

2024 MAMSWaP Online Survey Results Summary

This survey is the online version of the 2024 MAMSWaP mail survey. The purpose of administering two surveys (mail vs. online) is to evaluate the differences between the online and mailed survey results to help determine whether to conduct a full mailed survey in the future.

The mailed survey was distributed to residents using random sample survey techniques, while the online survey was shared via MAMSWaP and Dane County's social media and email lists. It was also shared with MAMSWaP municipal partners and local environmental groups for further distribution to their members. The main advantage of the mailed survey is that it was based on random sampling, making it broadly representative of Dane County residents. However, it was significantly more expensive than the online survey to distribute and collect responses. Thus, MAMSWaP team was interested in exploring how the data from these two survey methods would compare.

The main limitations of the online survey include:

- **Lack of generalizability** because it was not a random sample survey, and
- An **overrepresentation** of individuals with a higher level of knowledge about the survey topic.

The online survey received a total of **230** responses; however, not every respondent answered every question. In the results summary tables on the following pages:

- **Count** represents the number of responses to a specific response item (e.g., "Yes" and "No").
- **Proportion** represents the percentage of respondents who answered that specific response item (proportion = count/total number of respondents who answered the question).

The results of the online survey and the mailed survey are compared side-by-side.

The **Difference** refers to the gap between the online proportion and the mail proportion (difference = online proportion – mail proportion). If the difference exceeds 10 percent, a brief explanation is provided below the table.

Your Perceptions of Local Water Resources:

| Q1 – Do you live in a watershed? | | | | | |
|----------------------------------|--------|------------|-------|------------|--|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online Proportion – Mail Proportion</i> |
| Yes | 168 | 84% | 210 | 61% | 23% |
| No | 13 | 6% | 47 | 14% | –8% |
| Don't know | 20 | 10% | 89 | 26% | –16% |
| Total | 201 | | 346 | | |

- Those who completed the online survey were **more likely** to answer **Yes** to this question. **Yes** was the correct answer to this question which demonstrates more knowledge of what a watershed is and potentially water-related issues.

| Q2 - In general, how would you rate the water quality of the lakes, rivers, and streams located in Dane County? | | | | | |
|---|--------|------------|-------|------------|--|
| Field: Lakes | | | | | |
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online Proportion – Mail Proportion</i> |
| Very Poor | 13 | 7% | 34 | 10% | -3% |
| Poor | 107 | 55% | 158 | 45% | 10% |
| Good | 66 | 34% | 128 | 36% | -2% |
| Very Good | 5 | 3% | 16 | 5% | -2% |
| Don't Know | 3 | 2% | 19 | 5% | -3% |
| Total | 194 | | 355 | | |

- Those who completed the online survey were **more likely** to rate the quality of lakes in Dane County as **Poor**.

Q2 - In general, how would you rate the water quality of the lakes, rivers, and streams located in Dane County?

Field: **Rivers and Streams**

| | Online | | Mail | | Difference |
|--------------|--------|------------|-------|------------|--|
| | Count | Proportion | Count | Proportion | <i>Online Proportion – Mail Proportion</i> |
| Very Poor | 7 | 4% | 15 | 4% | 0% |
| Poor | 70 | 36% | 97 | 27% | 9% |
| Good | 94 | 49 % | 166 | 47% | 2% |
| Very Good | 9 | 5% | 34 | 10% | -5% |
| Don't Know | 13 | 7% | 42 | 12% | -5% |
| Total | 193 | | 354 | | |

Q3 - Once stormwater runoff enters a storm drain in your neighborhood, where does it go? (Please select all that apply)

| <i>(some responses might have more than 1 answer)</i> | Online | | Mail | | Difference |
|---|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| I'm not sure | 19 | 10% | 75 | 21% | -14% |
| Creek, stream, river, or lake | 157 | 81% | 212 | 59% | -3% |
| Municipal sewage treatment system | 22 | 11% | 58 | 16% | -8% |
| Holding pond | 44 | 23% | 63 | 18% | -2% |
| Field or infiltration basin | 35 | 18% | 36 | 10% | 2% |
| Other (specify) | 4 | 2% | 8 | 2% | -1% |
| Total | 194 | | 359 | | |

- Those who completed the online survey were **less likely** to select an incorrect answer, which were "I'm not sure" and "Municipal sewage treatment system."

The **online survey** answers for “**Other (specify)**” were:

- “My neighborhood does not have storm drains”
- “You promised that there are no right or wrong answers!”
- “I live on rural land and don't have these”
- “I don't have storm drains in my neighborhood”

The **mailed survey** answers for “**Other (specify)**” were:

- “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? (Short Answer) | | | |
|--|----------------|--------------|---------------|
| Themes <i>(some responses might have more than 1 theme)</i> | Online (n=166) | Mail (n=272) | Difference |
| | Proportion | Proportion | Online – Mail |
| Water pollution | 57% | 56% | 1% |
| Algae blooms | 20% | 22% | -2% |
| Flooding | 19% | 14% | 5% |
| Ecosystem and wildlife | 15% | 17% | -2% |
| Recreational impact | 13% | 10% | 3% |
| Economic impact | 4% | 3% | 1% |
| Lack of awareness or knowledge | 2% | 6% | -4% |

Actions, Concerns, and Efforts:

| Q5 - 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? | | | | | |
|--|--------|------------|-------|------------|----------------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| I am not aware of any current efforts | 16 | 9% | 45 | 13% | -4% |
| I think activities are taking place, but I don't know very much about them | 41 | 22% | 161 | 46% | -24% |
| I am somewhat familiar with current efforts | 96 | 52% | 134 | 38% | 14% |
| I am very knowledgeable about current efforts | 32 | 17% | 12 | 3% | 14% |
| Total | 185 | | 352 | | |

- Those who completed the online survey were **less likely** to think **activities are taking place, but don't know very much about them.**
- Those who completed the online survey were **more likely** to be **somewhat familiar with current efforts.**
- Those who completed the online survey were **more likely** to be **very knowledgeable about current efforts.**

| Q6 - 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. | | | | | |
|---|--------|------------|-------|------------|---------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| I support these efforts and would like us to be doing more, even if that costs more | 150 | 82% | 229 | 66% | 16% |
| I support these efforts at the current expenditure level | 28 | 15% | 111 | 32% | -17% |
| I would like my community to spend less on these efforts | 2 | 1% | 7 | 2% | -1% |
| I would like my community to stop investing in these efforts | 2 | 1% | 1 | 0.3% | 1% |

| | | | | | |
|--------------|-----|--|-----|--|--|
| Total | 182 | | 348 | | |
|--------------|-----|--|-----|--|--|

- Those who completed the online survey were **more likely to support these efforts and would like us to be doing more, even if that costs more.**
- Those who completed the online survey were **less likely to support these efforts at the current expenditure level.**

Perceived Effectiveness of Efforts

| Q7 - 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? Field: Street sweeping | | | | | |
|--|---------------|------------|-------------|------------|----------------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not effective | 4 | 2% | 8 | 2% | 0% |
| Somewhat effective | 53 | 30% | 114 | 32% | -2% |
| Effective | 63 | 35% | 132 | 37% | -2% |
| Very effective | 47 | 26% | 66 | 19% | 7% |
| I don't know | 11 | 6% | 33 | 9% | |
| Total | 178 | | 353 | | |

| Q7 - 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? Field: Installing rain gardens | | | | | |
|--|---------------|------------|-------------|------------|----------------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not effective | 4 | 2% | 15 | 4% | -2% |
| Somewhat effective | 37 | 21% | 68 | 19% | 2% |
| Effective | 79 | 44% | 135 | 39% | 5% |
| Very effective | 55 | 31% | 94 | 27% | 4% |
| I don't know | 4 | 2% | 38 | 11% | -9% |
| Total | 179 | | 350 | | |

Q7 - 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?

Field: **Removing street leaves before it rains**

| | Online | | Mail | | Difference |
|--------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not effective | 6 | 3% | 9 | 3% | 0% |
| Somewhat effective | 19 | 11% | 64 | 18% | -7% |
| Effective | 67 | 38% | 137 | 39% | -1% |
| Very effective | 80 | 45% | 115 | 33% | 12% |
| I don't know | 6 | 3% | 25 | 7% | -4% |
| Total | 178 | | 350 | | |

- Those who completed the online survey were **more likely** to think that removing street leaves before it rains is **very effective**.

Q7 - 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?

Field: **Developing infiltration facilities where stormwater can soak into the ground**

| | Online | | Mail | | Difference |
|--------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not effective | 2 | 1% | 4 | 1% | 0% |
| Somewhat effective | 8 | 4% | 23 | 7% | -3% |
| Effective | 46 | 26% | 138 | 39% | -13% |
| Very effective | 105 | 59% | 134 | 38% | 21% |
| I don't know | 17 | 10% | 51 | 15% | -5% |
| Total | 178 | | 350 | | |

- Those who completed the online survey were **less likely** to think that developing infiltration facilities where stormwater can soak into the ground is **effective**.
- Those who completed the online survey were **more likely** to think that developing infiltration facilities where stormwater can soak into the ground is **very effective**.

Q7 - 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?

Field: **Enforcing erosion & stormwater ordinances**

| | Online | | Mail | | Difference |
|--------------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not effective | 1 | 1% | 8 | 2% | -1% |
| Somewhat effective | 18 | 10% | 36 | 10% | 0% |
| Effective | 60 | 34% | 140 | 40% | -6% |
| Very effective | 81 | 45% | 126 | 36% | 9% |
| I don't know | 19 | 11% | 42 | 12% | -1% |
| Total | 179 | | 352 | | |

- Those who completed the online survey were **more likely** to think that enforcing erosion & stormwater ordinances is **very effective**.

