SUMMARY REPORT

MS4 Statewide Awareness Outreach Evaluation Survey

2018

Executive Summary

Introduction

In 2013, 30 municipalities in Maine developed and implemented the Stormwater Awareness Plan, designed to increase the public's understanding of stormwater-related issues. The Stormwater Awareness Plan delivered messages via TV ads, online ads, press releases, social media, websites, and various print materials. The MS4 Stormwater Awareness Plan intended to meet the following goal: "50% of homeowners, aged 35 – 55, in the 30 regulated small MS4 municipalities will understand that water does run off their property, not all is absorbed, and it will carry with it pollutants, such as lawn chemicals, pet waste and oil drops. This polluted water will enter the storm drain system and discharge, untreated, directly to water bodies used for drinking, fishing and swimming."

To determine if the Stormwater Awareness Plan met its goal, an Evaluation Survey was administered. Survey data was collected online via Survey Monkey (www.surveymonkey.com) between November 13, 2017 and December 18, 2017. Several outreach methods and prompts were used to direct members of the target audience to the survey, including links to the survey from Facebook, websites, and emails. A small number of responses were also purchased through Survey Monkey. In total, 938 responses were received.

Highlights of Survey Findings

General Information

- 97% of Maine residents agree, clean water is vital.

- 47% of respondents correctly described what happens to stormwater at their residence, which is close to the goal of 50% stated in the Stormwater Awareness Plan. (Based on the sample size, our confidence interval (CI) for the statewide dataset is $\pm$5%.)

- Survey respondents correctly identified these as common pollutants in stormwater: gas and oil; fertilizer and pesticides; road sand and salt; pet waste; trash / garbage; and dirt / sediment.

- Statistically significant samples were collected from the Greater Portland and Greater Biddeford/Saco area (ISWG region; CI = $\pm$5%) and southern York County (SMSWG; CI = $\pm$7%), so separate analyses of these datasets were completed. In general, responses from the ISWG and SMSWG regions were consistent with responses from the statewide dataset.

Personal Actions

- Nearly 70% of respondents understand (by indication that they strongly agree) that actions taken at their residence can affect how clean the rivers, lakes, and streams are in their community. In 2013, only 32% of respondents reported that they strongly agreed with that statement.

- 93% of people report they are very or somewhat willing to take action to reduce pollution from stormwater.

- Respondents indicated they are most likely to volunteer or share information to help improve water quality. Respondents are also willing to change their behaviors at home to help improve water quality and indicated they have adopted better landscaping practices, reduced chemicals used at home, conserved water, and ensured proper disposal of all waste products. Finally, respondents also reported their willingness to donate money to clean water causes.

- In 2013, 24% of respondents indicated that they have reduced the amount of lawn chemicals or were moderately or very likely to reduce their use of lawn chemicals at their residence. In 2018, 66% of respondents statewide reported that they have reduced their use of lawn care products.

- In 2013, only 22% of respondents indicated they mow their lawn no shorter than 2.5 – 3 inches. In 2018, that number jumped to 60%.

- The number of people who pick up their pet's waste increased from 35% in 2013 to 53% in 2018.

Where We Get Our Information

- Respondents reported that they first look to the Department of Environmental Protection (DEP), their municipality, and their soil & water conservation district - in that order - for information about water pollution.

- Fewer than 40% of respondents recalled hearing or seeing an advertisement about water pollution in the previous nine months.

- Survey respondents are almost as likely to watch streaming media as cable television, with 45% using cable and 31% using streaming media for their television service.

What's Next?

While 97% of our target audience agrees that clean water is vital, fewer than 50% understand what happens to stormwater that falls on their property. It's clear there is still more work to be done. But how can we be sure we are most effective with our messages about clean water?

One thing to consider is **changing where we advertise**. People are watching television differently. Among survey respondents, online streaming video is nearly as popular as cable. Some of the more popular video streaming services are Hulu, Netflix, Amazon Prime, Sling TV, Direct TV Now, and HBO now. Advertising efforts in the future should account for current viewing trends and partner with online services, as well as cable television.

In addition to television advertising, respondents reported going to websites and social media for information about clean water. The agencies to whom respondents look for clean water information are: DEP, municipalities, soil and water conservation districts, and cooperative extension services. Working with these partner organizations to ensure our messages are incorporated and available on their websites and advertised through their social media pages will help ensure the information is available when and where Maine residents need it.

Future surveys to understand our target audience should explore **the use of partner organizations and industries to deliver messages**. For example, reaching real estate professionals and new homeowners may help establish, early-on, behaviors at home that are most likely to reduce pollution in stormwater. Reaching condo owners and those who live in apartments may help bring awareness to what can be done inside the home to reduce stormwater pollution. Working with service providers such as landscapers, winter maintenance contractors, or cleaning services, may help providers ensure that they are able to meet the needs of their clients while protecting water resources.

