

Municipal Separate Storm Sewer System (MS4) Program Update

**“AND THE SURVEY SAYS!”
Using data to evaluate and guide
stormwater outreach**

November 19, 2019



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Background

MS4 Permit dated June 1, 2015 included the following language under **Public Education and Outreach**:

“The permittee shall perform an on-line survey of the public knowledge base and attitude about stormwater and the MS4 program using the LEXserv billing program or an effective equivalent.”

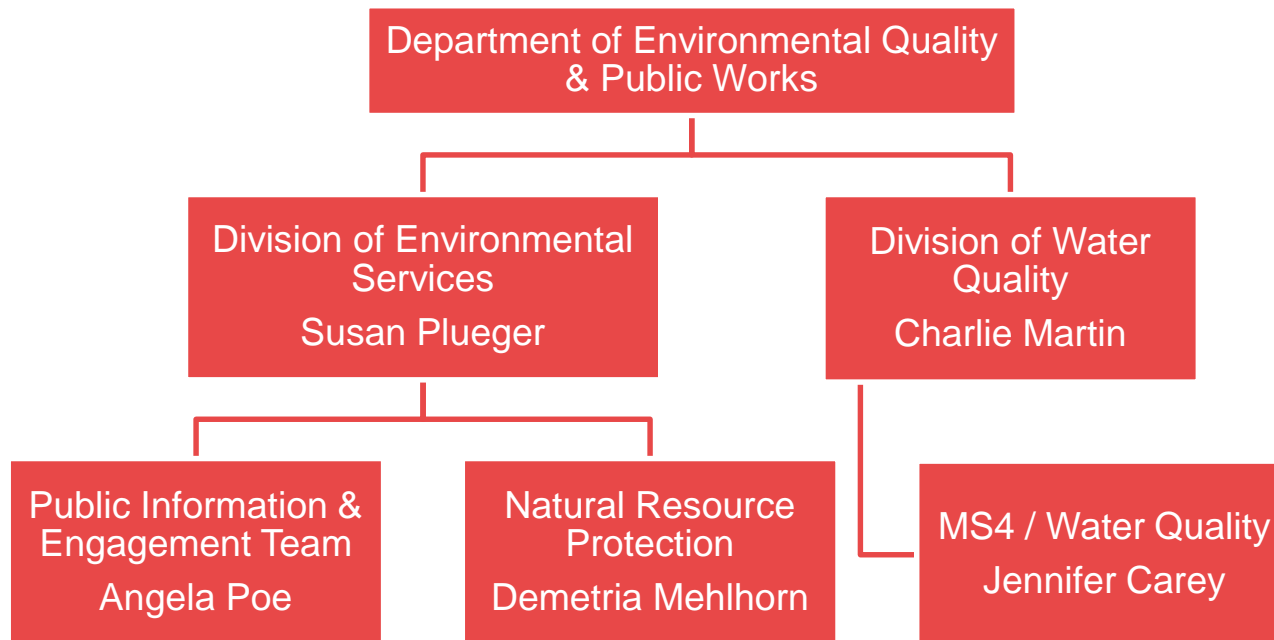
Lexington’s 2016 Stormwater Quality Management Program scheduled the survey for Year 3. It was completed in the Spring-Summer of 2018.





Public Information & Engagement Team

- Inform the public about how public dollars are being spent
- Engage the public in actions that support EQPW goals





Background

- 1st Stormwater Survey completed Summer 2009
 - Water Quality Management Fee enabling ordinance passed
 - MS4 Permit effective September 1, 2009
 - Needed baseline data

- 2nd Stormwater Survey completed Summer 2014
 - Had the public's knowledge about stormwater and water quality improved in 5 years?

- 3rd Stormwater Survey completed Spring / Summer 2018



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Survey



Survey Overview

- OpinionWorks, LLC contracted for \$48,030
 - \$28,030 – survey
 - \$20,000 – focus group
- Conducted April – May
- Randomly selected based on address
 - Phone
 - Mail
 - Online
- Demographics
 - 25yo+
 - Resident of Fayette County
 - Single-family residence w/ a yard
- 705 completes



Survey Topics

- Campaign Planning (media pref & social identity)
- General knowledge, attitude, behavior, belief
- Lawn care (fertilizer focus)
- Dog waste
- Litter
- Sewer pipe care
- Car care

