

2010
BI-ANNUAL SURVEY
EXECUTIVE SUMMARY

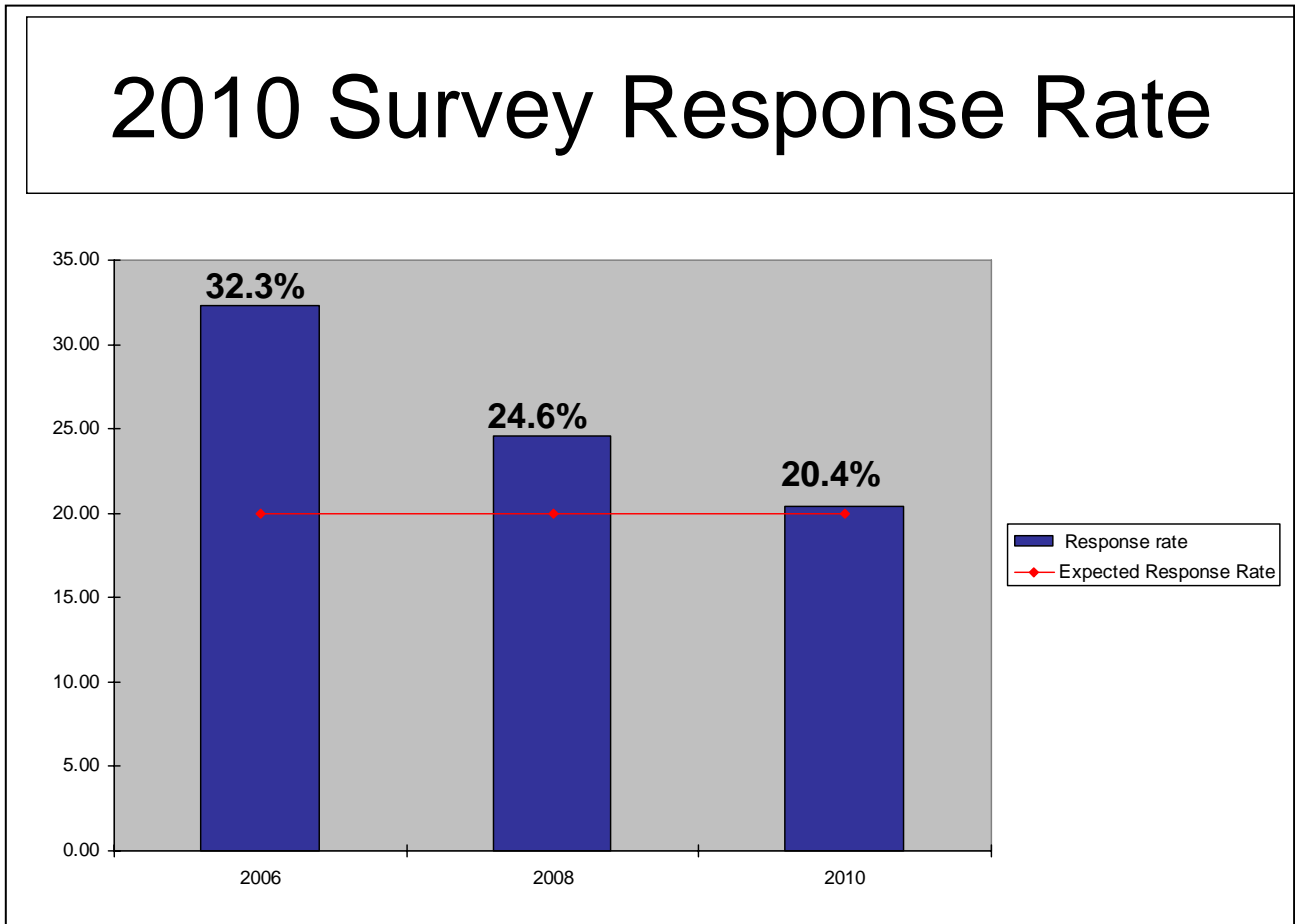
As part of the City’s Stormwater Management Plan, a bi-annual survey is sent to a random selection of utility bill users and as an incentive to complete the survey, a \$25 gift certificate is awarded to 5 randomly drawn responders.

The overall response rate statistics is presented below. In 2010, to increase the exposure to the survey, and considering budget constraints a link to the survey was added to all utility bills for the month of August, increased the random mainlining to ~ 1250 and also sent an email users link to the survey to city employees from Public Works and Water & Sewer Departments and personnel at UNC.

