

## **Kentucky Stormwater Survey - 2008**

### **MS4 Phase II Program**

#### **Kentucky Survey Overview**

The Kentucky Environmental Education Council and Kentucky Transportation Cabinet designed a telephone survey as part of the Kentucky Municipal Separate Storm Sewer Systems (MS4) Phase II program. The survey, which measured knowledge, attitudes and behaviors of the general public concerning stormwater pollution issues, was administered by the University of Kentucky Survey Research Center to a random sample of adults in Kentucky MS4 Phase II regulated cities and counties. The results of the survey were analyzed and reported for MS4 Phase II regions of Kentucky and for individual communities in which there were more than 25 survey respondents. The purpose of the survey was to set baselines for MS4 Phase II permittees to use in measuring the progress of their Public Education and Public Participation Minimum Control Measures over the life of the 2008-2013 permit.

#### **Georgetown - Survey Overview**

The stormwater survey was conducted in the City of Georgetown between August 22 - September 30, 2008 to a random sample of 101 adults. The survey response rate was 43.8 %.

#### **City Engineer's Summary of the Survey**

This survey reflects what we had expected and confirms our plan on how we focus our efforts in our program. Almost one-half (47%) of the people still think storm water goes to the waste water treatment plant once it enters the storm sewer. It appears we have been un-effective in the past six years getting the message out with 80% of the people saying they have not seen any information about pollution prevention. 93% of the people say they have not seen a logo or slogan for our community in support of pollution prevention. A overwhelming 98% of the people have not seen our message coming home from school. We are only getting 1% participation in community cleanup and other educational events. Only 24% of our citizens compost. Effective means of advertising our message appears to be TV and the local newspaper.

We need to continue the efforts we outlined in our permit for 2008-2013. We have started developing a logo and slogan to "brand" our program and give it some identity. We need to continue to go into the schools and preach the message.

We need to focus on education and involvement to teach people stormwater is not treated before being released in the stream or groundwater. I'd like to focus effort to partner with TMMK and the college to develop and compost/mulch program for our yard wastes.

Finally, a very important finding of the survey is that a majority of the people are in favor of a storm water user fee and 62% of them are willing to pay \$4 per month for this service. I strongly encourage the City Council is consider a user fee as a sustainable way to fund this program and relieve the general fund from this burden.

<b>Georgetown</b>	
Number of Survey Respondents - 101	
<b>Color Key - Results shown in blue font are multiple part questions.</b>	
<b>Frequency Table</b>	
Q1-On a scale of 1-5, with 1 being NOT AT ALL concerned and 5 being EXTREMELY concerned, how concerned are you about the water quality in your local area?	
	Percent
Not at all concerned	24.8
2	20.8
3	21.8
4	13.9
Extremely concerned	18.8
Total	100.0
SERIOUS threat, please tell me how serious of a threat <u>each of the following materials</u> is to YOUR community's streams, rivers, lakes, or sinkholes:	
<b>Q2A-Sewage from leaky pipes or leaking septic tanks:</b>	
	Percent
No threat	37.0
2	17.0
3	11.0
4	12.0
Very serious threat	23.0
Total	100.0
<b>Q2B-Pesticides and fertilizers:</b>	
	Percent
No threat	22.2
2	18.2
3	22.2
4	19.2
Very serious threat	18.2
Total	100.0
<b>Q2C-Soil from construction sites:</b>	
	Percent
No threat	24.0
2	23.0
3	29.0
4	12.0
Very serious threat	12.0
Total	100.0

<b>Q2D-Pet waste:</b>	
	Percent
No threat	35.7
2	25.5
3	15.3
4	8.2
Very serious threat	15.3
Total	100.0
<b>Q3-On a scale from 1 to 5 where 1 is NO problem and 5 is a SEVERE problem, how much of a problem do you think polluted stormwater is in YOUR community?</b>	
	Percent
No problem	25.3
2	24.2
3	31.3
4	12.1
Severe problem	7.1
Total	100.0
<b>Q4A-C-Do you think it harms water quality to dispose of <a href="#">the following materials</a> into a storm drain?</b>	
<b>Q4A-Motor oil?</b>	
	Percent
NO	7.9
YES	92.1
Don't Know	1.0
Total	100.0
<b>Q4B-Soapy water from washing your car or from a washing machine?</b>	
	Percent
NO	40.0
YES	60.0
Total	100.0
<b>Q4C-Leaves or grass from mowing or raking your yard?</b>	
	Percent
NO	57.0
YES	43.0
Total	0.9
<b>Q5-Water that goes down storm drains is typically treated at a wastewater treatment plant before it is released into the nearest river.</b>	
	Percent
True	47.9
False	52.1
Total	100.0