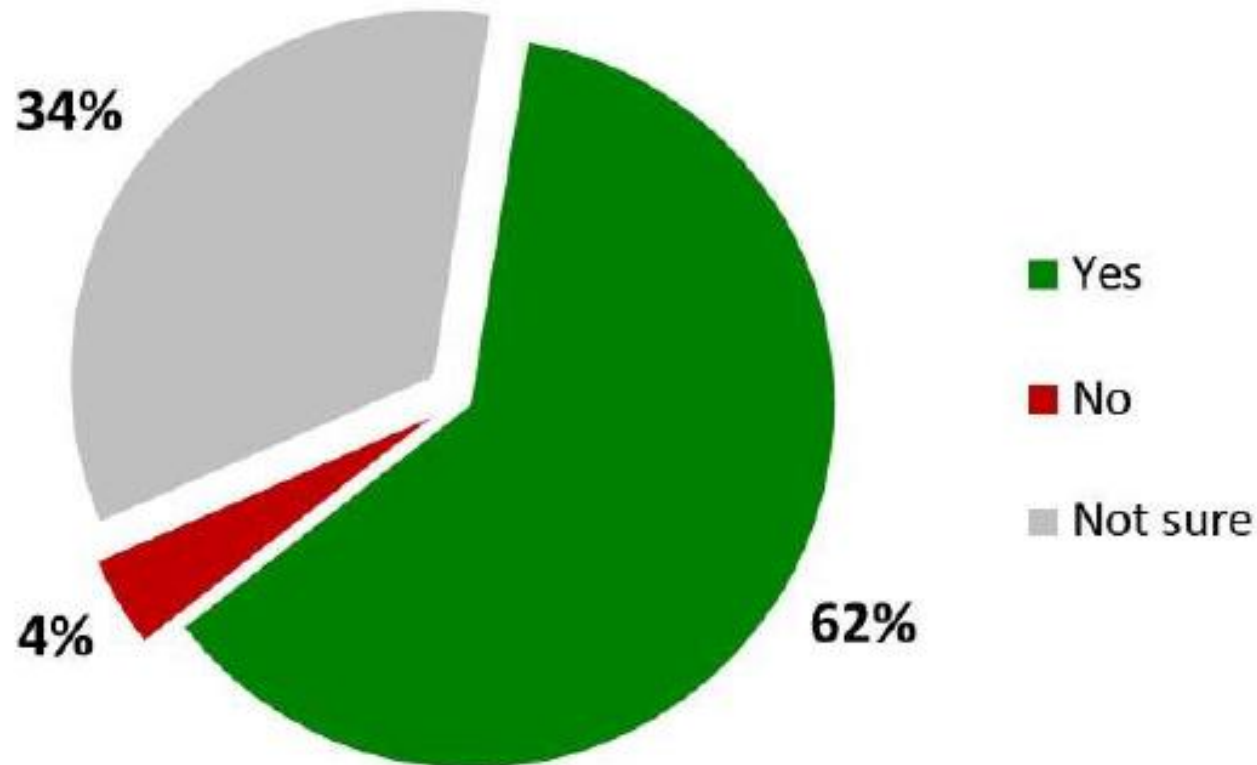


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Survey Insights



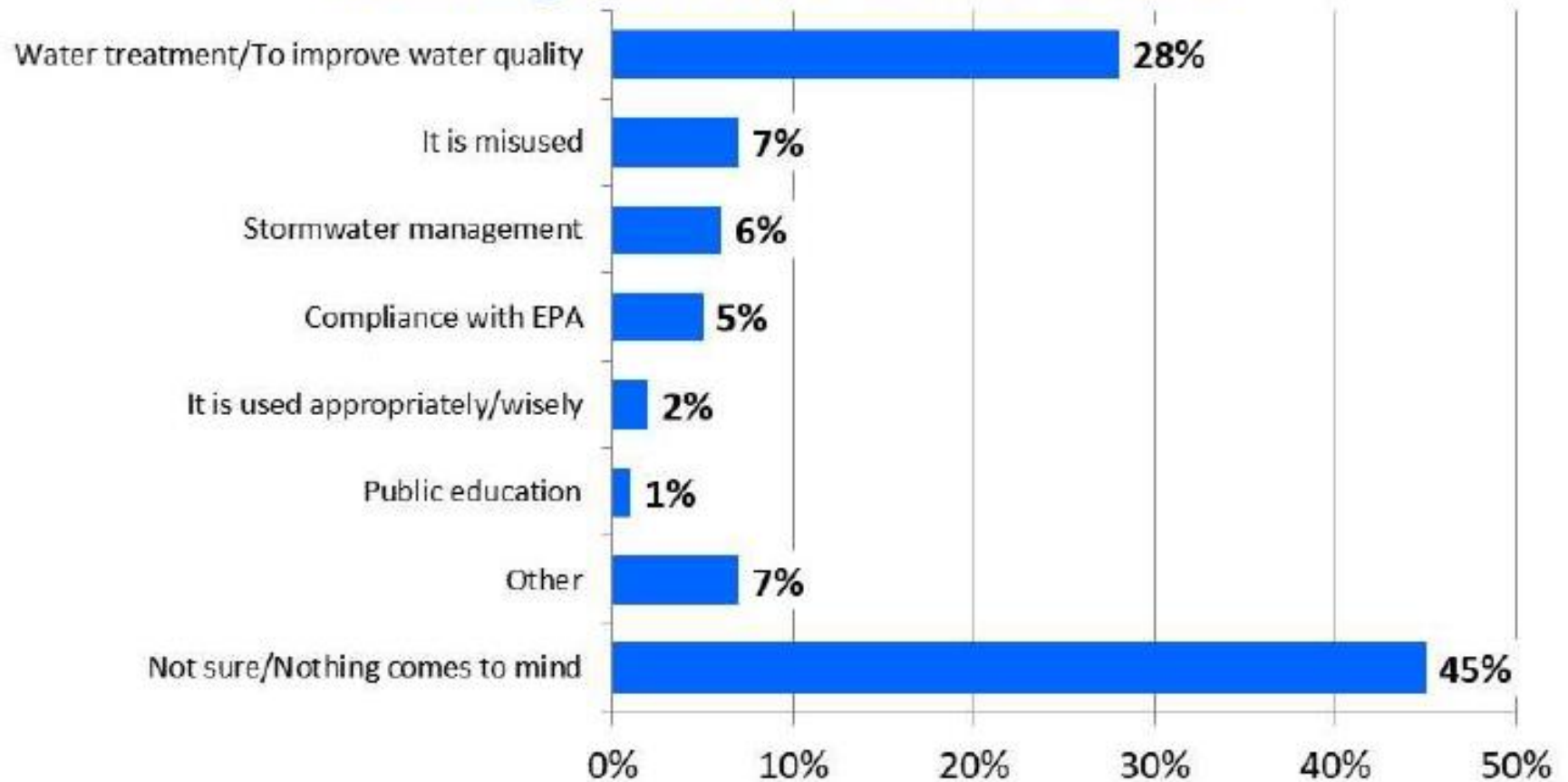
Awareness of Paying Lexington's Water Quality Management Fee



Do you pay Lexington's Water Quality Management Fee?



Impressions of How the Water Quality Management Fee is Used

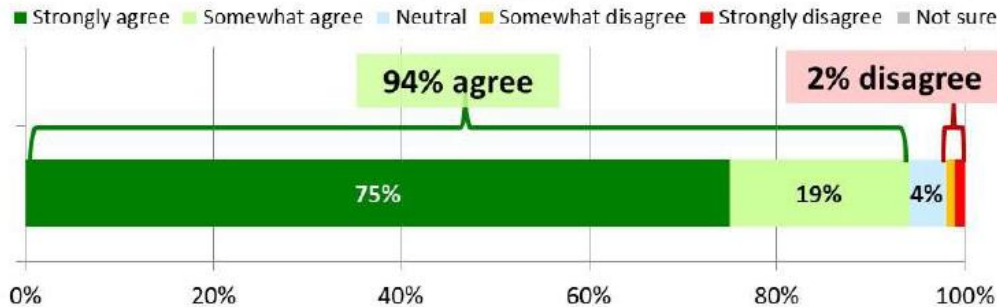


(If aware they pay the fee): The fee is \$4.78 per month for single-family homes and duplexes. How do you think that fee is used by the City? (Open-ended. Categorized responses shown.)



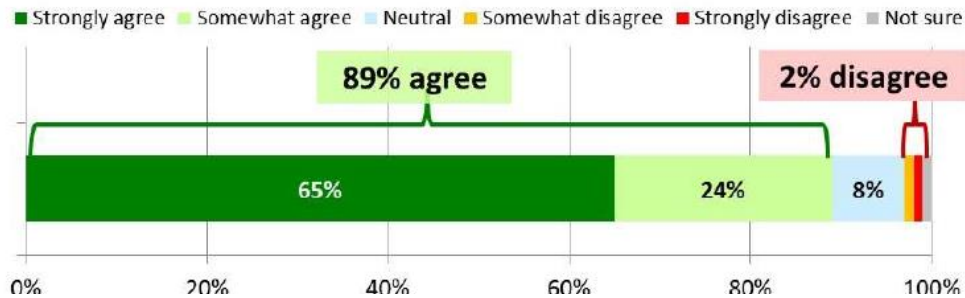
Water quality in local streams is important to me.

Level of Agreement



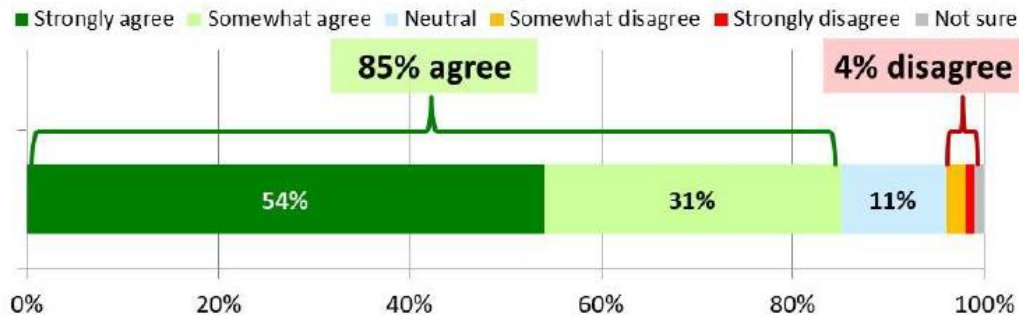
Making Lexington a better place to live is a high priority for me.

Level of Agreement



Improving Lexington's environment is a high priority for me.

Level of Agreement

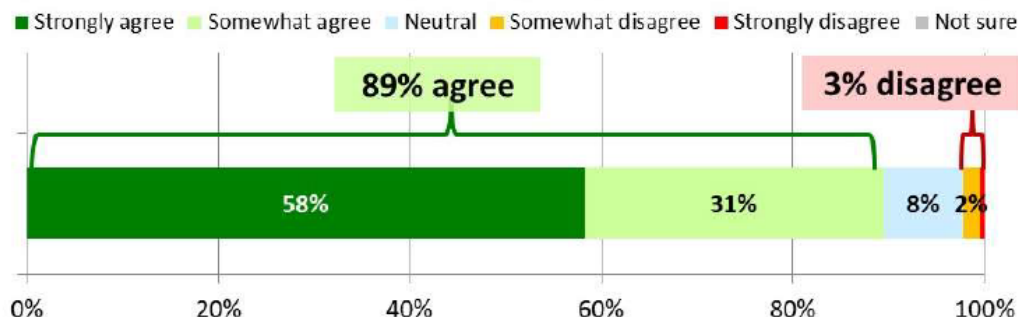


For each of the statements that follow please tell me if you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree.