The 2010 survey/questionnaire was also reduced in number of questions based on feedback from the stormwater board after review of the 2008 survey results.

	2010	2008	2006
Citizen Response Rate - mailing	18.4%	23.1%	32.3%
Citizen Response Rate – utility bill notice		NA	NA
City Response Rate	25.4%	39.4%	NA
UNC Facility Staff Response Rate	*	15.3%	NA
Overall Response Rate	20.4%	24.6%	32.3%
Expected Response Rate	20%	20%	20%

* Included with City response rate.



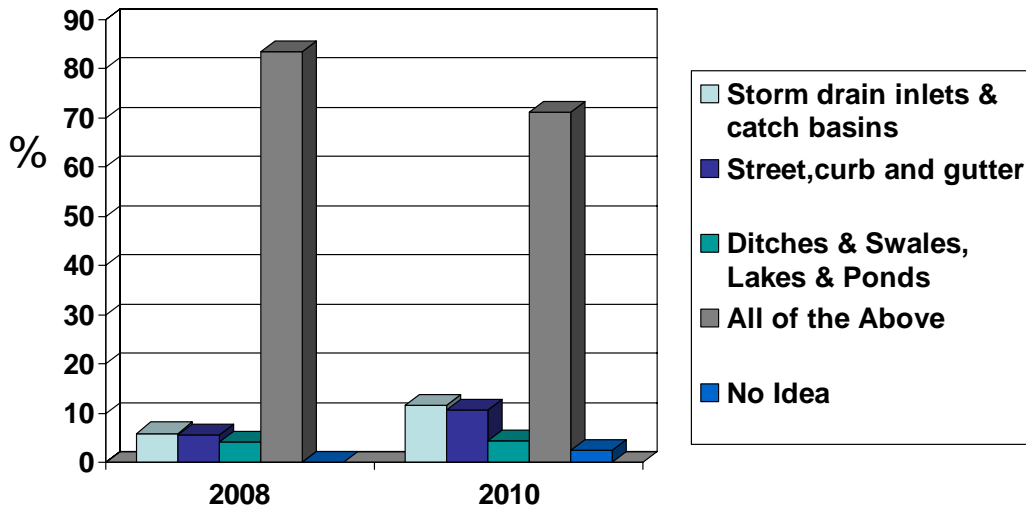
The survey can be broken down into three areas: Basic Knowledge, Perception & Understanding, and Knowledge & Understanding of the Stormwater Management Program.

BASIC KNOWLEDGE		
Q3	Storm drainage system components.	71.1% of respondents knew that the storm drainage system consisted of: inlets, catch basins, manholes, streets, curbs & gutter, ditches, swales, lakes and ponds. (Positive)
Q4	Material entering City of Greeley’s storm drain inlets end up in the river.	68.5% of respondents knew that storm water goes untreated to rivers. There has a steady increase of this fact over the last 3 surveys. (Positive)
Q5	Waste water (sanitary sewer) and stormwater flow thru different pipe systems.	80% of respondents know that stormwater and sanitary sewer systems are 2 (two) different and separate systems. This level has remained consistent over the last 3 surveys. (Positive)
Q6	Storm drain inlets do not remove pollutants.	88% of respondents know that storm drains do not remove pollutants. This also has remained rather consistent over the last 3 years, hovering around the 90% range. (Positive) <i>Storm drains are not designed to remove pollutants. Most drains are designed for the sole purpose of removing runoff from sites as quickly as possible in order to reduce localized flooding. Storm drains or catch basins may catch the larger floatable trash and debris like leaves, branches, bottles, etc.</i>
Q8	Knowing the acceptable discharges to stormwater.	40.7% of respondents were able to recognize that all the listed discharges were an acceptable discharge to the storm system. 15% of respondents said that none of the listed activities were allowed and another 5.6% had no idea. (Area to focus on more) <i>All of the discharges listed are allowable by the Colorado Department of Public Health & Environment and the City of Greeley Municipal Code section 14.16 titled “Illicit Discharges”.</i>

