watershed organization?**

15% O Yes 85% O No

21. **What is your zip code? _____**

22. **What is your age in years? _____mean age 59.2_____**

23. **What is your gender?**

56% O Male
42% O Female
0% O Prefer to self-describe _____
3% O Prefer not to say

24. **Are you retired?** O Yes O No
43% 57%

25. **During the last calendar year, in which of the following ways have you used the water resources in and around your community? (Please select all that apply)**

23%	O	Motorized boating	17%	O	Ice-skating or winter sports
31%	O	Non-motorized boating or sailing	72%	O	Walking, jogging, or similar uses
22%	O	Fishing	31%	O	Birdwatching
4%	O	Hunting	77%	O	Scenic appreciation
26%	O	Swimming	8%	O	None of the above

26. **Please select the range which best describes your annual household income:**

3%	O	Less than $25,000	4%	O	$25,000-$39,999	8%	O	$40,000-$59,999
13%	O	$60,000-$89,999	16%	O	$90,000-$119,999	17%	O	$120,000- $149,999
20%	O	$150,000 and over	16%	O	Prefer not to say			

27. **What is the highest level of education you have completed?**

0%	O	Some school	8%	O	2-year associates degree
3%	O	High school degree / GED	37%	O	4-year college degree
10%	O	Some college or vocational training	42%	O	Graduate/professional degree

Thank you for your time and assistance!

Please return this survey in the stamped return envelope within one week of receiving it. Use the space below for additional comments about water resources or issues in your community.