How my yard looks is important to me.

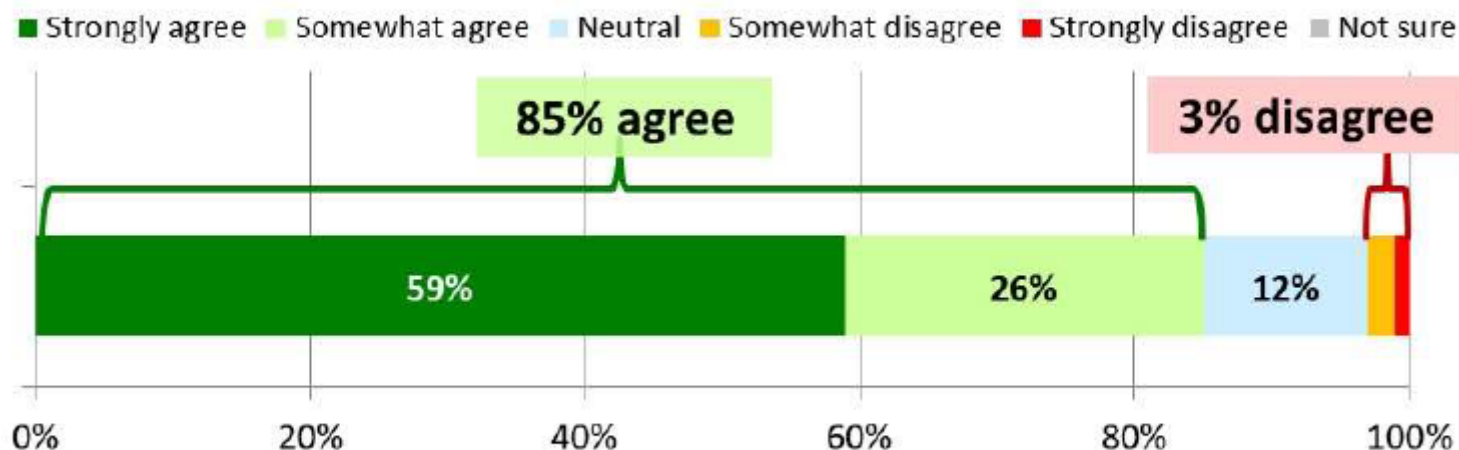
Level of Agreement



For each of the statements that follow please tell me if you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree.

I'd like my yard to be environmentally-friendly.

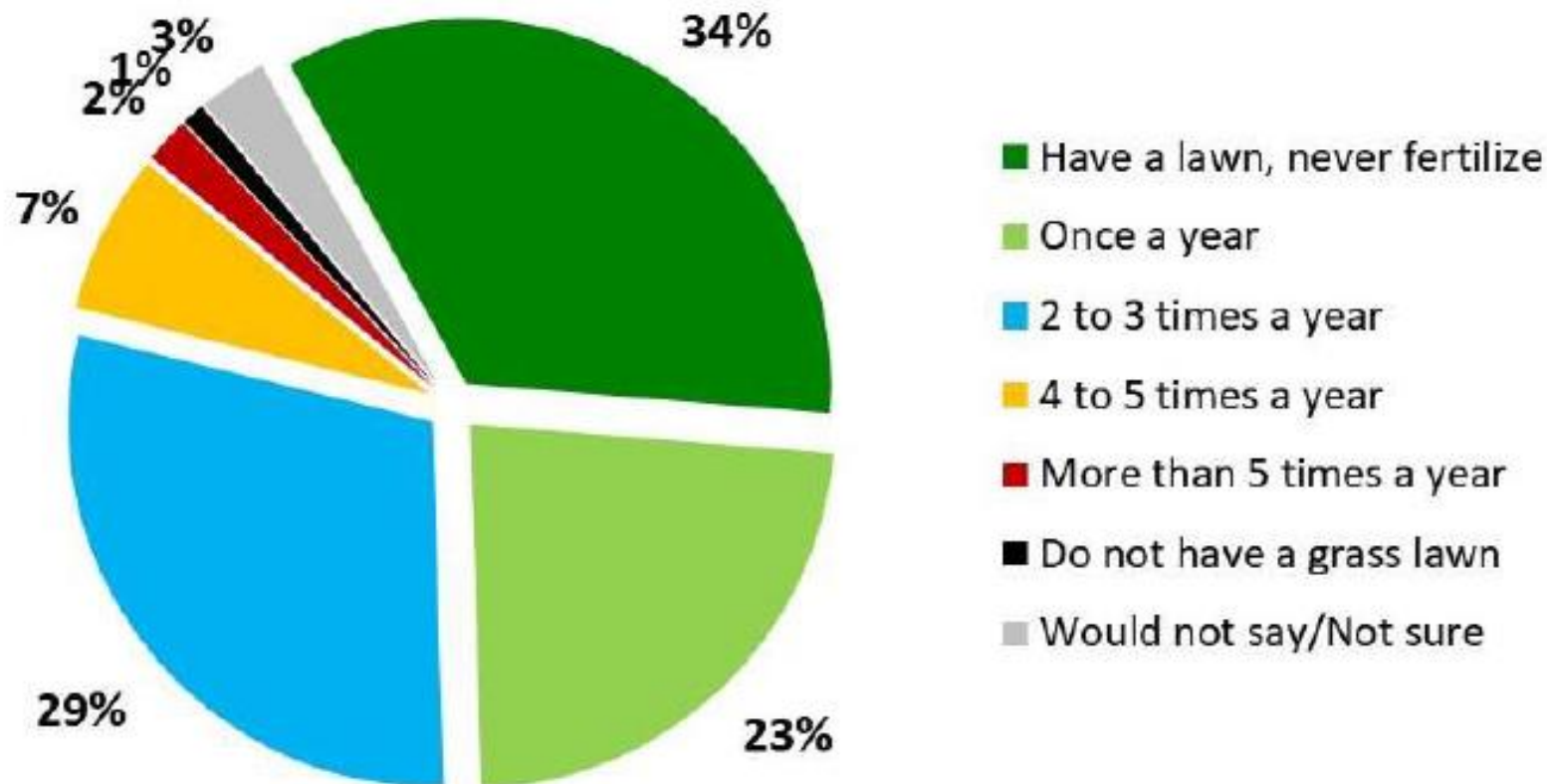
Level of Agreement



For each of the statements that follow please tell me if you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree.