<b>Q6-During the PAST 12 MONTHS, have you seen, read or heard anything about ways you can personally prevent pollution of water that flows into storm drains, streams, rivers, lakes, or sinkholes?</b>	
	Percent
Yes	19.8
No	80.2
Total	100.0
<b>Q7-Where did you see, read, or hear this information (Q6 above)?</b>	
	Percent of Cases
TV	42.1%
Radio	5.3%
Ccommunity Events	5.3%
Newsletter from a community organization	10.5%
Child-School Material	5.3%
Road Signage-Billboard	5.3%
Local business -i.e. car wash, auto repair shop,	10.5%
City Hall	5.3%
Local newspaper	31.6%
Other	10.5%
Total (Percent figure is greater than 100% because the survey respondents were allowed to give more than one response. The percent figure shown for each response option means that this percentage of respondents gave that response.)	131.6%
<b>Q8A-D: Which <a href="#">of the following means of communication</a> about how you can improve water quality would be useful to you:</b>	
<b>Q8A-TV advertisement or program</b>	
	Percent
NO	20.2
YES	79.8
Total	100.0
<b>Q8B-Newspaper</b>	
	Percent
NO	37.0
YES	63.0
Total	100.0
<b>Q8C-Newsletter</b>	
	Percent
NO	33.7
YES	66.3
Total	100.0

<b>Q8D-Advertisement shown with previews-movies</b>	
	Percent
NO	67.3
YES	32.7
Total	100.0
<b>Q9-Do you know who to contact if you wanted to properly dispose of paint, household chemicals, or motor oil?</b>	
	Percent
Yes	51.0
No	49.0
Total	100.0
<b>Q10-Who would you contact? (Q9 above)</b>	
	Percent of Cases
City government	19.6%
Commercial Waste Disposal	5.9%
County government	3.9%
Garbage collection services	7.8%
Environmental agency	2.0%
Hazardous - waste management	17.6%
Health Department	2.0%
Phone Book	2.0%
Recycling center	19.6%
Retail store	9.8%
Water company	5.9%
Miscellaneous	9.8%
Total (Percent figure is greater than 100% because the survey respondents were allowed to give more than one response. The percent figure shown for each response option means that this percentage of respondents gave that response.)	105.9%
<b>Q11-Have you ever seen a stormwater logo or slogan in your community?</b>	
	Percent
Yes	6.9
No	93.1
Total	100.0
<b>Q12-Do you recall what the stormwater logo or slogan is? (Q11 above)</b>	
	Percent
Statement: Don't pollute	33.3
Statement: Don't dispose of toxic materials	33.3
Miscellaneous	33.3
Total	100.0

<b>Q13-Has your child ever come home after school and told you something they learned about stormwater or stormwater pollution?</b>	
	Percent
Yes	1.9
No	98.1
Total	100.0
<b>Q14A-F Do you typically do <u>any of the following activities</u>, or does the activity not apply to you:</b>	
<b>Q14A-Compost grass clippings, leaves, and/or food waste</b>	
	Percent
NO	75.5
YES	24.5
Total	100.0
<b>Q14B-Dispose of used motor oil, paint cans or household chemicals at a recycling center or city/county clean up event</b>	
	Percent
NO	27.6
YES	72.4
Total	100.0
<b>Q14C-Follow label directions when applying fertilizers and pesticides</b>	
	Percent
NO	7.6
YES	92.4
Total	100.0
<b>Q14D-Pick up dog waste outside</b>	
	Percent
NO	39.3
YES	60.7
Total	100.0
<b>Q14E-Direct downspouts from roof onto lawn, garden, or into a rain barrel</b>	
	Percent
NO	30.1
YES	69.9
Total	100.0

<b>Q14F-Wash your car on paved driveway</b>	
	Percent
NO	48.9
YES	50.0
Total	100.0
<b>Q15A-D Within the past year have you volunteered, or are you currently volunteering for <u>any of the following activities</u>:</b>	
<b>Q15A-Stream monitoring</b>	
	Percent
NO	99.0
YES	1.0
Total	100.0
<b>Q15B-River or lake clean up</b>	
	Percent
NO	98.0
YES	2.0
Total	100.0
<b>Q15C-Storm drain stenciling</b>	
	Percent
NO	99.0
YES	1.0
Total	100.0
<b>Q15D-Stormwater advisory committee</b>	
	Percent
NO	99.0
YES	1.0
Total	100.0
<b>Q16-In your area, water that is flushed down toilets and water that goes down storm drains flow into the same underground pipes.</b>	
	Percent
Agree	51.7
Disagree	48.3
Total	100.0
<b>Q17-Litter and trash that go down the storm drains get filtered out before they are released into streams and rivers.</b>	
	Percent
Agree	35.5
Disagree	64.5
Total	100.0