Q14	Knowing what activities are NOT illicit discharges to city’s stormwater drainage system	<p>Overall, 37.8% responded that “dechlorinated” water from swimming pools, spas and hot tubs is not considered an illegal discharge. (Area to focus on more in conjunction with Q8.)</p> <p><i>Water from swimming pools, spas and hot tubs is <u>not considered</u> an illicit discharge by the City of Greeley as long as the water has been <u>adequately dechlorinated prior to being discharged into the storm drain system.</u></i></p> <p><i>Filter backwash is not an allowable discharge to the storm drainage system.</i></p> <p><i>This question was reworded for this survey, to identify what was NOT an illicit discharge.</i></p>
Q15.	Knowing the activities that are NOT detrimental to water quality.	<p>Overall, 69.1% responded that “NONE” of the activities listed would “NOT” be detrimental to water quality. (Area to focus on, related to Q8 & Q14.)</p> <p><i>All of the activities listed are detrimental to water quality and most are considered to be illegal dumping and there-for a violation of Code 14.16.170</i></p> <p><i>This question was also reworded from what is to what is not detrimental to water quality.</i></p>

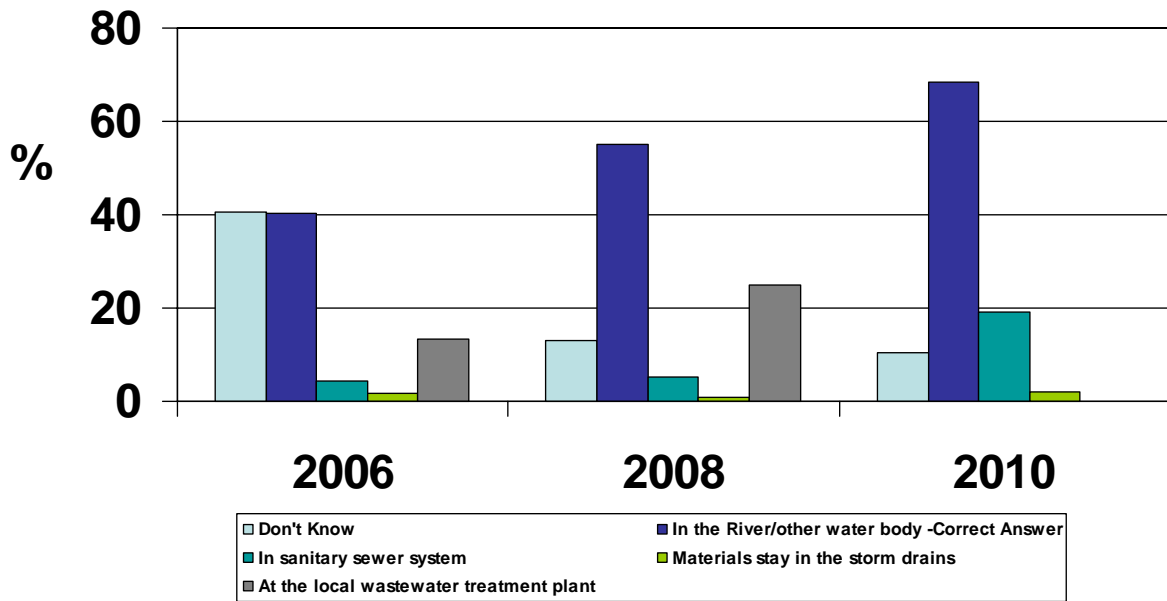
Charts for these questions are provided below.