Fertilize Your Lawn

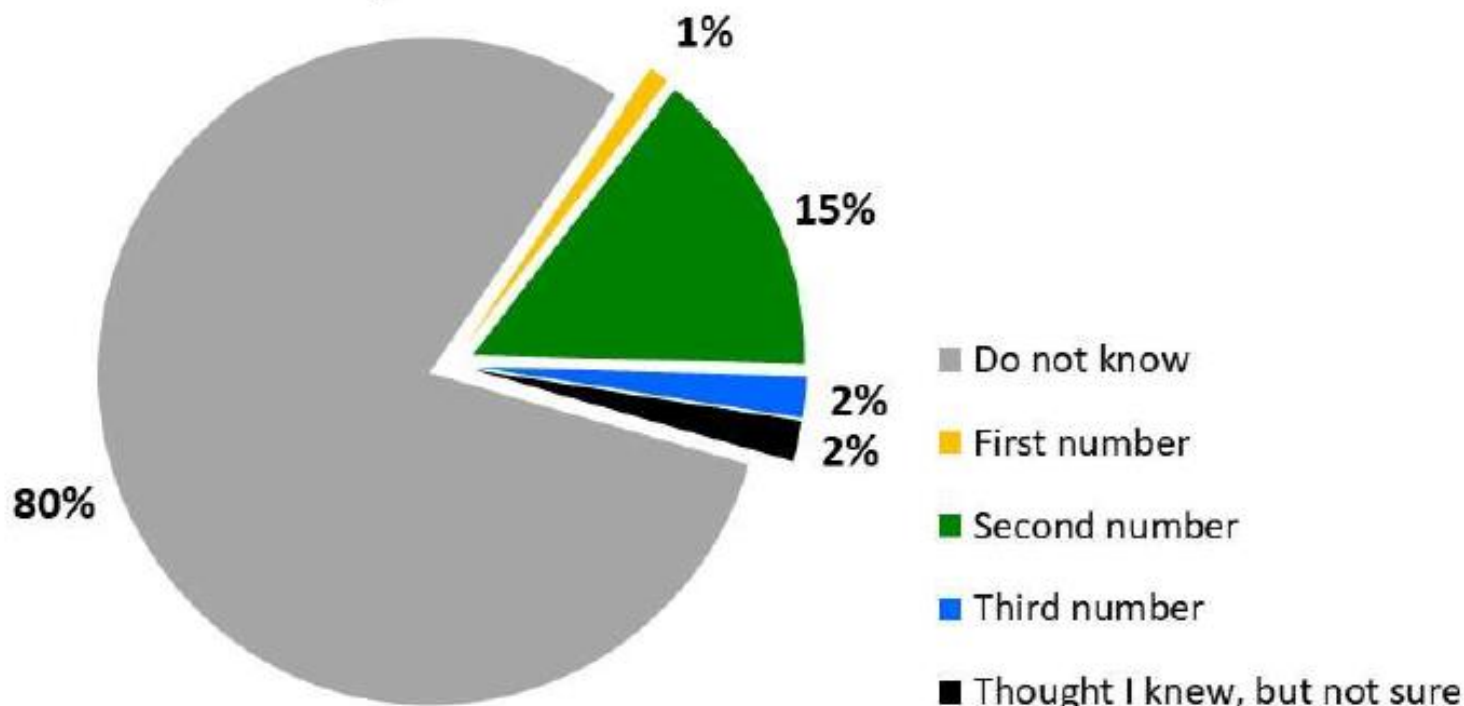


How frequently do you fertilize your lawn? Never, once a year, 2 to 3 times a year, 4 to 5 times a year, or more than 5 times a year?



What Number Represents Phosphorus on a Fertilizer Bag

Asked Only of Those Who Fertilize at Least Once a Year



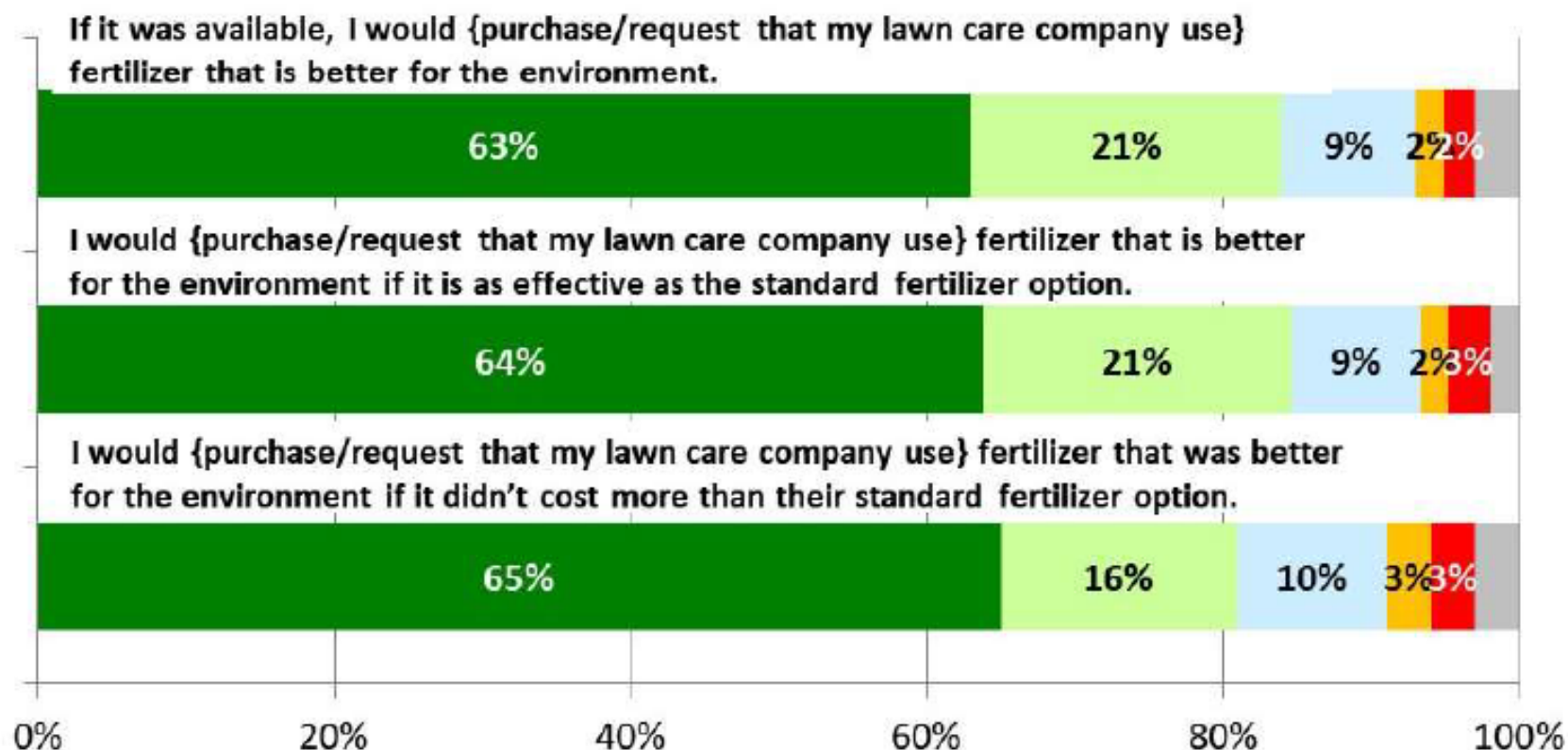
There are three numbers on fertilizer bags that represent the nutrients contained in standard fertilizers. Do you know which one represents phosphorus?

(If yes): Is it the first, second, or third number?



Attitudes about Fertilizer

Strongly agree Somewhat agree Neutral Somewhat disagree Strongly disagree Not sure



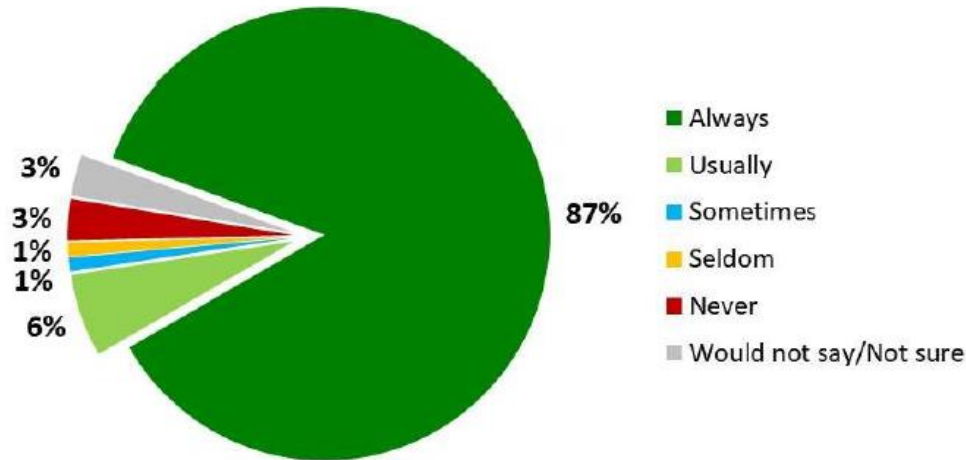
For the following three statements, please tell me if you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree.

