



## EXECUTIVE SUMMARY 2008 Stormwater Survey Results

As part of the City's Stormwater Management Plan, a bi-annual survey is sent to a random selection of utility bill users and as an incentive to complete the survey, a \$25 gift certificate is awarded to 5 randomly drawn responders.

The overall response rate statistics is presented below. In 2008, increased the number of survey recipients by 373 but the response rate dropped by 7.7% from 2006. The recipient group included: citizens, and staff from Public Works, W&S Water Resource Division, Stormwater Board and W&S Pollution Control Facility.

	<b>2008</b>	<b>2006</b>
Citizen Response Rate	23.1%	32.3%
City Staff & Board Response Rate	39.4%	-
UNC Facility Staff Response Rate	15.3%	-
<b>Overall Response Rate</b>	<b>24.6%</b>	<b>32.3%</b>
Expected Response Rate	20%	20%

The survey can be broken down into three areas: Basic Knowledge, Perception & Understanding, and Knowledge & Understanding of the Stormwater Management Program.

<b>BASIC KNOWLEDGE</b>		
Q4	Material entering City of Greeley's storm drain inlets end up in the river.	Over 55% acknowledge this fact. This was an improvement of 15.4%  About 30% still believe it all goes to the sanitary sewer system
Q5	Waste water (sanitary sewer) and stormwater flow thru different pipe systems.	Over 83% of respondents knew this and this was an improvement of 4.7%.
Q6	Storm drain inlets do not remove pollutants.	Over 90% in each survey year knew this to be true.
Q13.	Knowing what are considered illicit discharges.	Over 83% understand all the materials that are considered an illicit discharge to the storm drainage system.
Q14.	Knowing the activities that are detrimental to water quality.	Over 67% of respondents know what is detrimental to water quality.

<b>PERCEPTION &amp; UNDERSTANDING</b>		
Q19.	The City does a good job of managing stormwater including flood control and improving water quality.	In 2006, 60% said yes and 35% skipped the question.  In 2008, 59.7% still said yes, while only 6 % skipped the question and 32% said needs some work.
Q24	What is the impact of urban stormwater runoff on water quality within our waterways?	In 2006, 52% responded High – Moderate Impact And another 43% didn't know.  In 2008, 71% responded High –Moderate Impact and only 23% didn't know.
Q27	Is stormwater management and important issue to you?	In 2006, 82% responded YES.  In 2008, 78.8% responded YES.

<b>KNOWLEDGE &amp; AWARENESS OF STORMWATER MANAGEMENT PROGRAM</b>		
Q12	Would you consider altering some of your daily activities to improve water quality if provided the information or equipment to do so?	In 2006, 86% responded YES.  In 2008, 93.8% responded YES.
Q15	How Knowledgeable are you concerning current stormwater regulations?	In 2006, 60% not very and 39% somewhat knowledgeable.  In 2008, 42% not very and 50% somewhat knowledgeable, while 4% responded they didn't know about the regulations.
Q16	Would you like to learn more about current stormwater regulations that the City is required to comply with?	In 2006, 72% responded YES.  In 2008, 78% responded YES.
Q18	How familiar are you with the components of the City's stormwater discharge permit?	In 2006, 96% were not familiar with components of discharge permit.  In 2008, 63% didn't know the City's Discharge Permit existed.
Q20	Have you visited the City's Stormwater website?	In 2006, 96% responded NO.  In 2008, 80% responded NO.

<b>KNOWLEDGE &amp; AWARENESS OF STORMWATER MANAGEMENT PROGRAM</b>		
Q23	The City Stormwater Utility fee that is charged to homes and businesses is a good value for the service it provides.	In 2006, 83% did not know what the utility fee was used for, while 17% agreed it was a good value.  In 2008, the percentage dropped to 45% that did not know what the fee was used, while 41% agreed it was a good value.
Q25	What is/are the most effective way for the City of Greeley to inform you about stormwater issues? (Select all that apply)	In 2006, the best way to reach citizens was: local newspaper, brochures and public radio.  In 2008, the way to reach citizens is: utility bill inserts, local newspaper, and brochures.
Q26	There was a listing of 10 stormwater programs and the question was which ones are you aware of.	In 2006, the top four where: Street Sweeping, Adopt-A-Street, Stormwater Ordinance, and Drainage Maintenance.

		In 2008, the top four were Street Sweeping, Adopt-A-Street, Detention Pond Inspection Program and Stormwater Ordinance. There was a percentage (on average at least 4%) that was aware of all 10 stormwater programs.
Q28	The amount of information you receive about stormwater in Greeley is:	In 2006, 71% responded – Not Enough, with 24% responding Just Right.  In 2008, 53% responded – Not Enough, with 13% responding –Way to Little and other 29% responding –Just Right.
Q 29	Do you know who H2O Jo & Flo are?  (These mascots have been on all printed materials since 2005 and were developed as part of a water quality communications campaign)	In 2006, 93% responded – No, they did not know.  In 2008, 71% responded – No, they did not know.
Q30	H2O Jo & Flo's Message is: " Keep It Clean, cause we're all downstream"	In 2006, 72% responded that they didn't know what the message was and only 13% knew the message.  In 2008, 43% responded that they didn't know what the message was, while 38% now know what the message is.

**Lessons Learned from Survey:**

1. The educational outreach the stormwater division has conducted to-date has increased the general understanding that stormwater is not treated and that it goes directly to the river and stormwater is separate from the sanitary sewer infrastructure.
2. The educational outreach the stormwater division has conducted to-date has increased the general understanding of the materials that are considered illicit discharges and are detrimental to water quality.
3. The stormwater web site is not visited by citizens.
4. Citizens still do not have a good idea of what the Stormwater Utility fee is used for.
5. Citizens do not know all of the programs that are included under the Stormwater Management Program.
6. The water quality communications mascot and message has not been as widely recognized as anticipated.