3. Which of the following is part of the storm drain system? (Select all that apply)



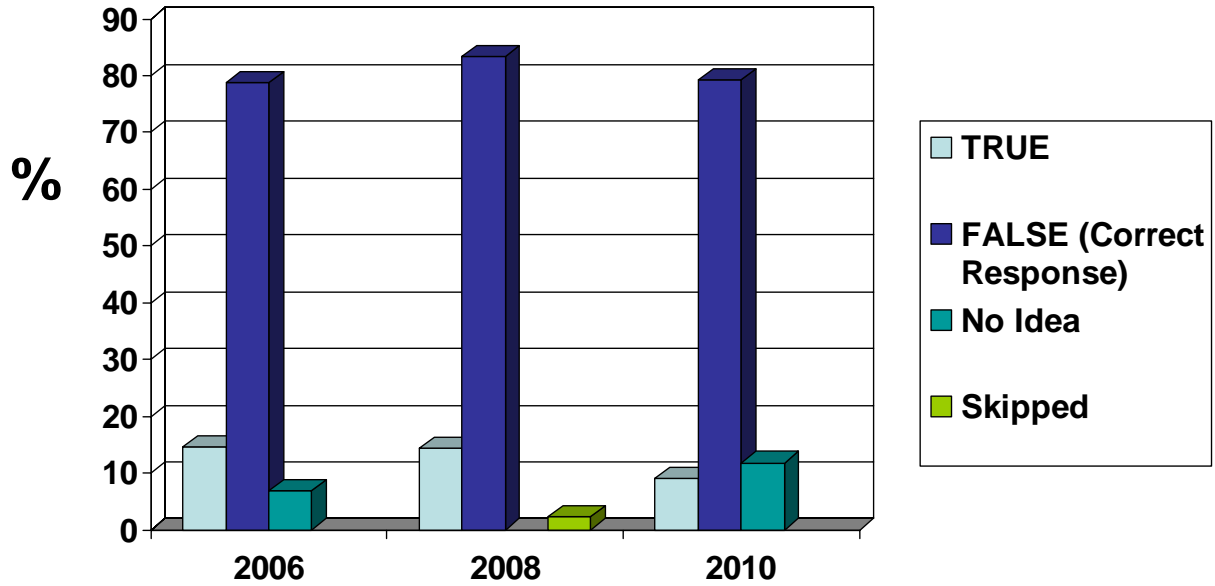
Correct Response – All of the Above

4. Where does the material entering the City of Greeley's storm drain inlets end up?



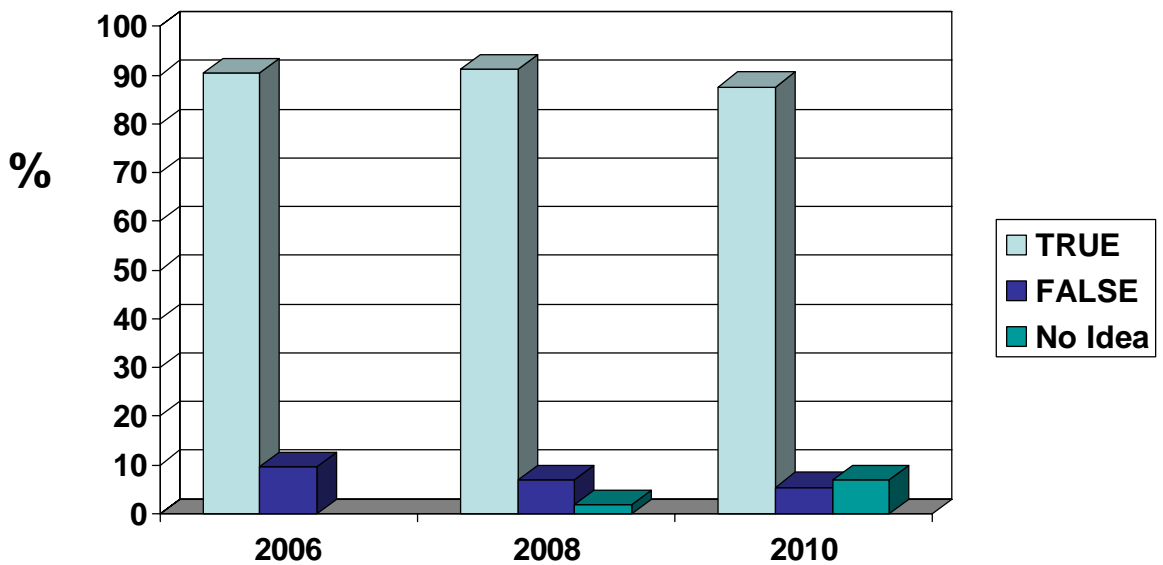
Correct Response – In the river/Other Water Body