Picking up Your Dog's Waste

When You Are Not at Home – Like on a Walk or at a Park



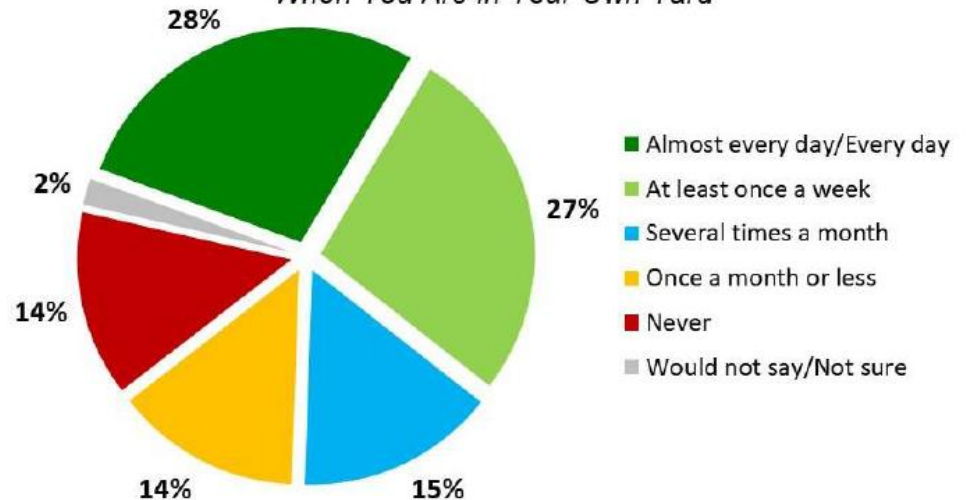
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Do you never, seldom, sometimes, usually, or always pick up your dog's waste and dispose of it in the trash when you are not home – like on a walk or at a park?

Picking up Your Dog's Waste

When You Are In Your Own Yard



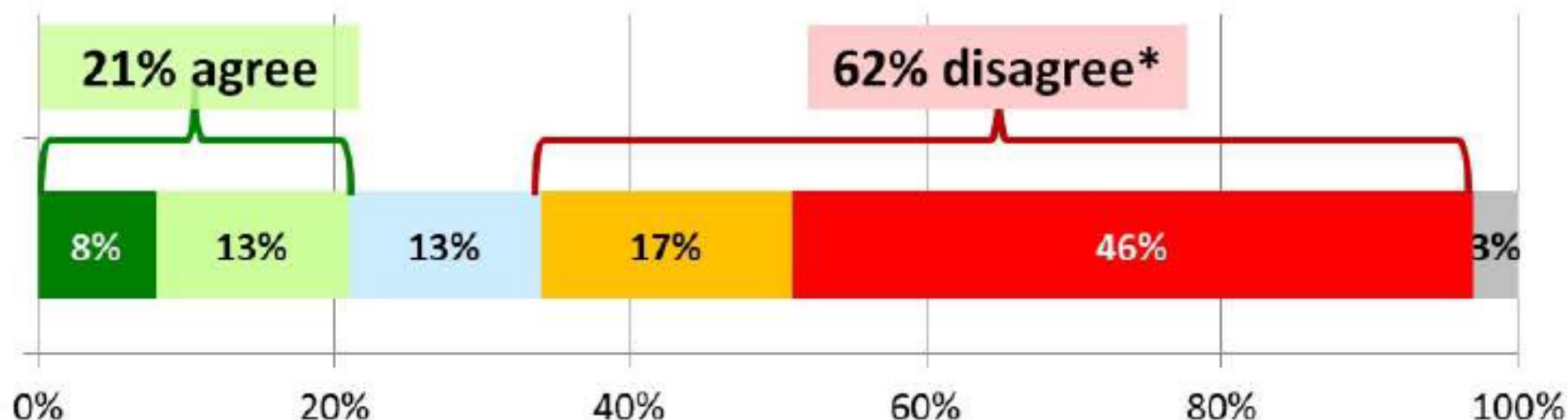
And when you are in your own yard, how often do you pick up your dog's waste and dispose of it in the trash using this scale: never, once a month or less, several times a month, at least once a week, or almost every day?



Dog waste helps fertilize my lawn.

Level of Agreement among Residents with a Dog

Strongly agree Somewhat agree Neutral Somewhat disagree Strongly disagree Not sure



For each of the statements that follow please tell me if you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree.

**Numbers may not always appear to add correctly due to rounding.*



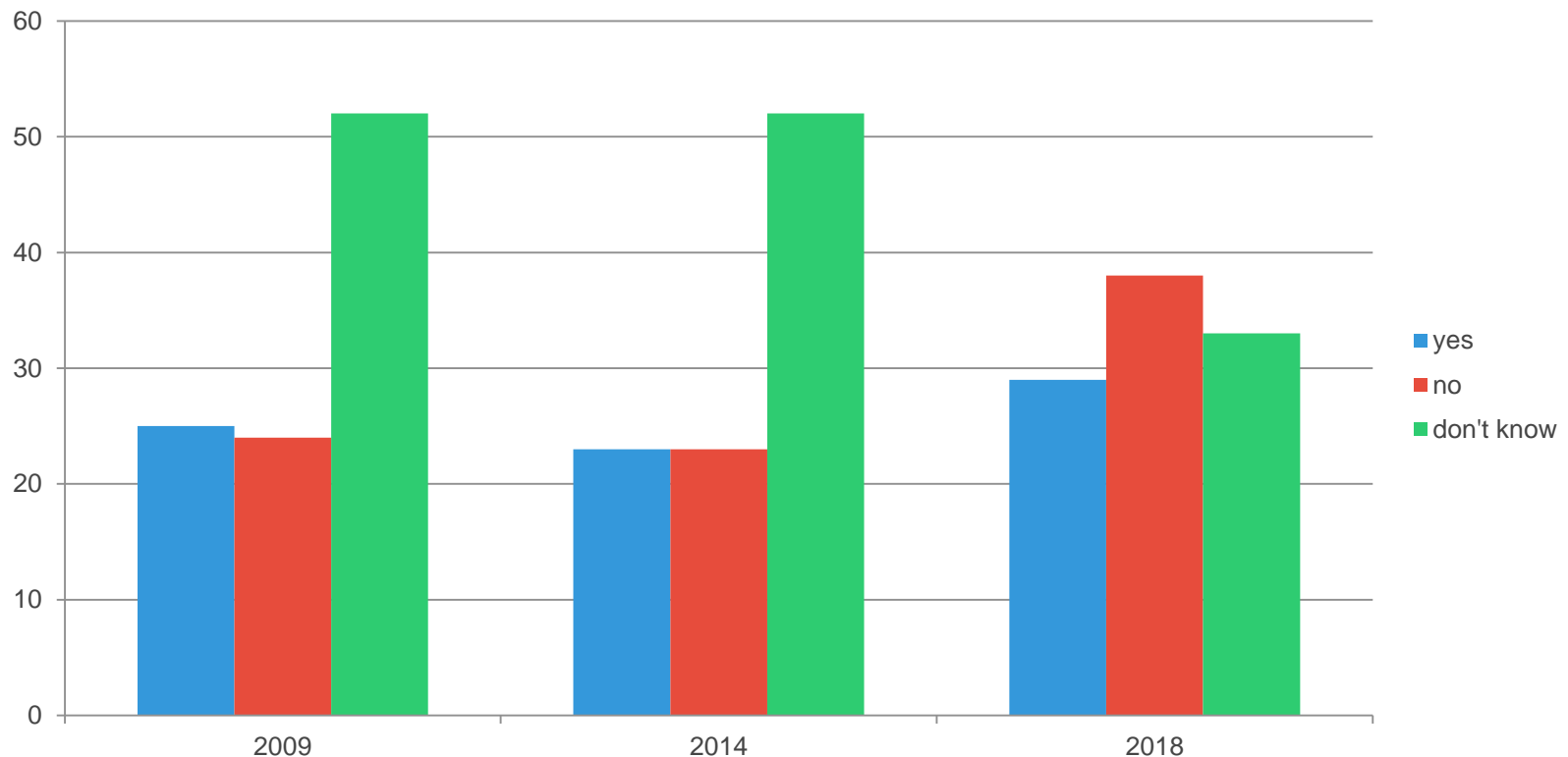
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Survey Comparisons