Q7 - 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?

Field: **Restoring wetlands**

| | Online | | Mail | | Difference |
|--------------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not effective | 2 | 1% | 3 | 1% | 0% |
| Somewhat effective | 7 | 4% | 17 | 5% | -1% |
| Effective | 28 | 16% | 78 | 22% | -8% |
| Very effective | 136 | 76% | 233 | 66% | 10% |
| I don't know | 6 | 3% | 21 | 6% | -3% |
| Total | 179 | | 352 | | |

- Those who completed the online survey were **more likely** to think that restoring wetlands is **very effective**.

Q7 - 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?

Field: **Public education on practices to reduce the amount and/or improve the quality of stormwater runoff**

| | Online | | Mail | | Difference |
|--------------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not effective | 3 | 2% | 11 | 3% | -1% |
| Somewhat effective | 43 | 24% | 109 | 31% | -7% |
| Effective | 64 | 36% | 126 | 36% | 0% |
| Very effective | 64 | 36% | 92 | 26% | 10% |
| I don't know | 5 | 3% | 14 | 4% | -1% |
| Total | 179 | | 352 | | |

- Those who completed the online survey were **more likely** to think that public education on practices to reduce the amount and/or improve the quality of stormwater runoff is **very effective**.
- Those who completed the online survey were **more likely** to think that reducing salt usage for melting snow and ice is **very effective**.

Q7 - 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?

Field: **Reducing salt usage for melting snow and ice**

| | Online | | Mail | | Difference |
|--------------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not effective | 2 | 1% | 11 | 3% | -2% |
| Somewhat effective | 19 | 11% | 59 | 17% | -6% |
| Effective | 62 | 35% | 127 | 36% | -1% |
| Very effective | 87 | 49% | 139 | 39% | 10% |
| I don't know | 9 | 5% | 17 | 5% | 0% |
| Total | 179 | | 353 | | |

Q7 - 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?

Field: **Developing buffers along waterways & shorelands**

| | Online | | Mail | | Difference |
|--------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not effective | 3 | 2% | 5 | 1% | 1% |
| Somewhat effective | 11 | 6% | 33 | 9% | -3% |
| Effective | 46 | 26% | 117 | 33% | -7% |
| Very effective | 103 | 58% | 137 | 39% | 19% |
| I don't know | 16 | 9% | 61 | 17% | -8% |
| Total | 179 | | 292 | | |

- Those who completed the online survey were **more likely** to think that developing buffers along waterways & shorelands is **very effective**.

Willingness to do Pollution Reduction Actions

Q8 - 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?

Field: **Conduct soil tests to determine your lawn's needs before applying fertilizers**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 9 | 5% | 32 | 9% | -4% |
| Somewhat willing | 27 | 16% | 90 | 25% | -9% |
| Very willing | 49 | 28% | 106 | 30% | -2% |
| Already do this | 15 | 9% | 22 | 6% | 3% |
| N/A | 72 | 42% | 104 | 29% | 13% |
| Total | 172 | | 354 | | |

- Those who completed the online survey were **more likely** to select N/A.

Q8 - 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?

| Field: Aerate your lawn to help water soak into the ground | | | | | |
|---|--------|------------|-------|------------|----------------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 9 | 5% | 21 | 6% | -1% |
| Somewhat willing | 43 | 25% | 99 | 28% | -3% |
| Very willing | 71 | 41% | 124 | 35% | 6% |
| Already do this | 34 | 20% | 83 | 24% | -4% |
| N/A | 16 | 9% | 26 | 7% | 2% |
| Total | 173 | | 353 | | |

Q8 - 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?

Field: **Incorporate native plants into landscaping to help water soak into the ground**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 2 | 1% | 14 | 4% | -3% |
| Somewhat willing | 9 | 5% | 70 | 20% | -15% |
| Very willing | 51 | 29% | 139 | 39% | -10% |
| Already do this | 111 | 63% | 118 | 33% | 30% |
| N/A | 2 | 1% | 12 | 3% | -2% |
| Total | 175 | | 353 | | |

Those who completed the online survey were **less likely** to be **somewhat willing** to incorporate native plants into landscaping to help water soak into the ground.

Those who completed the online survey were **less likely** to be **very willing** to incorporate native plants into landscaping to help water soak into the ground.

Those who completed the online survey were **more likely** to be **already** incorporate native plants into landscaping to help water soak into the ground.

Crosstabulation: For the 51 respondents who are very willing to incorporate native plants, the top three things that would motivate them are: Grants. Rebates, or other incentives (n=33), Belief that they are helping to protect or improve local waters (n=33), and Information on how specific actions can protect or improve local waters (n=33).

Q8 - 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?

Field: **Apply chemical fertilizers to lawn once a year or not at all**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 2 | 1% | 34 | 10% | -9% |
| Somewhat willing | 14 | 8% | 50 | 14% | -6% |
| Very willing | 21 | 12% | 58 | 16% | -4% |
| Already do this | 117 | 68% | 184 | 52% | 16% |
| N/A | 17 | 10% | 26 | 7% | 3% |
| Total | 171 | | 352 | | |

- Those who completed the online survey were **more likely** to be **already** apply chemical fertilizers to lawn once a year or not at all.

Q8 - 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?

Field: **Apply weed-killers to lawn once a year or not at all**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 2 | 1% | 32 | 9% | -8% |
| Somewhat willing | 15 | 9% | 55 | 16% | -7% |
| Very willing | 18 | 10% | 51 | 14% | -4% |
| Already do this | 120 | 70% | 187 | 53% | 17% |
| N/A | 17 | 10% | 27 | 8% | 2% |
| Total | 172 | | 352 | | |

- Those who completed the online survey were **more likely** to be **already** apply weed-killers to lawn once a year or not at all.

Q8 - 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?

Field: **Manage leaves in your yard by composting or mulching**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 4 | 2% | 26 | 7% | -5% |
| Somewhat willing | 11 | 6% | 46 | 13% | -7% |
| Very willing | 22 | 13% | 49 | 14% | -1% |
| Already do this | 133 | 76% | 216 | 61% | 15% |
| N/A | 4 | 2% | 19 | 5% | -3% |
| Total | 174 | | 337 | | |

- Those who completed the online survey were **more likely** to be **already** manage leaves in their yard by composting or mulching.

Q8 - 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?

Field: **Remove leaves from the street in front of your home before it rains**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 4 | 2% | 32 | 9% | -7% |
| Somewhat willing | 17 | 10% | 66 | 19% | -9% |
| Very willing | 36 | 21% | 86 | 24% | -3% |
| Already do this | 92 | 53% | 133 | 37% | 16% |
| N/A | 23 | 13% | 38 | 11% | 2% |
| Total | 172 | | 355 | | |

- Those who completed the online survey were **more likely** to be **already** remove leaves from the street in front of their homes before it rains.

Q8 - 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?

Field: **Leave grass clippings on your lawn after mowing**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 2 | 1% | 10 | 3% | -2% |
| Somewhat willing | 9 | 5% | 16 | 4% | 1% |
| Very willing | 14 | 8% | 28 | 8% | 0% |
| Already do this | 139 | 79% | 287 | 81% | -2% |
| N/A | 11 | 6% | 15 | 4% | 2% |
| Total | 175 | | 356 | | |

Q8 - 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?

Field: **Direct gutter downspouts to lawn/natural area instead of your driveway**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 0 | 0% | 4 | 1% | -1% |
| Somewhat willing | 10 | 6% | 17 | 5% | 1% |
| Very willing | 20 | 11% | 40 | 11% | 0% |
| Already do this | 142 | 81% | 279 | 79% | 2% |
| N/A | 3 | 2% | 15 | 4% | -2% |
| Total | 175 | | 340 | | |

Q8 - 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?

Field: **Install a rain barrel to collect rain from your downspouts**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not willing | 17 | 10% | 72 | 20% | -10% |
| Somewhat willing | 38 | 22% | 105 | 30% | -8% |
| Very willing | 49 | 28% | 98 | 28% | 0% |
| Already do this | 59 | 34% | 54 | 15% | 19% |
| N/A | 11 | 6% | 25 | 7% | -1% |
| Total | 174 | | 354 | | |

- Those who completed the online survey were **less likely** to be **not willing** to install a rain barrel to collect rain from their downspouts.
- Those who completed the online survey were **more likely** to be **already** install a rain barrel to collect rain from their downspouts.

Crosstabulation: For the 49 respondents who are very willing to install a rain barrel, the top three things that would motivate them are: Belief that they are helping to protect or improve local waters (n=34), Rebates, Grants, rebates, or other incentives (n=32), and Information on how specific actions can protect or improve local waters (n=27).

Q8 - 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?

Field: **Install a rain garden to collect rainwater from your downspouts**

| | Online | | Mail | | Difference |
|-------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not willing | 15 | 9% | 70 | 20% | -11% |

| | | | | | |
|------------------|------------|-----|------------|-----|-----|
| Somewhat willing | 39 | 23% | 112 | 32% | -9% |
| Very willing | 53 | 31% | 100 | 28% | 3% |
| Already do this | 55 | 32% | 40 | 11% | 21% |
| N/A | 11 | 6% | 29 | 8% | -2% |
| Total | 173 | | 351 | | |

- Those who completed the online survey were **less likely** to be **not willing** to install a rain garden to collect rainwater from their downspouts.
- Those who completed the online survey were **more likely** to be **already** install a rain garden to collect rainwater from their downspouts.