5. Waste water and stormwater systems flow through the same system of pipes.



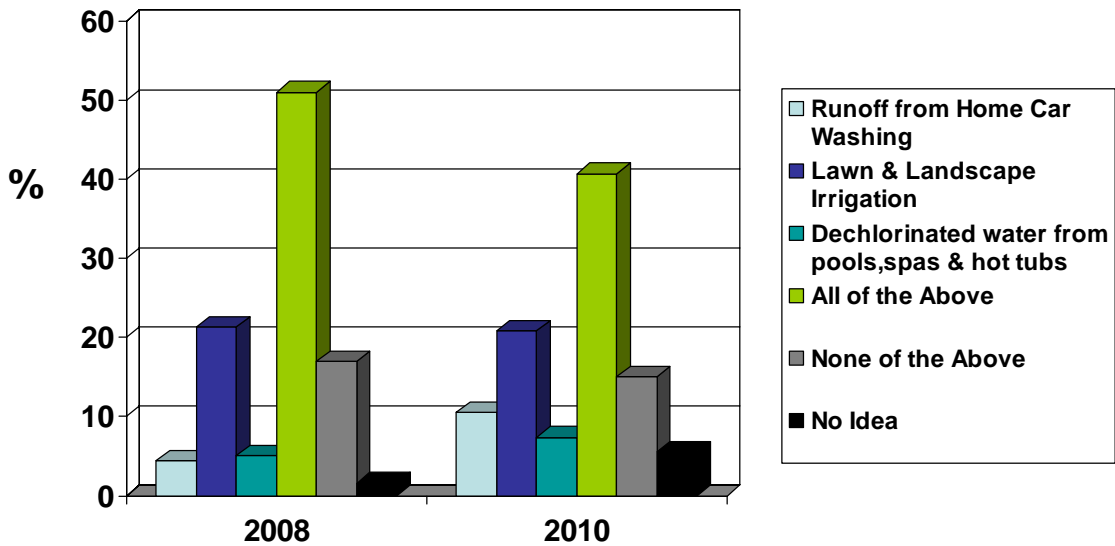
Correct Response - FALSE

6. Storm drain inlets do not remove pollutants.



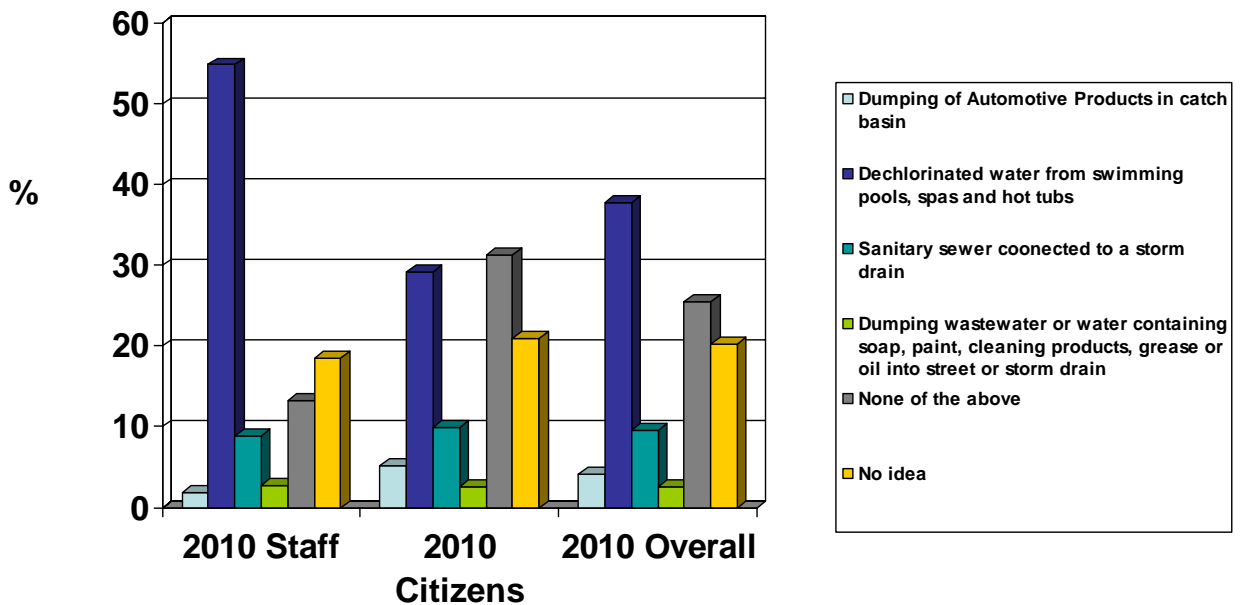
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Correct Response - TRUE

8. Besides rain and snow melt, which of the following is considered an acceptable discharge to a storm drain.
(Check all that apply)