Now and Then

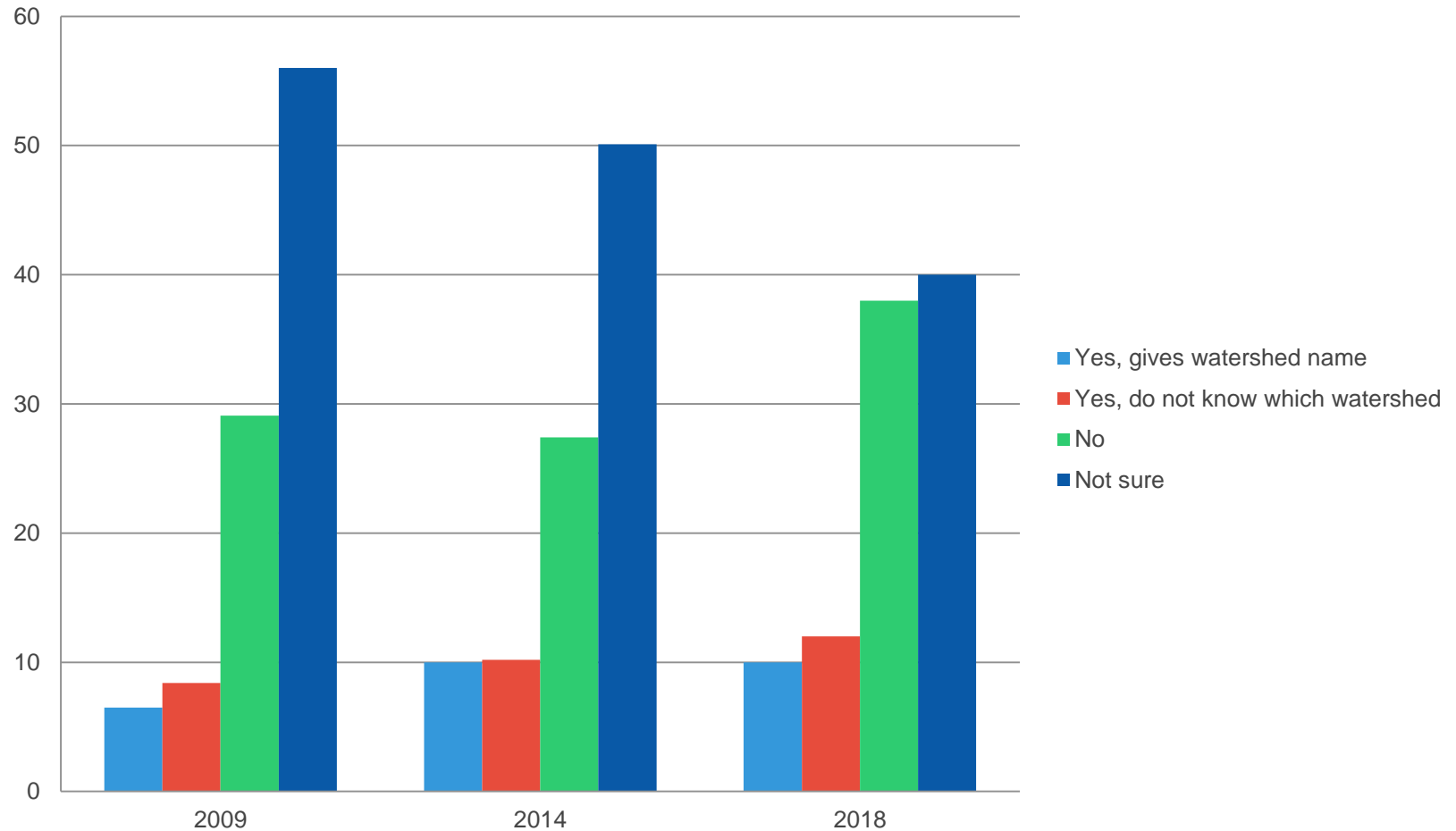


Does the water that is flushed down toilets and drains go to the same place as water that goes down street drains? NO
OR is rainwater cleaned at a wastewater treatment plant? NO



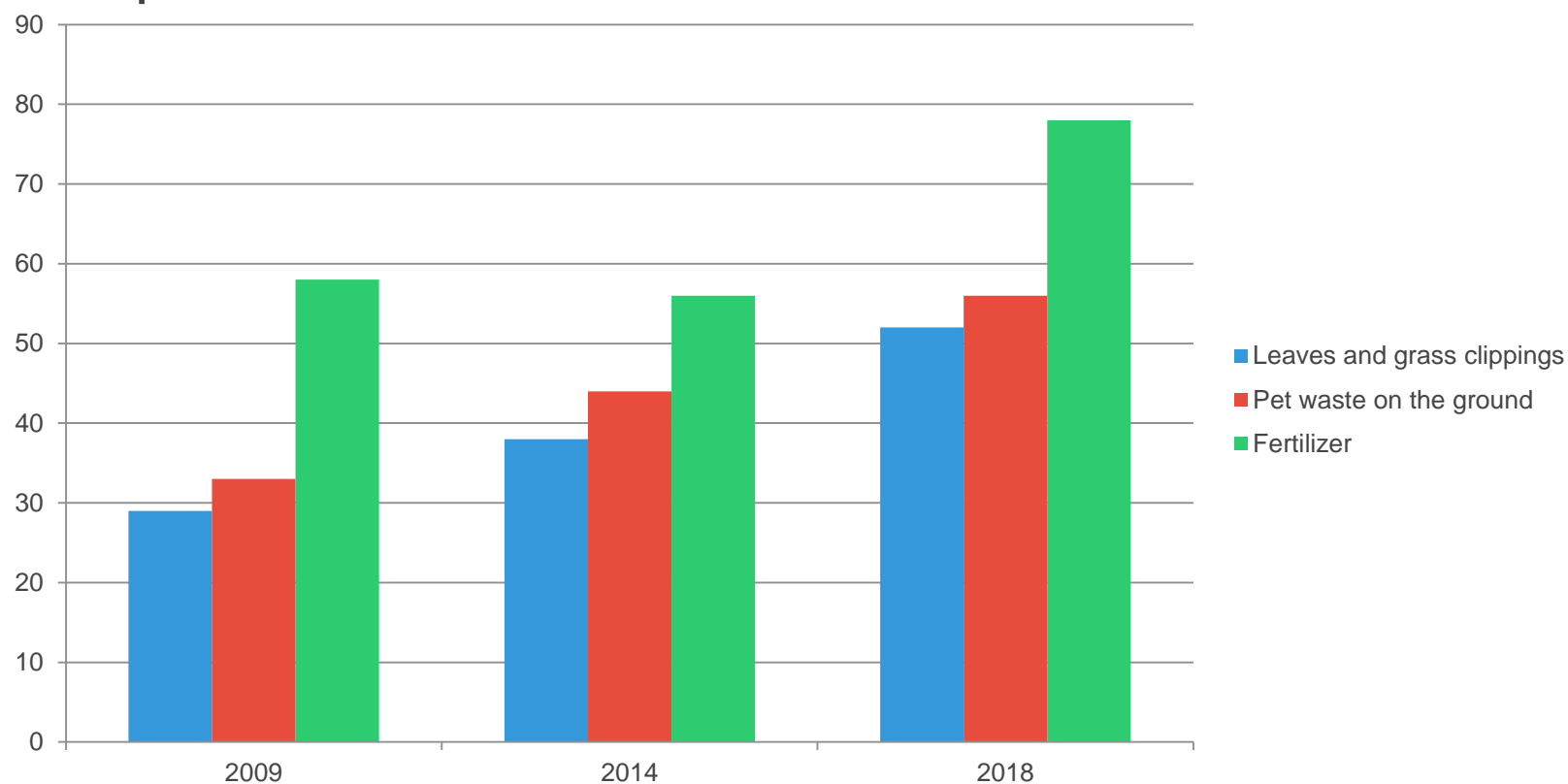


Do you live in a watershed?