Crosstabulation: For the 53 respondents who are very willing to install a rain garden, the top three things that would motivate them are: Grants, rebates, or other incentives (n=38), Reminders/prompts alerting them only when it's a critical time to take action (n=38), and Belief that they are helping to protect or improve local waters (n=34).

- Those who completed the online survey were **more likely** to be **already** reduce salt use to melt snow and ice at their residence.

| Q8 - 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? | | | | | |
|--|------------|------------|------------|------------|----------------------|
| Field: Reduce salt use to melt snow and ice at your residence | | | | | |
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 1 | 1% | 22 | 6% | -5% |
| Somewhat willing | 7 | 4% | 32 | 9% | -5% |
| Very willing | 22 | 13% | 53 | 15% | -2% |
| Already do this | 138 | 79% | 236 | 67% | 12% |
| N/A | 7 | 4% | 7 | 2% | 2% |
| Total | 175 | | 350 | | |

Q8 - 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?

Field: **Report spills or discharges of anything other than clear water into storm drains**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not willing | 3 | 2% | 7 | 2% | 0% |
| Somewhat willing | 13 | 7% | 48 | 14% | -7% |
| Very willing | 93 | 53% | 207 | 59% | -6% |
| Already do this | 49 | 28% | 54 | 15% | 13% |
| N/A | 17 | 10% | 35 | 10% | 0% |
| Total | 175 | | 351 | | |

- Those who completed the online survey were **more likely** to select “Already do this” for reporting spills or discharges of anything other than clear water into storm drains.

Q8 - 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?

Field: **Adopt a storm drain near your home - commit to keep it clear of debris and snow when prompted**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not willing | 16 | 9% | 50 | 14% | -5% |
| Somewhat willing | 39 | 23% | 97 | 28% | -5% |
| Very willing | 71 | 41% | 110 | 31% | 10% |
| Already do this | 25 | 15% | 53 | 15% | 0% |
| N/A | 21 | 12% | 41 | 12% | 0% |
| Total | 172 | | 351 | | |

- Those who completed the online survey were **more likely** to be **very willing** to adopt a storm drain near their home and commit to keep it clear of debris and snow when prompted.

Q8 - 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?

Field: **Clean up and dispose of your pet's waste**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Not willing | 2 | 1% | 2 | 1% | 0% |
| Somewhat willing | 0 | 0% | 1 | 0% | -0% |
| Very willing | 15 | 9% | 18 | 5% | 4% |
| Already do this | 84 | 49% | 172 | 48% | 1% |
| N/A | 72 | 42% | 163 | 46% | -4% |
| Total | 173 | | 356 | | |

Q8 - 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?

Field: **Properly dispose of household chemicals at Dane County Clean Sweep**

| | Online | | Mail | | Difference |
|------------------|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not willing | 1 | 1% | 7 | 2% | -1% |
| Somewhat willing | 10 | 6% | 19 | 5% | 1% |
| Very willing | 45 | 26% | 78 | 22% | 4% |
| Already do this | 112 | 64% | 238 | 67% | -3% |
| N/A | 7 | 4% | 13 | 4% | 0% |
| Total | 175 | | 355 | | |

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? (Please select all that apply)

| Motivations <i>(some responses might have more than 1 motivation)</i> | Online | | Mail | | Difference |
|---|--------|------------|-------|------------|---------------|
| | Count | Proportion | Count | Proportion | Online – Mail |
| Trainings/Workshops | 58 | 34% | 94 | 27% | 7% |
| The action is low or no cost | 78 | 46% | 155 | 45% | 1% |
| Request from your local government | 55 | 32% | 75 | 22% | 10% |
| Request from neighbors or friends | 49 | 29% | 41 | 12% | 17% |
| Reminders/prompts alerting you only when it's a critical time to take action | 106 | 62% | 133 | 38% | 24% |

| | | | | | |
|---|------------|-----|------------|-----|-----|
| Observing multiple neighbors or friends taking action | 66 | 39% | 117 | 34% | 5% |
| Laws/Regulations requiring action | 60 | 35% | 100 | 29% | 6% |
| Information on how specific actions can protect or improve local waters | 89 | 52% | 172 | 50% | 2% |
| Grants, rebates, or other incentives | 90 | 53% | 160 | 46% | 7% |
| Belief that you are helping to protect or improve local waters | 119 | 70% | 203 | 59% | 11% |
| Other (please specify) | 9 | 5% | 39 | 11% | -6% |
| None of the above | 4 | 2% | 9 | 3% | -1% |
| Total | 171 | | 346 | | |

- Those who completed the online survey were **more likely** to be motivated by a **request from their local government, a request from their neighbors or friends, reminders/prompts alerting them only when it's a critical time to take action, and belief that they are helping to protect or improve local waters.**

“Other (please specify)” responses for the **Online** survey include themes like: difficult location, physically unable to transport chemicals, too many leaves to feasibly compost, need for more information from neighborhood association, not using salt is dangerous

- “I live in a difficult location so would need to make sure it is feasible for me”
- “Getting chemicals to clean sweep is very difficult”
- “Help implementing actions that are difficult for elders and disabled people”
- “Rural lot with controlled drainage patterns in place”
- “I have too many leaves to compost in my yard”
- “The salt one is tough because of the danger of falling on ice”
- “If our neighborhood association requested/provided information”

“Other (please specify)” responses for the **Mail** survey include themes like: having equipment available, little space for rain garden/barrel, differing views in household, closer chemical disposal site, rental property limitations, need assistance, need options for ice-melt, didn't use collected water from rain barrel, more G'ut programs, need for more information, free/cheap rain barrels

- “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.”
- “Partner + I have different views”
- “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?”
- “try to limit salt, but we have some very slippery spots”
- “More G'utPrograms - willing to pay higher taxes”
- “It seems a bit ridiculous 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.”

| Q10 - If you are not currently using Clean Sweep to dispose of household hazardous waste, why not? (Please select all that apply) | | | | | |
|---|--------|------------|-------|------------|---------------|
| Reasons <i>(some responses might have more than 1 reason)</i> | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| Not applicable. I already use Clean Sweep to dispose of household hazardous waste | 89 | 54% | 185 | 56% | -2% |
| I've never heard of Clean Sweep | 30 | 18% | 67 | 20% | -2% |
| I don't have any household | 28 | 17% | 54 | 16% | 1% |

| | | | | | |
|---|-----|-----|-----|-----|----|
| hazardous waste to dispose of. | | | | | |
| Location is too far (next to Dane County Landfill off of Co Hwy 12). | 18 | 11% | 32 | 10% | 1% |
| Hours are too limited (M-F: 7:00a.m. - 2:45p.m. & Sat: 8:00a.m. - 10:45a.m.). | 16 | 10% | 34 | 10% | 0% |
| Other, please explain: | 11 | 7% | 20 | 6% | 1% |
| Total | 165 | | 328 | | |

“Other, please explain” responses for the **Online** survey include themes like: high cost, not knowing about it, process is not accessible and is an inconvenience, not clear if services are municipal or county wide

- “I don't know about hazardous waste or Clean Sweep.”
- “I have used Clean Sweep. I liked it better when it was free because I only have a few items each year and It's hard to pay \$”
- “Not clear about what services are municipal vs county-wide. For instance, if I live in Cross Plains, can I recycle at Middleton facility?”
- “Hassle”
- “I've been saving it up and putting it off!”
- “Didn’t know about it”

“Other, please explain” responses for the **Mail** survey include themes like: high cost, use closer and free services, not aware of what materials should be disposed of at clean sweep, need one for the west side, need for overnight drop-off, wouldn’t allow them to drop off latex paint, not willing to drive with chemicals in the car, process is inconvenient

- “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”
- “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”

- “Time and convenience. city can create a quarterly pick up”

| Q11 - What type of trainings or resources do you prefer? (Please select all that apply) | | | | | |
|---|--------|------------|-------|------------|---------------|
| Trainings <i>(some responses might have more than 1 training)</i> | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| In-person workshop/coaching session | 53 | 31% | 68 | 20% | 11% |
| Online real-time class | 48 | 28% | 40 | 12% | 16% |
| Online self-paced learning modules | 100 | 59% | 180 | 53% | 6% |
| One-on-one in person assistance | 21 | 12% | 52 | 15% | -3% |
| How-to manuals and guides | 97 | 57% | 237 | 70% | -27% |
| Other, please explain: | 9 | 5% | 18 | 5% | 0% |
| Total | 169 | | 341 | | |

- Those who completed the online survey were **more likely** to prefer **in-person workshop/coaching session** and **online real-time class**.
- Those who completed the online survey were **less likely** to prefer **how-to manuals and guides**.