<b>Q18- Most stormwater pollution comes from a few big polluters.</b>	
	Percent
Agree	38.3
Disagree	61.7
Total	100.0
<b>Q19- Shrubs and trees left along the banks of creeks, streams and lakes protect water quality.</b>	
	Percent
Agree	61.3
Disagree	38.7
Total	100.0
<b>Q20-I'm not sure what I personally can do to prevent pollution from going down storm drains.</b>	
	Percent
Agree	62.6
Disagree	37.4
Total	100.0
<b>Q21-Would you be willing to pay a small monthly fee to help solve stormwater pollution problems in your community?</b>	
	Percent
Yes	54.1
No	45.9
Total	100.0
<b>Q22-About how much would you be willing to pay per month?</b>	
	Percent
\$1.00 - \$2.00	38.3
\$3.00 - \$4.00	14.9
\$5.00 - \$6.00	29.8
\$7.00 - \$8.00	0.0
\$9.00 - \$10	8.5
More than \$10	8.5
Total	100.0



<b>END OF SURVEY QUESTIONS</b>	
<b>RESPONDENT UNDERSTANDING OF SURVEY QUESTIONS</b>	
	Percent
Excellent	60.4
Good	37.6
Fair	2.0
Total	100.0
<b>DEMOGRAPHIC INFORMATION</b>	
<b>RESPONDENT GENDER</b>	
	Percent
Male	45.5
Female	54.5
Total	100.0
<b>COMMUNITY SIZE</b>	
	Percent
Rural area-farm	2.0
Rural area-nonfarm	6.1
Small town	77.8
Suburb	14.1
Total	100.0
<b>YEAR BORN</b>	
	Percent
1920	1.0
1924	1.0
1931	1.0
1933	2.1
1934	1.0
1935	1.0
1937	1.0
1938	1.0
1939	1.0
1940	2.1
1941	1.0
1942	2.1
1943	2.1
1944	1.0
1945	3.1
1946	3.1
1947	1.0
1948	2.1
1949	1.0
1950	3.1
1951	1.0
1952	2.1
1953	4.1

1954	1.0
1955	2.1
1957	1.0
1958	3.1
1959	3.1
1960	1.0
1961	4.1
1964	1.0
1965	2.1
1966	3.1
1967	1.0
1968	2.1
1969	3.1
1970	3.1
1971	3.1
1972	3.1
1973	5.2
1974	2.1
1975	3.1
1976	3.1
1977	3.1
1978	1.0
1979	1.0
1980	2.1
1981	1.0
1983	1.0
1989	1.0
Total	100.0
<b>NUMBER IN HOUSEHOLD</b>	
	Percent
1	17.0
2	42.0
3	12.0
4	19.0
5	8.0
23	1.0
44	1.0
Total	100.0
<b>CHILDREN UNDER 18 IN HOUSEHOLD</b>	
	Percent
NONE	54.2
1	15.7
2	22.9
3	7.2
Total	100.0

<b>RACIAL, ETHNIC BACKGROUND</b>	
	Percent
White	91.8
African American	5.1
Hispanic	1.0
Some other race	2.0
Total	100.0
<b>LAST GRADE IN SCHOOL COMPLETED</b>	
	Percent
Some high school	8.1
Graduated high school	31.3
GED	1.0
1 or 2 years college, no degree	18.2
Graduated junior or community college	4.0
Vocational-technical degree	3.0
3 or 4 years of college, no degree	3.0
Bachelors degree	16.2
Some graduate school work	1.0
Graduate degree ex: MA, MS, Ph.D., JD	14.1
Total	100.0
<b>TOTAL HOUSEHOLD INCOME 2007</b>	
	Percent
Under \$5,000	1.5
\$7,500-\$10,000	2.9
\$15,000-\$20,000	1.5
\$20-\$25,000	5.9
\$25-\$30,000	4.4
\$30-\$40,000	8.8
\$40-\$50,000	14.7
\$50-\$70,000	10.3
\$70-\$90,000	20.6
\$90-\$120,000	16.2
Over \$120,000	13.2
Total	100.0