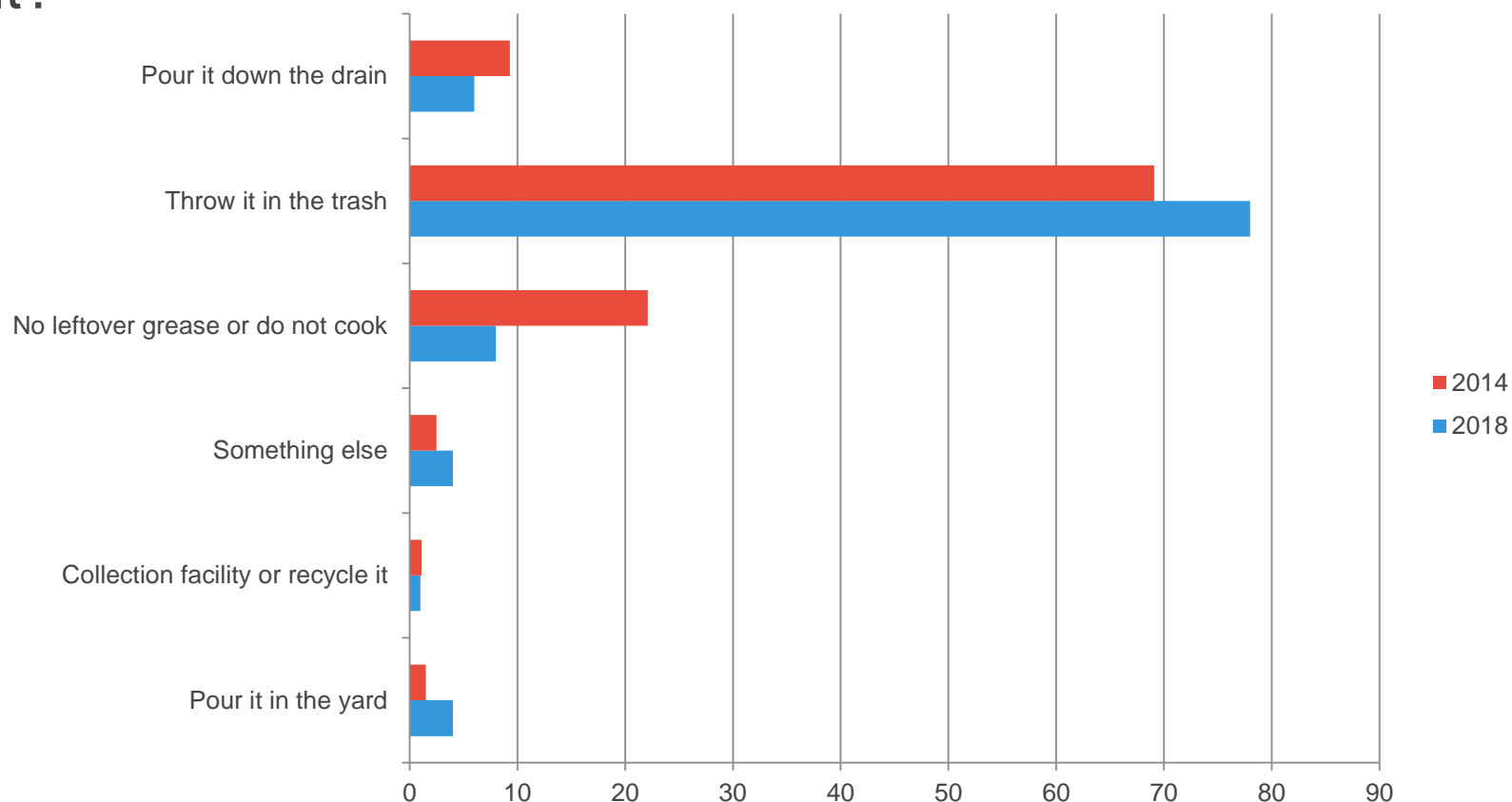


How serious of an impact do the following have on water quality?

- 5 is serious impact, 1 is no impact
- Responses of 4 or 5 combined below

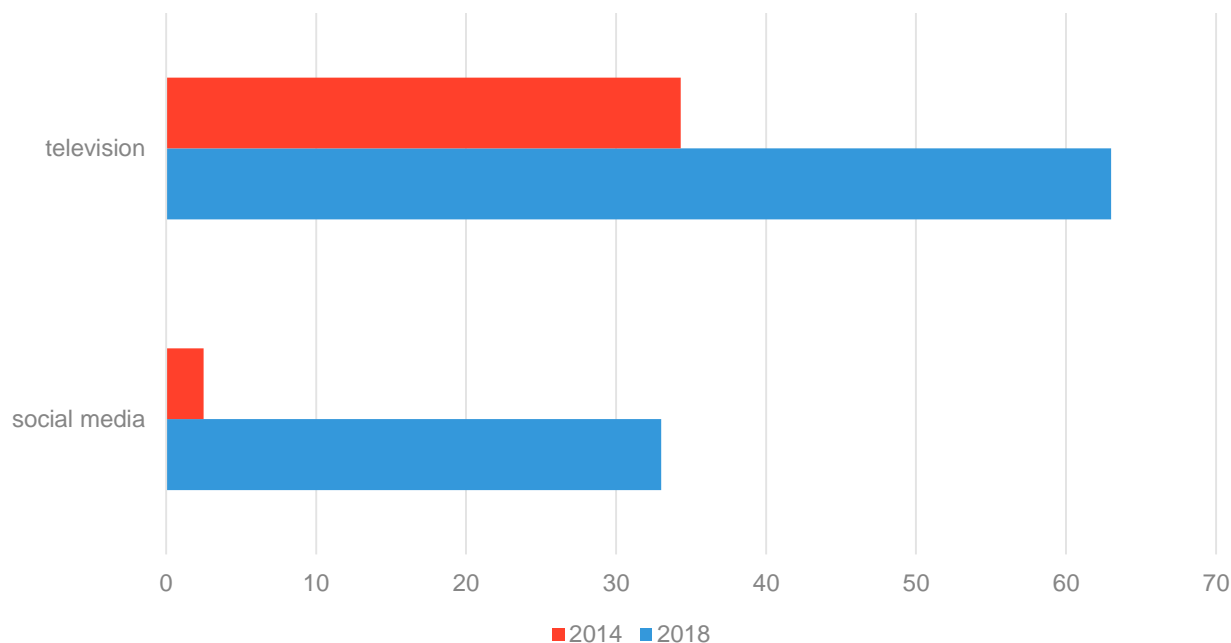


When you are cooking and have leftover oil or grease that you need to dispose of, what do you usually do with it?