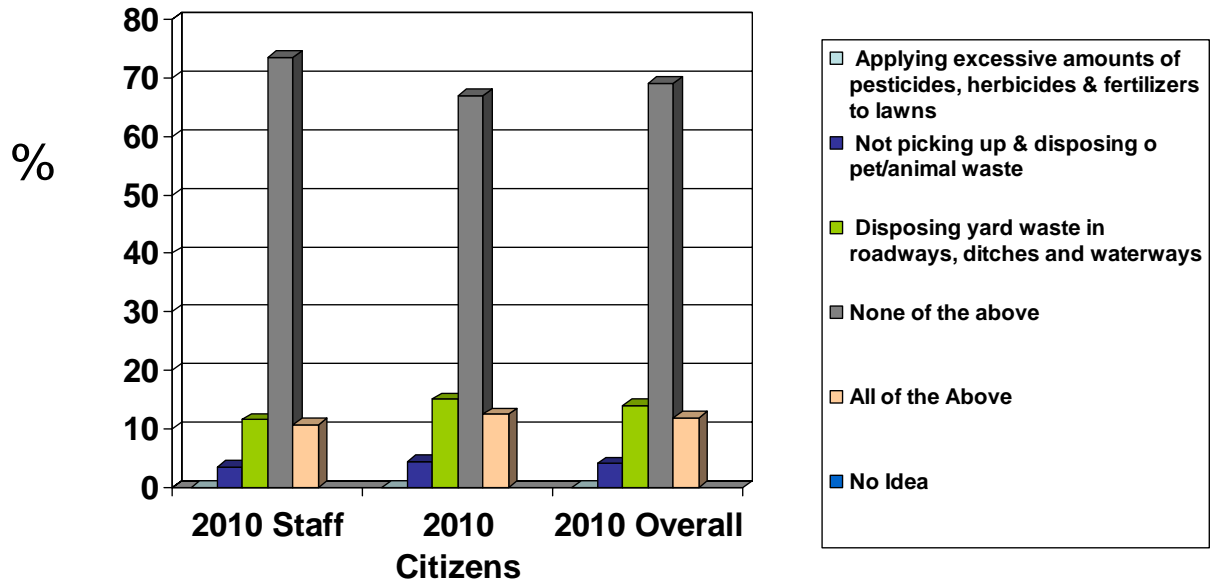
Correct Response – All of the Above

14. Which of the following IS NOT an illicit discharge to City's stormwater drainage system?



Correct Answer – Dechlorinated Swimming Pool Water

15. Which of the following activities IS NOT detrimental to water quality?



Correct Response – None of the Above

PERCEPTION & UNDERSTANDING

Q13. 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.

In 2010, 44.8% said yes, while 3.5% said no and 29.5% said needs more work and 22.2% said they had no idea.

(Area to focus on, getting more information out to the citizens)

KNOWLEDGE & AWARENESS OF STORMWATER MANAGEMENT PROGRAM

Q11	The amount of information you receive about stormwater in Greeley is:	<p>In 2006, 71% responded – Not Enough, with 24% responding Just Right.</p> <p>In 2008, 53% responded – Not Enough, with 13% responding –Way to Little and other 29% responding – Just Right.</p>
Q 16	<p>Would you like to learn more about stormwater?</p> <p>16a) What would you like to learn more about?</p>	<p>In 2006, 72% responded YES.</p> <p>In 2008, 78.4% responded YES.</p> <p>In 2010, 53.8 responded YES.</p> <p>Of the 53.8% (186) that responded YES, only 41.9% (78) provide an answer.</p> <p>Topics generally covered the following:</p> <ul style="list-style-type: none"> • Answers to survey • General information on stormwater • Information on actual system & lay out • Flow destination • Quality of water • Impact people have on stormwater pollution • What is the city doing to improve water quality? • Utility fees and how money is spent • A complete list of topics and/or questions and responses can be found at http://www.greeleygov.com/stormwater/swsurvey.aspx <p>(Will refer to this list when preparing outreach materials)</p>
Q 18	<p>Do you know who H2O Jo & Flo are?</p> <p>(These mascots have been on all printed materials since 2005 and were developed as part of a water quality communications campaign)</p>	<p>In 2006, 93% responded – No, they did not know.</p> <p>In 2008, 71% responded – No, they did not know.</p> <p>In 2010, 78.6% responded – No, they did not know.</p> <p>(Opportunity to switch to the signage route for adults and keep the mascots for the kids.)</p>

Q19	H2O Jo & Flo's Message is: " Keep It Clean, cause we're all downstream"	<p>In 2006, 72% responded that they didn't know what the message was and only 13% knew the message.</p> <p>In 2008, 43% responded that they didn't know what the message was, while 38% now know what the message is.</p> <p>In 2010, 59.5% responded that they didn't know what the message was, while 30.9% know what the message is.</p>
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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. Opportunity to refine the outreach and really make the connection between questions 8, 14, and 15 concerning activities that are illegal discharges and are detrimental to water quality.
3. Citizens still do not have a good idea of what the Stormwater Utility fee is used for.
4. The water quality communications mascot and message has not been as widely recognized as anticipated.