“Other (please specify)” responses for the **Online** survey include themes like: TV and radio PSAs, neighborhood events, interactive website, text or call help line, online resources, email readings

- “PSA- TV and radio”
- “neighborhood events, I did one 15 years ago and it was great”
- “Interactive website like this NY Times site about diet and climate change: <https://www.nytimes.com/interactive/2022/dining/climate-change-food-eating-habits.html>”
- “I don't think we can rely on individuals solely and should focus on filtering and buffers”
- “A text or call help line”

- “Online resources”
- “Reading on this subject”

“Other (please specify)” responses for the **Mail** survey include themes like: need resource to rent tools, request for short videos, infographics, labeling, and online resources

- “if tools to rent or use, where to pick up like library or hardware store”
- “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”
- “PSA’s”
- “labeling - color code?”
- “Social Media Video Tutorial”

Information Sources:

| 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? | | | | | |
|---|--------|------------|-------|------------|----------------------|
| Contacts <i>(some responses might have more than 1 contact)</i> | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| I most likely wouldn't contact anyone | 11 | 6% | 16 | 5% | 1% |

| | | | | | |
|---|------------|-----|------------|-----|------|
| I wouldn't know who to contact | 37 | 22% | 107 | 30% | -12% |
| I would contact the local City, Village, or Town | 70 | 41% | 173 | 49% | -8% |
| I would contact Public Health-Madison & Dane County | 8 | 5% | 20 | 6% | -1% |
| I would contact the Dane County Land and Water Resources Department | 17 | 10% | 27 | 8% | 2% |
| I would contact the Wisconsin Department of Natural Resources | 22 | 13% | 42 | 12% | 1% |
| I would contact (Please specify) | 7 | 4% | 19 | 5% | -1% |
| Total | 172 | | 351 | | |

- Those who completed the online survey were **less likely** to select “**I wouldn't know who to contact.**”

“**I would contact (Please specify)**” responses for the **Online** survey include responses like: streets and sanitation department, figure it out through online search, call 911, Public Health, local MS4 permit contact, Dane County Land Conservation Division

- “Madison Streets - -Westside”
- “Call 911 as it could be criminal depending on the substance”
- “In urban areas, I'd contact both Public Health and the local MS4 permittee contact.

For agricultural spills, I'd contact Dane County Land Conservation Division staff and DNR Spill Hotline.”

- “Streets and Sanitation dept.”
- “I would do research online first to look up who to contact. For instance, whether city, county, or state agency is the best contact.”

“I would contact (Please specify)” responses for the **Mail** survey include responses like: streets division, figure it out through online search, neighborhood/condo association, engineering/water resource folks, 311 or 411, Dane County non-emergency line, Clean Lakes Wisconsin

- “city of madison streets division”
- “I would go online + figure out who to contact.”
- “The head of my neighborhood association “
- “City of Madison Engineering/Water Resource Folks”
- “My condo association”
- “311 or 411”
- “MPD”
- “search Madison streets website”
- “Clean lakes Wisconsin”

| Q13 - 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) | | | | | |
|---|---------------|------------|-------------|------------|----------------------|
| Resources <i>(some responses might have more than 1 resource)</i> | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Local newspapers | 86 | 51% | 118 | 34% | 17% |
| Television or radio | 50 | 29% | 158 | 46% | -17% |
| Friends, family or neighbors | 42 | 25% | 63 | 18% | 7% |

| | | | | | |
|---|------------|-----|------------|------|------|
| Displays at meetings, exhibits or parks | 67 | 39% | 61 | 18% | 21% |
| Public meetings or workshops | 49 | 29% | 19 | 5% | 24% |
| Community or neighborhood newsletter | 58 | 34% | 83 | 24% | 10% |
| Nextdoor.com | 7 | 4% | 17 | 5% | -1% |
| Instagram | 16 | 9% | 11 | 3% | 6% |
| Snapchat | 1 | 1% | 0 | 0% | 1% |
| X (formerly Twitter) | 4 | 2% | 1 | 0.3% | 1.7% |
| YouTube | 5 | 3% | 11 | 3% | 0% |
| Internet /websites | 70 | 41% | 63 | 18% | 23% |
| Facebook | 40 | 24% | 27 | 8% | 16% |
| Other (Please specify): | 26 | 15% | 36 | 10% | 5% |
| None of the above | 11 | 6% | 61 | 18% | -12% |
| Total | 170 | | 347 | | |

- Those who completed the online survey were **more likely** to learn about the effects of stormwater runoff or practices to improve water quality from **local newspapers, friends, family, or neighbors, public meetings or workshops, community or neighborhood newsletter, internet/websites, and Facebook.**
- Those who completed the online survey were **less likely** to learn about effects of stormwater runoff or practices to improve water quality from **television or radio.**

“Other (please specify)” responses for the **Online** survey include responses like: Clean Lakes Alliance, Yahara Lakes Association, neighborhood newsletters, websites, and placards, Dane County e-newsletter, Wisconsin Wetlands, LinkedIn, general environmental groups, Dane County Watershed Network, MAMSWaP, and through their work

- “Placards listed in neighborhood”
- “city of Madison government re: street cleaning, leaves off gutters”
- “My n'hood newsletter and website, but it was more like 15 years ago.”

- “emails from Dane County Watershed Network and MAMSWaP”
- “local watershed organizations”
- “Email updates from Streets and Sanitation.”
- “Yahara Lakes Association & Clean Lakes Alliance”
- “my line of work”
- “Storm Drain Newsletter”

“Other (please specify)” responses for the **Mail** survey include responses like: EPA, Clean Lakes Alliance, through the nature of their job, email newsletters from the city, murals around drains, Madison Fishing Expo, Madison Utility Street division materials, professional continuing education programs, UW Extension, Olbrich Gardens, City Council, water bills, and through reading publications.

- “50 years of professional experience. I know where to look”
- “EPA”
- “Clean Lake Alliance materials”
- “CENTER FOR LIMNOLOGY”
- “professional publications”
- “Reading ecology books”
- “I've planted rain gardens with others. I help with parks and SW path native areas”
- “I served on Stoughton City Council”

| 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? | | | | |
|--|--------|------------|-------|------------|
| Organizations <i>(some responses might have more than 1 organization)</i> | Online | | Mail | |
| | Count | Proportion | Count | Proportion |
| Local Town, Village or City | 34 | 20% | 187 | 55% |
| Local Environmental or Friends Group | 35 | 21% | 79 | 23% |
| Dane County Land and Water | 38 | 23% | 130 | 38% |

| | | | | |
|--|------------|-----|------------|-----|
| Resources Department | | | | |
| Ripple Effects (Madison Area Municipal Stormwater Partnership) | 19 | 11% | 24 | 7% |
| Wisconsin Department of Natural Resources (WDNR) | 33 | 20% | 142 | 42% |
| US Environmental Protection Agency (EPA) | 4 | 2% | 33 | 10% |
| Other (Please specify): | 5 | 3% | 22 | 6% |
| Total | 168 | | 340 | |

- For this question, we intended for respondents to select one answer, so they were limited to a single response on the online survey. However, on the mailed survey, many respondents marked multiple options. Therefore, the results from this question are not comparable.

“Other (please specify)” responses for the **Online** survey include topics like: several of the groups listed, Clean Lakes Alliance, being unsure

- “Don't know”
- “Clean lakes alliance”
- “ALL of these!”
- “several groups listed, and Clean Lakes Alliance”
- “I already use all of these resources except EPA”

“Other (please specify)” responses for the **Mail** survey include topics like: DATCAP, Wisconsin Environment, Clean Lakes Alliance, Sierra Club, Rosemary Garfoot Library Program, UW extension, being unsure, no one, searching online for an organization

- “DATCAP”
- “Wisconsin Environment”
- “Clean lakes alliance”
- “Rosemary Garfoot Library Program”
- “Sierra Club”
- “UW Extension”
- “I think all the above are legitimate but I’m not familiar enough to think to seek them out.”

| Q15 - Have you ever heard of Ripple Effects before? | | | | | |
|---|--------|------------|-------|------------|----------------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Yes | 46 | 27% | 25 | 7% | 20% |
| No | 116 | 68% | 302 | 86% | -18% |
| I’m not sure | 8 | 5% | 25 | 7% | -2% |
| Total | 170 | | 352 | | |

- Those who completed the online survey were **more likely** to have heard of Ripple Effects before.

| Q16 - Have you seen any of the storm drain murals around Dane County? | | | | | |
|---|--------|------------|-------|------------|----------------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Yes | 106 | 62% | 134 | 38% | 24% |
| No | 63 | 37% | 204 | 58% | -21% |
| I’m not sure | 1 | 1% | 16 | 5% | -4% |
| Total | 170 | | 354 | | |

- Those who completed the online survey were **more likely** to have seen a storm drain murals around Dane County.

| Q17 - Select the campaigns or programs that you are familiar with or that you have seen before. (Please select all that apply) | | | | | |
|--|----------|------------|-------|------------|---------------|
| Campaigns <i>(some responses might have more than 1 campaign)</i> | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| Leaf-free Streets | 97 | 42% | 85 | 24% | 18% |
| Plant Dane Native Plant Program | 96 | 42% | 61 | 17% | 25% |
| Dane County Rain Barrel Sale and Reimbursement Program | 104 | 45% | 104 | 29% | 16% |
| Adopt a Storm Drain Program | 76 | 33% | 66 | 18% | 15% |
| WI Salt Wise | 108 | 47% | 94 | 26% | 21% |
| No response ¹ | 77 | 33% | 158 | 44% | -11% |
| Total² | 153(230) | | 200 | | |

- This question did not provide an option for respondents to indicate that they were unfamiliar with any of the campaigns. Therefore, we assumed that a non-response indicated, “I am not aware of any of these campaigns.”
- The first number indicates the number of people who answered this question. The number in parentheses indicates the number of people who submitted the online survey. Since we did not include an option for respondents to indicate that they were unfamiliar with any of the campaigns, the number in parentheses was used to calculate the Proportions.
- Those who completed the online survey were **more likely** to be familiar with **all** the campaigns or programs than mailed survey respondents.

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.

| | Online | | Mail | | Difference |
|--------------|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Yes | 96 | 62% | 123 | 51% | 11% |
| No | 58 | 38% | 116 | 49% | -11% |
| Total | 154 | | 239 | | |

- Those who completed the online survey were **more likely** to be motivated by the campaigns or programs listed in the previous question.