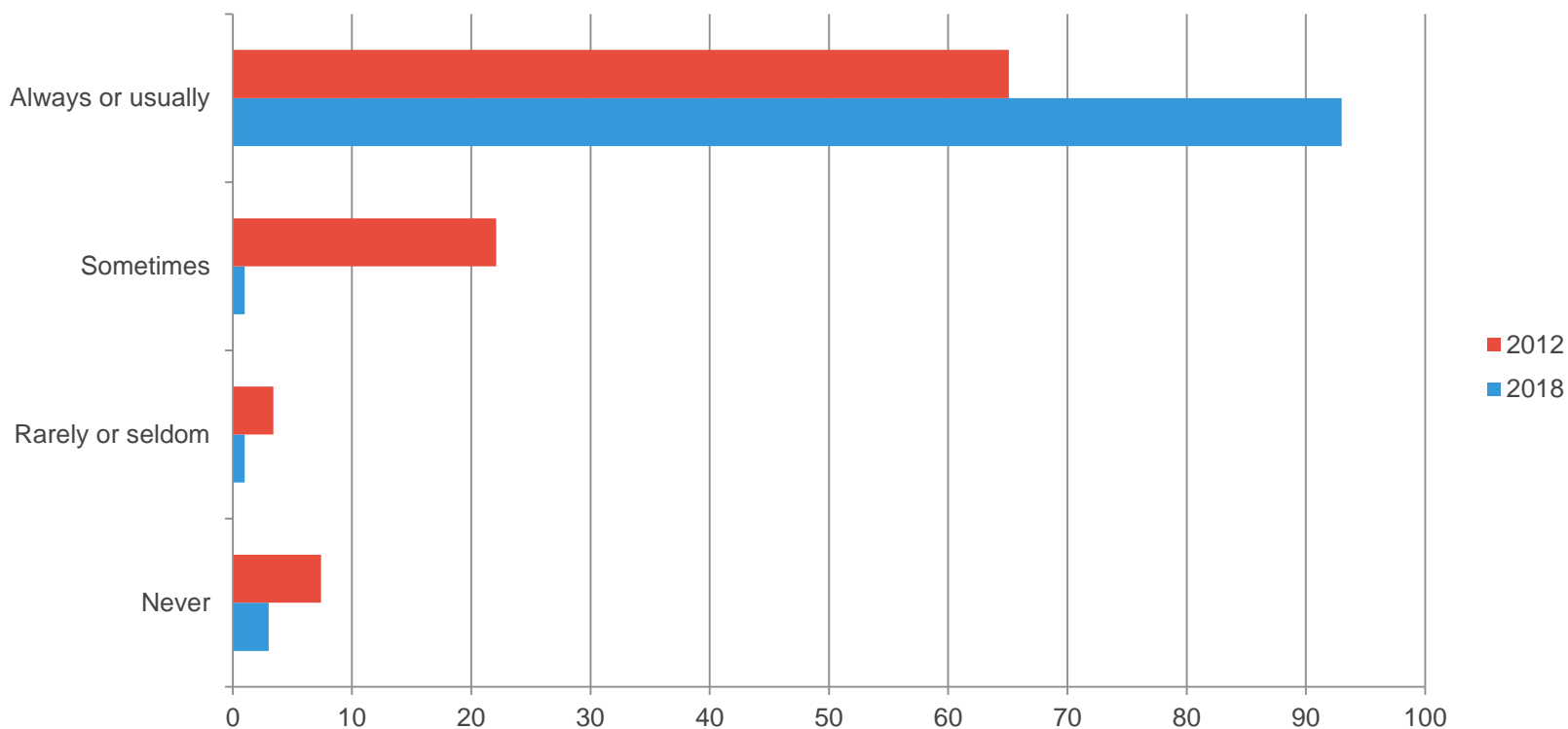
How do residents get information?

- What would be the most effective way to reach you? (2014)
- What sources of information do you use to get local news and information? options: never, rarely, sometimes, frequently (2018)



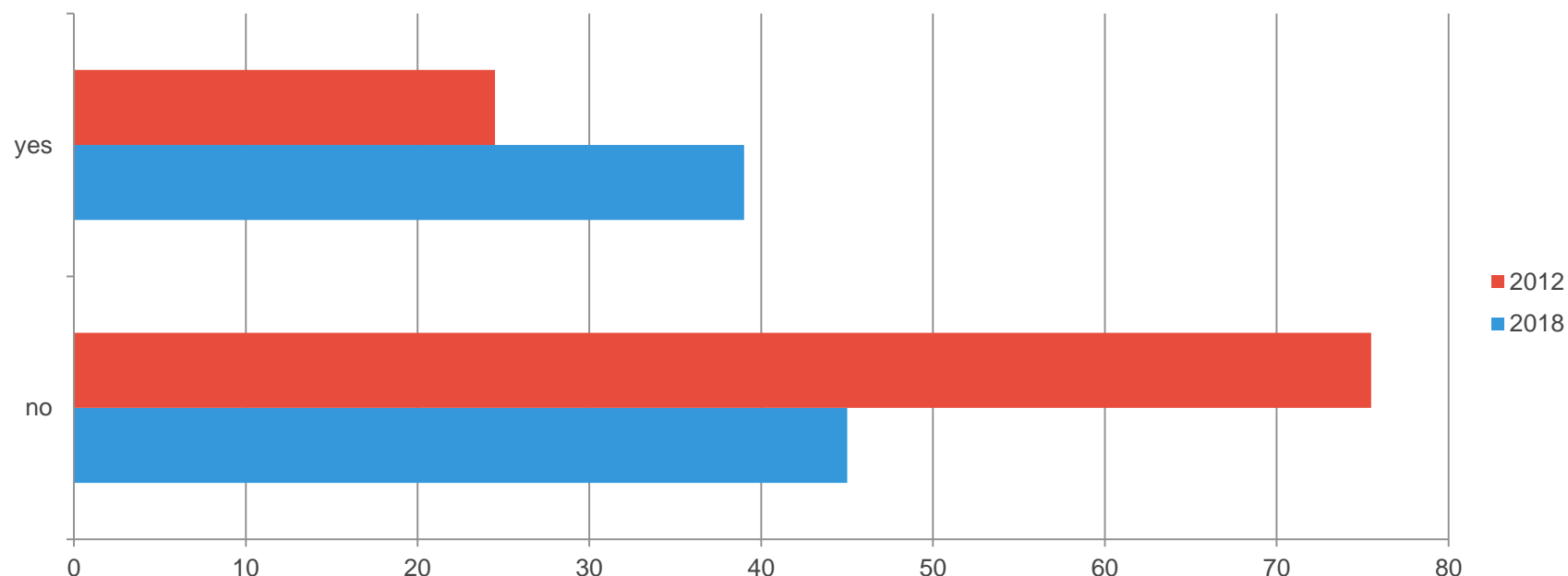
Do you pick up your pet waste?

- 2018 specified “when you are not home, like at a park or on a walk”
- 2012 did not specify where



Do you know what the Water Quality Management Fee pays for?

- 2012 – yes; no and no answer are combined
- 2018 - open-ended question to 62% who said they pay the fee





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Focus Groups



Focus Group Overview

- OpinionWorks, LLC
- Conducted July 9 & 10, 2018
- Topics
 - Lawn care & landscaping professionals
 - Homeowners who care for their own lawns
 - Apartment dwellers who have dogs
 - People who use flushable wipes



Insights: General

- Neighborhood associations were brought up frequently
- Messages need to be simple and straightforward
- People want to know why (why care/why do the action?)
- Sets of ordinances and enforcement practices seem unclear/uneven (lawn care – home & professional)
- Citizens appreciate city efforts to engage them in positive environmental behaviors
- Family, kids, pets, animals motivating



Using the Data



- Look to water quality data, Stormwater Stakeholder Advisory Council and public survey to set outreach/engagement priorities
- As watershed efforts ramp up, pair outreach efforts with those
- Revamp mass marketing campaign – brand, messaging and ad buy strategies
- Consistent messaging at focused times across the outreach/engagement spectrum

Questions?



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