“Yes (please specify)” responses for the **Online** survey include themes like: keeping leaves out of streets and storm drains, reducing or eliminating salt use, installing/ considering installing rain barrels, planting native plants, increased awareness and regular maintenance of storm drains, using sand or pet-friendly alternatives to salt for de-icing.

Information about You and Your Residence:

Q19 - Who makes decisions about how your lawn / property is maintained?
(Please select all that apply)

| Campaigns <i>(some responses might have more than 1 campaign)</i> | Online | | Mail | | Difference |
|--|--------|------------|-------|------------|----------------------|
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| I do | 149 | 88% | 308 | 88% | 0% |
| Another member of my household | 28 | 16% | 61 | 17% | -1% |
| Property manager / Landlord | 11 | 6% | 4 | 1% | 5% |
| Hired landscapes / lawn care professionals | 11 | 6% | 16 | 5% | 1% |
| An association | 5 | 3% | 27 | 8% | -5% |
| Other (Please specify) | 5 | 3% | 8 | 2% | 1% |

| | | | | | |
|--------------|-----|--|-----|--|--|
| Total | 170 | | 351 | | |
|--------------|-----|--|-----|--|--|

“Other (please specify)” responses for the **Online** survey include responses like: joint effort with spouse and rest of family, don’t have a lawn

- “I don't have a lawn - just plants and hardscape.”
- “All family members discuss”
- “My spouse and I make these decisions together”
- “Me and my wife”
- “Wife”

“Other (please specify)” responses for the **Mailed** survey include responses like: joint effort with spouse, don’t have a lawn

- “My partner and I”
- “In condo - no lawn”
- “in consultative with my spouse”
- “Myself and my spouse”
- “My husband + I”

| Q20 - Are you currently a member of an environmental, conservation, or watershed organization? | | | | | |
|--|--------|------------|-------|------------|----------------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | <i>Online – Mail</i> |
| Yes | 98 | 58% | 51 | 15% | 43% |
| No | 71 | 42% | 297 | 85% | -43% |
| Total | 169 | | 348 | | |

- Those who completed online surveys are **more likely** to be a member of an environmental, conservation, or watershed organization.

| |
|------------------------------|
| Q21 – What is your zip code? |
| See Appendix A. |

| Q22 – What is your age in years? | | | | | |
|----------------------------------|--------|------------|-------|------------|---------------|
| Age in years | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| 18-24 | 2 | 1% | 0 | 0% | 1% |
| 25-34 | 13 | 9% | 18 | 3% | 6% |
| 35-44 | 29 | 19% | 51 | 15% | 4% |
| 45-54 | 22 | 15% | 56 | 17% | -2% |
| 55-64 | 31 | 21% | 73 | 19% | 2% |
| 65+ | 53 | 35% | 147 | 46% | -11% |
| Total | 150 | | 345 | | |

- Those who completed online surveys are **less likely** to be in the “65+” group.

| Q23 - What's your gender? | | | | | |
|---------------------------|--------|------------|-------|------------|---------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| Male | 71 | 42% | 192 | 56% | -14% |
| Female | 92 | 54% | 144 | 42% | 12% |
| Prefer to self-describe | 2 | 1% | 0 | 0% | 1% |
| Prefer not to say | 5 | 3% | 9 | 3% | 0% |
| Total | 170 | | 345 | | |

- Those who completed online surveys are **less likely** to be male and **more likely** to be female.

| Q24 - Are you retired? | | | | | |
|------------------------|--------|------------|-------|------------|---------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| Yes | 68 | 40% | 149 | 43% | -3% |
| No | 101 | 60% | 200 | 57% | 3% |
| Total | 169 | | 349 | | |

| Q25 - 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) | | | | | |
|--|--------|------------|-------|------------|---------------|
| Activities <i>(some responses might have more than 1 activity)</i> | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| Motorized boating | 51 | 30% | 79 | 23% | 7% |
| Non-motorized boating or sailing | 93 | 55% | 109 | 31% | 19% |
| Fishing | 42 | 25% | 76 | 22% | 3% |
| Hunting | 6 | 4% | 15 | 4% | 0% |
| Swimming | 66 | 39% | 91 | 26% | 13% |
| Ice-skating or winter sports | 49 | 29% | 58 | 17% | 12% |
| Walking, jogging, or similar uses | 136 | 80% | 250 | 72% | 8% |
| Birdwatching | 97 | 57% | 107 | 31% | 26% |
| Scenic appreciation | 154 | 91% | 270 | 77% | 14% |
| None of the above | 2 | 1% | 27 | 8% | -7% |
| Total | 170 | | 349 | | |

- Those who completed online surveys are **more likely** to use water resources for **non-motorized boating or sailing, swimming, ice-skating or winter sports, birdwatching, and scenic appreciation.**

| Q26 - Please select the range which best describes your annual household income: | | | | | |
|--|--------|------------|-------|------------|---------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| Less than \$25,000 | 3 | 2% | 9 | 3% | -1% |
| \$25,000-\$39,999 | 3 | 2% | 12 | 4% | -2% |
| \$40,000-\$59,999 | 17 | 10% | 29 | 8% | 2% |
| \$60,000-\$89,999 | 27 | 16% | 45 | 13% | 3% |
| \$90,000-\$119,999 | 26 | 15% | 56 | 16% | -1% |
| \$120,000-\$149,999 | 17 | 10% | 58 | 17% | -7% |
| \$150,000 and over | 52 | 31% | 79 | 23% | 8% |
| Prefer not to say | 25 | 15% | 55 | 16% | -1% |
| Total | 170 | | 343 | | |

| Q27 - What is the highest level of education you have completed? | | | | | |
|--|--------|------------|-------|------------|---------------|
| | Online | | Mail | | Difference |
| | Count | Proportion | Count | Proportion | Online – Mail |
| Some school | 0 | 0% | 0 | 0% | 0% |
| High school degree / GED | 4 | 2% | 12 | 3% | -1% |
| Some college or vocational training | 11 | 7% | 34 | 10% | -3% |
| 2-year associates degree | 9 | 5% | 28 | 8% | -3% |
| 4-year college degree | 69 | 41% | 127 | 37% | 4% |
| Graduate/professional degree | 76 | 45% | 146 | 42% | 3% |
| Total | 169 | | 347 | | |

Appendix

All the online survey open-ended responses with questions:

Q3 - Once stormwater runoff enters a storm drain in your neighborhood, where does it go? (Please select all that apply)

Other (please specify):

- My neighborhood does not have storm drains
- You promised that there are no right or wrong answers!
- I live on rural land and don't have these
- I don't have storm drains in my neighborhood.

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

- Lack of clean water for recreation
- fertilizer and high nitrogen that feeds invasive water plants that are killing native life forms in the water.
- Construction, leaves = pollutants and nutrients directly into our water bodies.
- Decreased lake quality - chemicals, organics
- Adding too many nutrients to the watershed.
- during really hard rainstorms, runoff has washed out parts of the county road.
- flooding?
- Lake Mendota water quality. Flooding risk
- There is green sludge in our river and its slow moving
- Flooding, water quality
- It raises stream and lake levels. It keeps the streets and buildings from flooding. It carries dirt, organic debris, and human garbage into the waterway which is not good for the community.
- Weed growth
- Blue green and lessor impactful algae in Lake Mendota.
- 1. Keeps us from getting flooded. 2. Sends our filth to waterways
- poor water quality and algae blooms in the Yahara Lakes and sedimentation in rivers and streams
- contributes to poor water quality in lake mendota
- Pollution and cyanobacteria.

- preventing flooding of our infrastructure.
- Keeping the drains clear of debris and objects that keep the water from flowing and backing up I live near pheasant branch for many years and our street would flood because of grass and branches. Generally, the city didn't ever come by and clear it even in the winter.
- Water supply to the Middleton Hills Wetlands.
- Quality of personal water usage in our homes, recreational waters that we boat and swim in, impacts animals and birds
- Phosphorus loading to lakes, causing preventable algae blooms.
- Too much algae and other weed growth in water
- Poor water quality which affects native habitats and the animals that live in those habitats.
- Pollution
- erosion of yahara river banks, windsor golf club area and northward originating in deforest area.
- garbage, leaves, salt and gas/oil from cars
- Polluted water that is harmful to wildlife and unsafe for human recreation.
- poor water quality in lakes and streams. We need to have more wetlands and rain gardens with overflows that go to stormwater management. We need to do more to let the water soak in nearer to where it falls. We need to allow developers to get credit for doing this in their plans.
- Having limitations on being able to swim in the Madison chain due to poor water quality. We all caught swimmers itch a few weeks ago. Its a damn shame to spend all winter waiting to use the lakes and then once its finally warm enough to use them my family gets sick from doing so.
- It has greatly reduced the flooding in our neighborhood since it has been put in
- It can contribute to algae in the lakes if it carries dirt and chemicals from leaves or dirt in the street gutters.
- It brings a lot of plant debris , dirt, garbage into the water system. Also salt from winter streets.
- feeds phosphorus into local lakes and rivers
- ---algae in lakes, particularly blue green algae, that make the lakes unswimmable at times. Also people are so afraid of algae now that they forget about swimming entirely
- Stormwater runoff causes fertilizers and other chemicals to move into our lakes and streams.
- Erosion, leaching of lawn chemicals, and flooding.
- It has big impacts. I try to keep those closest to me clear of debris
- Pollutes the lakes
- It can have major impact on flooding and can carry along debris or chemicals found in the streets into wildlife areas, harming their ecosystems
- Flooding and water in the basement (which leads to worsening climate change since sump pumps use a lot of electricity), ability to swim in lakes and kayak in streams.
- Washing chemicals and litter from peoples homes into our lakes and waterways
- Overgrowth of weeds, toxic algae, general deterioration of lakes, flooding (and consequent erosion of

rip rap).

- too much fertilizing compounds entering the lakes and rivers
- Increased sediment in the lakes
- Phosphorus and Aquatic plants salt sterile fish
- It takes dirty road stuff into the lakes and rivers
- Impacts water quality in our lakes, also water quantity.
- In Monona stormwater runoff goes straight to Lake Monona. The phosphorus build up over the years has been fierce. Coupled with the manure runoff down Six Mile Creek into Lake Mendota and eventually into Lake Monona, this has resulted in a deep bed of "bad stuff" on the bottom of our lakes, bringing us the poor water quality that builds along with the heat.
- Transporting organic matter and lawn/garden/automotive chemicals into lakes/streams.
- lawn fertilizer is the main problem in the water run off
- Depending on how the system is designed, it can help mitigate flooding by giving runoff a proper place to go.
- Pollution causing algae, ecoli, etc.
- Salt in streams
- Algal blooms and reduced water quality in our lakes
- Flooding
- Flooding, sedimentation (associated pollutants attached to sediment)
- It carries contaminants and nutrients into waterways, causing algal blooms and reducing water quality. It also causes flooding in cases of severe rain events.
- Too many nutrients in the lakes and subsequent algae growth
- Flooding. Metals and other pollutants from vehicles into lakes, rivers & streams. Unfiltered runoff. Leaves, phosphorus
- Pollutes lakes, ponds, streams
- street flooding
- Our neighborhood is required to capture 100% of stormwater runoff, as our developer has informed us in the past, a cost that is already paid by us in our HOA budget costs annually.
- Algae blooms
- Fertilizers run off into the holding ponds, greatly affecting pond chemistry and throwing balance off of local ecosystems.
- It's terrible for our lakes and stream/river quality. We are literally missing out on major economic benefits of the 4 major lakes around the Madison area, because they're gross and nasty.
- Pollutes lakes and streams and contaminates them. It means the lakes we are blessed with are too gross IMO to actually benefit our communities fully.
- Ruins waterfront appeal for tourism and outdoor recreation, contributes to soil erosion on the waterfront, contributes to toxic algal blooms that harm human, pet, and natural health

- Increased algae blooms, excess sediment in the lakes, and water that is too nutritious (high phosphorus, chlorine, and nitrogen, I think. Also, too much leaf litter going into lakes as well).
- Quality of the water in lakes
- We feed into Lake Mendota via the Conservancy. Our salt and fertilizer contribute water quality problems in the marsh and lake. Salt can kill plants and fish, the fertilizer is most likely contributing to algae blooms which reduces the safety of swimming in the lake. It also creates various erosion problems and sometimes flooding problems in our subdivision (Northlake in Middleton).
- Residential property flooding and damage to the home. Erosion of the stormwater management pathways. . Poor water quality of Lake Mendota. Soccer fields flood and become unusable.
- Degradation of water quality in our lakes, streams, and drinking water.
- Blue green algae, smelly lake
- Polluting water sources
- Polluting water, flooding, endangering wildlife
- It pollutes the rivers, lakes, and creeks. Fallen leaves bring extra nutrients that contribute to unhealthy waterways, people pour whatever down the gutter (soap from washing cars, paint, oil) any litter on the sidewalks, roadways, and aprons lands eventually in the water. Mostly because of farm run off, but also because of chemicals released by factories, and common pollution, we can't swim in the lakes anymore. They often smell horrible in the summer and people's pets have died from contact with cyanobacteria. The lakes and rivers in our community are for display only.
- Brings road salt, car oil, car gas and other pollution to our lakes and rivers.
- Bad lake water
- Weeds in Lake Mendota.
- In Stoughton the runoff from both urban areas and rural areas makes our river and lake algae filled over the summer, making recreation of any kind often unpleasant and sometimes impossible. It also impacts the native fish. The low water quality has allowed Asian carp to proliferate, aggravating the situation.
- Carry pollutants, seeds, soil, and nutrients across properties and streets to streams and lakes. Local flooding. Erosion.
- Sedimentation with the coincident delivery of nutrients
- Reduced water quality from contaminated runoff
- probably "stinky lakes" IE too much fertilizer feeding the algae and starving the water of oxygen and killing the wildlife that would consume the algae....I perceive that it is a system that at one time worked well before white people paved and planted invasive species plants and such and now we've f'd it up good.
- Flood prevention
- It affects the Yahara River 100percent.
- Weed growth in the lakes
- Flooding when Therese es are full Bad smells from grates Icy roads from full drains
- Adds moisture farther downstream in the watershed. In heavy rainfalls, it can lead to flooding of streets, structures, and rivers/streams/creeks.

- in extreme circumstances it can heavily pollute streams, lakes etc. In everyday situations runoff is providing WAY too much phosphorus, and by midsummer lakes in the area are stinky, sludgy, and sometimes have excess disease-causing microorganisms
- Increase in pollutants making their way into our water systems (rivers, streams, aquifers). Increases algae growth, adds chemicals to water systems that disrupt the natural cycles.
- Fertilizer into lakes
- Lakes and streams that are becoming unusable for recreation
- Polluting wetlands, ponds and streams with agricultural chemicals.
- Poor quality of the river
- Creates weedy lakes and rivers
- Because of the pollution from car tires and leaking oil, road salt, lawn fertilizers, farm runoff, impervious surfaces, lack of wetlands, lack of bio swales, and more, stormwater runoff has and will continue to ruin our lakes.
- 1. Can be laden with contaminants which can cause impacts to humans, critters, sediment, water quality, and general community well being. 2. Can require infrastructure if treatment is needed. 3. Can carry sediment which clogs up waterways.
- I see it flooding the streets in my neighborhood when it has nowhere to go.
- Algae issues in lakes & river. Bad water in retention ponds
- Plant matter acts as fertilizer. Salt also damages waterways
- Poor water quality Weeds in the waters
- I have no idea
- Living in Stoughton the Yahara River has a huge algae bloom in summer,
- Leaves, car oil and salt
- Water pollution
- It adds nitrates and phosphorus to the lakes
- When the capacity is insufficient during a large storm, flooding causes property damage
- Our local stream, Pheasant Branch Creek, is in very poor condition due to stormwater runoff. You can see it in the murky water, oil sheens on the surface, and algae growing on the stream bottom. It's not fishable or swimmable because of the runoff. Lake Mendota also is often not enjoyable to swim in because of algae blooms. Stormwater runoff has also caused flood damage to our stream corridor and the trail and the bridges along the stream which many people in the community use were only recently rebuilt after the 2018 flood event.
- increased pollutants (especially chloride, phosphorus) in lakes
- Nutrients go to bodies of water causing problems
- Weeds and algae in lakes
- Flooding; Adding too many nutrients to the lakes, causing lake weed to overgrow
- It pollutes lakes and streams.

- algal blooms, silt buildup, road salt, nitrogen I live by Wingra and use it quite a bit, and we have all of that
- It contributes to toxic algae blooms and gross lakes
- Flows into lakes
- Ponds bring up concerns of increased mosquito populations. Otherwise, I just worry about salt and transportation related chemicals running into local bodies of water.
- Poor water quality, algal blooms, carrying pollution into waterways, flooding. Which leads to damage to property, not being able to fish or swim safely, etc.
- replenishes water and adds to contaminants/fertilizers in waterways/lakes/etc.
- Managing stormwater is very important to me. Firstly, collecting rain in rain gardens, rain barrels, infiltration basins, & other sustainable infrastructure help mitigate the excess flow that would otherwise be directly channelized to stormwater systems. This collection & infiltration of water also helps reduce & remove pollutants & nutrients from entering local waterbodies. The main impacts I see are degraded water quality & habitat leading to eutrophication in severe cases. This disrupts all aquatic life and stresses organisms.
- runoff can contain chemicals/waste that should go to wastewater treatment, but doesn't, so it can directly pollute lakes/streams; if the storm drains aren't regularly cleaned then they can back up and cause pooling in roadways or yards (and potentially infiltrate to basements)
- Poor water quality
- Too much chloride and phosphorous in runoff makes for poor water quality, especially in lakes.
- Salt, lawn chemicals, anything else that could be harmful getting into lake. (I'm closest to Waubesa.) Less swimming/fishing in certain areas where the lake appears "yucky".
- Chemicals (fertilizers and pesticides) from lawns and farm field, as well as salt from roads.
- Flashy flows in our creeks and streams and reduced water quality in our lakes
- If not captured by MMSD, and gets into streams and lakes, then there will be water quality problems.
- Carrie's nutrients and sediment to waterbodies.
- lake & river pollution
- Algae blooms in the lakes; pollution in Yahara River; plastic trash in surface waters that endanger wildlife
- Carries sediment and other debris into lakes reducing clarity and swimming safety
- flooding, nutrient pollution and loss of groundwater recharge.
- Increased algae, closed beaches, stinky lakes, toxins that effect animals
- Causes algae blooms in the lake
- Lake algae, dirty streams, dirty storm ponds,
- Quickly bringing water to lakes and streams (because it can not soak into the ground) and causing lake levels to rise more quickly and bringing water containing nutrients and other matter into rivers and lakes.
- Algae blooms on lakes, reduction of water clarity and ultimate reduction of clean water to swim/recreate in. Plus it's terrible for aquatic systems

- carries pollutants such as soil and chloride creates flashy stream systems due to all of the impervious surface
- Leaves and salt
- water quality, water levels, potential contamination
- Algal blooms and other impacts of adding runoff nutrients to the lakes
- Risk of flooding, pollution in streams and lakes Beauty, recreational opportunities, ecosystem services
- Stormwater carries pollutants and nutrients into the watershed, lowering water quality and increasing nutrients available for aquatic plant growth.
- Adding nutrients to the lakes.
- Stormwater runoff can add chemicals to nearby streams/lakes. Like chemicals in lawn fertilizer.
- Adding to the nutrients in the lakes thereby increasing production of algae and decreasing desirable species in the water. Further polluting the lakes with nasty chemicals.
- Health of water resources and flooding
- in Madison, increased nutrients and sediment in the lake, that in part promotes algae, In most streams, sediment and sometimes BOD.
- Flooding, water pollution, spread of invasives
- Too much algae and salt in the lakes.
- Flooding is a big concern. Also, stormwater carries pollutants into our waterways. Aside from the negative impacts to aquatic ecosystems, the pollutants directly impact (negatively) our ability to use the waters- for recreation, food (fishing), drinking water, etc.
- Water quality of Yahara Lakes
- Eutrophication of lakes and waters leading to unhealthy algae blooms and related undesirable downstream effects.
- It is polluting our lakes and rivers, emptying whatever is on the streets, including leaves, salt, oil, gas, garbage, etc. While it isn't the major source of nutrients entering the lakes and rivers, it certainly is a key source.
- Manure, salt and plant debris degrade the quality of the water in our waterways every time it rains or there is snow melt. Sometimes the creeks smell like manure after it rains or a big snowmelt. Algae and duckweed grow prolifically in this nutrient rich water and contribute to the poor quality of water in the lakes and blue green algae growth. Its made many swimming areas unusable.
- Increased sediment and chemical pollutants in the receiving stream.
- Introducing contaminants into the waterways.
- not very good
- Algae blooms in the Yahara chain of lakes due to agricultural and residential runoff
- Reduced water quality of receiving waters
- Stormwater runoff impacts the overall environmental water quality of our lakes and streams. Nutrients and other contaminants can get into these waterways through the storm sewers.
- It gets into our rivers, lakes and other water and we should keep debris from going into the storm drains.

- Impacts Pheasant Branch creek
-
- Whatever goes down the stormwater drain goes into our lakes, waters, and streams. Lawns that use fertilizers and pesticides, over salted sidewalks/driveways, leaves in the street, litter, etc. from neighborhood and streets runs directly into our waterways.

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? (Please select all that apply)

Other (please specify):

- I live in a difficult location so would need to make sure it is feasible for me.
- Getting chemicals to clean sweep is very difficult
- I physically am unable to do those actions,
- Help implementing actions that are difficult for elders and disabled people
- Rural lot with controlled drainage patterns in place
- I have too many leaves to compost in my yard
- Physical ability to do the task (like storm drain clearing)
- The salt one is tough because of the danger of falling on ice
- If our neighborhood association requested/provided information

Q10 - If you are not currently using Clean Sweep to dispose of household hazardous waste, why not? (Please select all that apply)

Other, please specify:

- The cost
- I don't know about hazardous waste or Clean Sweep.
- I have used Clean Sweep. I liked it better when it was free because I only have a few items each year and It's hard to pay \$
- I live with a parent still and they handle that kind of thing
- Didn't know about it
- it's a pain in the ass, I don't know how or where to go and to sort. frankly it should be a LAW that all garbage collection companies collect these items from the curb from a designated bin. most people are not going to drives to some out of the way place to throw away batteries, paint, microwaves, chemicals and other toxic items. also, what about disabled people who physically can't coordinate a trip to a special dump to get rid of chemicals? this whole process needs to keep in my the disabled, home bound, people who don't have cars and the elderly. not just white, fit, 45 year old males with \$350,000 homes.
- Live in Grant County
- I have used, but would like a couple more facilities like this
- Not clear about what services are municipal vs county-wide. For instance, if I live in Cross Plains, can I recycle at Middleton facility?
- Hassle

- I've been saving it up and putting it off!

Q11 - What type of trainings or resources do you prefer? (Please select all that apply)

Other, please explain:

- PSA- TV and radio
- neighborhood events, I did one 15 years ago and it was great
- Interactive website like this NY Times site about diet and climate change:
<https://www.nytimes.com/interactive/2022/dining/climate-change-food-eating-habits.html>
- I don't think we can rely on individuals solely and should focus on filtering and buffers
- A text or call help line
- Online resources
- Reading on this subject
- VERY short PSA's
- Send it in an email and I'll read it.

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):

- Madison Streets - -Westside
- I would Google who best to contact and go from there
- Call 911 as it could be criminal depending on the substance
- In urban areas, I'd contact both Public Health and the local MS4 permittee contact. For agricultural spills, I'd contact Dane County Land Conservation Division staff and DNR Spill Hotline.
- Streets and Sanitation dept.
- Depends on location
- I would do research online first to look up who to contact. For instance, whether city, county, or state agency is the best contact.

Q13 - 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)

Other (please specify):

- Placards listed in neighborhood
- Clean Lakes Alliance and Yahara Lakes Ass
- YLA info
- city of Madison government re: street cleaning, leaves off gutters
- My n'hood newsletter and website, but it was more like 15 years ago.
- E-mails from organizations
- Not sure... Madison info?
- I am an urban planner
- Heard at work, but Middleton is NOT helpful
- Becoming active in my neighborhood Homeowners Association.
- I work for an org involved with stormwater outreach
- emails from Dane County Watershed Network and MAMSWaP
- local watershed organizations
- Clean Lakes alliance and speakers at the local scuba club
- LinkedIn
- my job at the DNR
- Dane Co e-newsletter
- Info from environmental groups we support
- FOLKS
- Wisconsin Wetlands
- Email updates from Streets and Sanitation.
- My new job
- Yahara Lakes Association & Clean Lakes Alliance
- water related groups
- my line of work
- Storm Drain Newsletter

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):

- Don't know
- Clean lakes alliance
- ALL of these!
- several groups listed, and Clean Lakes Alliance
- I already use all of these resources except EPA

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):

- Leaves out of the street, clear storm drains sometime, use sand not salt
- Reduced salt use in winter
- salt
- Cleaning leaves out of gutters and street drains
- i do participate in leaf clean streets, but haven't bought a rain barrel and i don't use salt.
- Keep the drains cleans, at all costs
- leaf removal, limit chemicals on lawn, reduce salt use
- Reduced salt on sidewalk
- got a rain barrel and seeds
- A long time ago, the don't leaf campaign influenced me to keep leaves out of gutter
- Native Plant Program helps provide me with natives to plant in my yard
- kept leaves out of gutters, used almost no salt on sidewalk
- Adopt a drain, education about salt use,
- rake leaves out of street, use less salt in winter, got a rain barrel
- I'm planning to get a rain barrel for my new home.
- Clear storm drains
- Chose native plants to add to our yard

- have rain barrel, rake streets, mulch clippings
- I have greatly reduced the use of driveway salt
- be more aware
- Use less salt
- Efforts to capture rainwater to sink into ground
- adopted a drain when I lived in town
- Tried to sweep leaves from street gutters around my house
- Planted natives
- Rain barrel reimbursement
- I have embraced native plantings. 60% of my lot is native plants, 20% is lawn, and 20% is impervious
- Just encouraged me to be conscious about my actions
- Just learning ways my choices may impact the lakes. And taking responsibility for the storm drain near my house
- More aware
- We got a rain barrel! I love it- free water!!
- I make an effort to keep leaves out of street gutter
- Salt - less
- leaf free streets
- We encouraged our neighbors to use less salt in the winter like we do
- remove leaves from street at home; use even more sand and less salt (already wasn't heavy salter)
- Bought a discounted rain barrel and began to use it
- Leaf
- I purchased a rain barrel through Ripple Effects in 2021 and maintain it regularly. In 2024, I purchased plants from Plant Dane and created a rain garden.
- I use very little salt, and have complained to our developer when they use too much
- deepened our rain gardens; bought additional rain barrels
- Keep leaves out of the gutters
- Leaf free streets
- Use much less salt during winter.
- I planted a rain garden.
- I volunteer for Adopt A Drain.
- Saltwise - no longer use any deicing salt

- When I bought a house recently, I am careful about keeping leaves out of the street and rarely using salt in winter.
- Keeping leaves out of gutter in front of my house
- Reduce winter salt
- Leaf free streets.
- use very little salt, trying to get rid of some lawn for native plants
- remove leaves
- will be putting in a rain garden
- Different programs promote different messages which is excellent in covering myriad topics
- Adopted 6 storm drains, avoid salt
- All of them
- Plant Dane
- planted native plants in rain garden
- was not a where of where storm water ended up
- If I had a yard (currently live in an apartment) I would take advantage of the sale to buy and plant natives!
- saltwise
- Leaf free
- I became salt wise certified
- Salt wise. Post for others to see.
- keep leaves off of street, use less salt
- eliminate salt use on my sidewalks and driveway
- Focus on planting natives due to Plant Dane sales!
- Acquired native plants and a rain barrel
- planted some native plants in yard; cut down on salt use on driveway and sidewalk
- Lead free Syreers. Salt wise.
- I installed a rain barrel!
- I use less salt
- Remove leaves in street
- leaf free streets
- I've purchased plants from Plant Dane for 3 years. The rain barrel sale inspired us to install 2 rain barrels.
- Leaf free streets

- Clean grates, pickup litter
- leaf free streets - when we had a curb and gutter in Madison, we raked leaves onto the grass near the street versus in the street, and encouraged our neighbors to do the same. Now we don't have curb and gutter in the town of dunn nor do we have leaf pick up, so we take them to our nearest leaf collection point or to the yard waste site.
- advocated for rain gardens in public spaces
- saltwise
- Salt wise - got a new water softener
- Adopt a Storm Drain - More conscious about leaves in my neighborhood covering storm drains and moving them whenever possible
- Ripple Effects
- I adopted a storm drain & attended a Salt Wise workshop. I also bought a rain barrel
- I have participated in most, if not all the programs (native plant sale, leaf free streets, salt wise, etc) and found all have been very easy to understand and implement. I have attended trainings and utilized resources on the websites to make changes.

Q19 - Who makes decisions about how your lawn / property is maintained? (Please select all that apply)

Other (please specify):

- I don't have a lawn - just plants and hardscape.
- All family members discuss
- My spouse and I make these decisions together
- Me and my wife
- Wife

Q21 – What is your zip code

- 53704
- 53714
- 53705
- 53711
- 53705
- 53562
- 53703
- 53711
- 53715

- 53597

- 53562

- 53532

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Q22 – What is your age in years?

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- 70

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- 73

- 65+

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- 77

- 70

- 70+

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Q22 – What is your gender?

- Non-binary (also male and female aren't genders, they're sexes)
- Genderfluid

Thank you for completing the survey! If you would like to modify any of your responses, please use the back arrow. Please use the space below for additional comments about water resources or issues in your community.

- We need more community awareness and thus support for clean lakes and water. I live within and would support a ban on salt within a 1/4 or 1/2 mile of Lake Mendota with few exceptions .
- Provide more resources/training in ecological/land management. Once folks are aware of the importance of land management and impact on fauna and flora, they are more likely to support these efforts.
- Focus on the sources of the highest loads and have the collective balls to enforce prevention of the issues, such as phosphorus loading to lakes.
- Thank you for keeping this subject alive and out in front of the public, with the current political

climate it could easily disappear!

-
- thanks, keep up the good work! Do programming for kids so they learn young
-
- I would love a mural on the drain in front of my house
-
- Encourage people to take fewer baths and showers! Many people do not need a daily shower, yet this seems to be very common in our country and no one ever mentions it for water conservation.
-
- Adopting a storm water inlet is a great idea. I have been cleaning leaves and debris from 3 of them because there are 3 at my intersection. Doing anything with snow and ice is a whole different thing and really too difficult for most people.
-
- Education is key! I don't know what I don't know and am all for more signage/mailers/whatever to get information on what concrete actions I should take (and encourage neighbors to take) to protect our natural environment.
-
- 1. You don't mention Clean Lakes as an organization. 2. Dane County should do more to make developers improve stormwater runoff mitigation. 3. Encourage the city of Madison to push awareness of how litter, leaves, and lawn waste mar the lakes. 4. Remove water lilies from lakes.
-
- Thanks for doing this survey, get the word out more on what you are doing and what can be done!
-
- Keep up the fight for our water! Thank you for your efforts!
-
- Thank you for the survey allowing to participate. I just wish that the land would stay land and not housing concrete, water would stay water and hope it would continue to flow as intended, My Father-in-law stated: YOU CANNOT MAKE MORE LAND AND MORE WATER, YOU MUST PROTECT WHAT YOU HAVE. Again, thanks. MK
-
- We MUST get rid of CAFOs or at least regulate them much more. One near us spreads way too much, way too often, polluting our air and water, fermenting feed spilling out of huge PLASTIC bags reeks and is extremely unsightly. Can't believe cows are allowed to eat rotting food. Horrible polluting facilities now reservoirs of avian flu. GET RID OF THEM.
-
- I am not convinced that the city needs a 4-hour window to do street cleaning on my street. The street sweeper is almost always there by 8:30. Urban areas have done a lot to reduce the negative impacts on water quality. And none of it will really matter so long as there is so much cow manure coming into the waterways. Last summer, it did not rain very much, therefore less overland run-off and combined with the zebra mussels (I assume) Lake Mendota water looked clean and didn't smell. We swam every weekend multiple times, I went on my friend's sailboat many times. It was how I imagined lake life would be. Alas, controlling precipitation and manure-makers is not in the city/village wheelhouse, and I doubt we can get the whole nation to stop eating WI cheese and ice cream, which, if successful, would create other serious economic/cultural issues.
-
- Our neighborhood is already required to capture 100% of stormwater runoff, as our developer has informed us in the past, a cost that is already paid by us in our HOA budget costs annually.
-
- Converting unused parts of lawns to native plantings or restored prairies can make a large impact. But that transition can be overwhelming without proper guidance and information. I encourage municipalities to not only allow, but encourage the use of native plantings through grants, classes, and changes to dated code ordinances.
-
- While I support many of these efforts, one thing that should be noted when it comes to cost: I'm in a new neighborhood, the Community of Bishop's Bay, and our developer frequently reminds us that we already pay a much higher HOA cost because our neighborhood is required to capture 100% of all stormwater runoff in the neighborhood. This cannot be said of many of the older neighborhoods in the area. So, some of us should be exempt from any further stormwater mitigation cost burdens, and they should be born only by those residents. I do not want to be "double taxed", as I'm already

paying a premium cost for our neighborhood stormwater management.

-
- Our subdivision is struggling with updating our stormwater runoff management system now. Middleton has been obstructing more than helping and I suspect will simply throw rip-rap at the problem instead of a combination of rain gardens, some rip-rap, culverts, and plants. We need experts to help us scope, design, and source vendors and to help run interference with the local municipality. It would also help if experts would speak on this subject to local HOAs to help educate the recalcitrant residents. Additionally, the existing developer agreements regarding proper wastewater management need to be enforced. The Bishops Bay development upstream from our subdivision is not in compliance and Middleton hasn't enforced it. If we fix our system, which we want to do, it will be quickly degraded due to the large volume and velocity of water from upstream.
-
- Recently the Town of Middleton did well water testing and found an extremely high percentage of wells with high nitrates but did absolutely nothing to address the contributing factors. I am worried that failing private septic systems, agricultural applications, and lawn treatment may eventually impact the City of Middleton water system.
-
- Middleton needs to crack down on their impervious surface requirements. Instead, they are allowing more and more concrete, under the guise of we NEED more dense housing, which is distressing... : (In my mind, more concrete leads to poorer lake quality in the long run. We are so lucky to have these lakes!
-
- My grandma grew up here and she said that the lakes used to be clear in the summertime. It would be wonderful to be able to feel safe swimming and fishing in the Madison lakes and rivers again.
-
- I'd be willing for Madison to put a curbside rain garden on mt street without gutters and always has a big puddle which. The street sweeper leaves all the debris in.
-
- I would like to see the Madison Met Sewerage. district to expand their scope of responsibilities to include polluted runoff reduction
-
- WTer is our most precious resource and we are not doing enough to protect it!
-
- Thanks! I agree that "water is life" and we need to do more to save water and conserve it and take care of our lakes and ground water. I guess sometimes I don't know what actions to take and don't take any.
-
- We live on the Yahara River and are members of the Dunkirk Dam Lake District. We have educational sessions at our quarterly meetings and have a newsletter. We'd like to know more.
www.dunkirkdam.com
-
- I think there should be information sent out every 6 months to each household to remind them of how they can help the environment by doing things at home.
-
- Great job by Christal Campbell, Claudia Guy, Jeremy Balousek, and the members of the MAMSWaP I&E Committee to be able to offer so many wonderful stormwater education opportunities to area residents and businesses. Thank you!
-
- Concerned about tge impact of dam removal and possible whitewater park
-
- I appreciate the dredging efforts for the Yahara River. Water quality seems good so far this year, partially due to water actually flowing. Down side is that larger boats and jet skis are now racing up/down river causing large wave action along shore.
-
- I feel like Dane county dumps WAY too much salt on the roads. It gets me. Sick when I see their trucks dropping all the unnecessary salt.
-
- Ripple Effects rain barrels are not in stock in Middleton as of 2 weeks ago. Had hoped to purchase one. I will not drive to DeForest from Stoughton to get one. I hope they are restocked and perhaps offer other pickup locations maybe Monona or McFarland?

- Madison's Stormwater Utility funds should be used to support education, innovative water quality projects, friends groups, etc
- I Scuba dive in the local lakes. Our club does clean up dives. We would love to have a speaker on these topics. Water quality is very important to us. Info@fourlakesscubaclub.org
- Thank you for doing the work you do!
- Thanks for conducting this survey.
- Our lakes are disgusting. I won't even let my dog swim in them. All these organizations/groups that have been around for years are apparently very poor at their jobs because the lakes don't improve. The weeds aren't mowed efficiently by Dane co. Monona Bay is pathetic. The late summer slime on Mendota (near Lot 60) is so bad I won't put my row boat in the water. We get surveys every year from some groups and yet the water quality doesn't improve.
- I would really like to see continued land purchases around Dane County water resources. I really like the idea of remediation this way and hope to see that kind of thing be continued.
- This is a well put together survey, & I hope it gives you results that lead to application.
- Why don't you ask about biking? That's my most frequent form of outdoor recreation, often along Danr Co lakes and waterways.
- thanks for doing this.
- Always curious to find more resources and would be willing to participate in workshops & local initiatives. The marketing on some of these green initiatives is lackluster and I find I have to dig to learn about them!
- I would love to have someone come out to help design a rain garden at our house.
- These programs are making a positive impac in our community. When my neighbors read or hear about these "best practices" on the news or from the city, they begin to ask me questions about things that I am doing around my yard and consider changing their practices. The easier and smaller the changes, the more willing they are to do them. Even thinking about how our actions impact the environment and community is a positive step.