With volunteering and sharing information being the actions our respondents are most willing to take to help improve water quality, we need to **ensure there are plentiful opportunities for these volunteer activities**. Continuing work with local organizations on stenciling and stream clean up activities, providing easily shared information such as fact sheets and brochures, and establishing networks of dedicated volunteers will help capitalize on the energy and interest of Maine's residents.

Introduction

The MS4 Stormwater Awareness Plan, developed on behalf of the 30 MS4-regulated municipalities throughout Maine, was designed to increase the public's understanding of stormwater-related issues. The MS4 Stormwater Awareness Plan employed a comprehensive outreach campaign, with messages delivered through: TV ads; online ads; press releases; Think Blue Maine website; social media; posters; and projects for local groups, such as storm drain stenciling and stream cleanups.

The MS4 Stormwater Awareness Plan intended to meet the following goal:

> *"50% of homeowners, aged 35 – 55, in the 30 regulated small MS4 municipalities will understand that water does run off their property, not all is absorbed, and it will carry with it pollutants, such as lawn chemicals, pet waste and oil drops. This polluted water will enter the storm drain system and discharge, untreated, directly to water bodies used for drinking, fishing and swimming."*

The MS4 Evaluation Survey was created to measure the effectiveness of the outreach efforts outlined in the MS4 Stormwater Awareness Plan. The MS4 Evaluation Survey was developed by the Cumberland County Soil & Water Conservation District (CCSWCD) with input from the statewide MS4 regional groups and the Maine Department of Environmental Protection (DEP). The survey was conducted by CCSWCD on behalf of the 30 MS4 municipalities.

To allow for comparison to previous data, the MS4 Evaluation Survey was based on DEP's Intercept Survey (developed by Market Decisions), implemented in 2013. CCSWCD also evaluated other surveys used to measure effectiveness of local outreach campaigns to inform survey design. Representatives from DEP and Maine's MS4 municipalities provided feedback on the survey tool throughout the development process.

> *Water runs off the land into waterbodies and can carry pollutants, such as lawn chemicals or pet waste, with it. Water that runs off our lawns and driveways is not treated before entering waterbodies that we use for drinking, fishing, and swimming.*

Survey Methods

Sample Size

To ensure that our data represent the population of Maine as a whole, we identified the number of responses needed to accurately capture a representative sample. We identified sample sizes needed for precision levels of 5, 6, and 7, or accepting sampling errors of +/- 5%, 6%, or 7%. If using a precision level of 5, this means that if 50% of the sample reports picking up their pets' waste, we can expect that between 45% and 55% of the population picks up their pets' waste. We also needed to establish a confidence level, which is the confidence that the sample is within the average of the population. Typical of other similar surveys, we analyzed our data with a 95% confidence level.

Based on 2010 US Census data, there are approximately 128,080 people in the targeted age range (35 – 55) living in the MS4 municipalities. Based on sample size needed for quantitative analysis as described above, the MS4 municipalities aimed to collect 250-300 survey responses in this survey (see Table 1: sample sizes needed by confidence level and intervals).

Table 1. Sample sizes needed by confidence level and intervals

	Confidence Level	Confidence Interval	Population	Target Sample Size*	Actual Sample Size
Statewide	95%	$\pm$ 7%	128,080	196	938
	95%	$\pm$ 6%	128,080	266	
	95%	$\pm$ 5%	128,080	383	
AVSWG (Greater Lewiston/ Auburn)	95%	$\pm$ 7%	20,224	194	76
	95%	$\pm$ 6%	20,224	263	
	95%	$\pm$ 5%	20,224	377	
BASWG (Greater Bangor)	95%	$\pm$ 7%	17,871	194	58
	95%	$\pm$ 6%	17,871	263	
	95%	$\pm$ 5%	17,871	376	
ISWG (Greater Portland & Greater Biddeford/Saco)	95%	$\pm$ 7%	76,810	196	458
	95%	$\pm$ 6%	76,810	266	
	95%	$\pm$ 5%	76,810	382	
SMSWG (Southern York County)	95%	$\pm$ 7%	13,175	193	255
	95%	$\pm$ 6%	13,175	262	
	95%	$\pm$ 5%	13,175	373	

source: https://www.surveysystem.com/sscalc.htm

Data Collection

Survey data was collected online via Survey Monkey (www.surveymonkey.com) between November 13, 2017 and December 18, 2017. A number of outreach methods and prompts were used to direct members of the target audience to the survey, including:

Facebook
- A link to the survey was posted on the Think Blue Maine Facebook page.
- Municipalities shared the link on their respective Facebook pages.
- Facebook ads, targeted to the desired audience in each of the MS4 regions, were created and ran for one month.

Websites
- A link to the survey was posted on the homepage of the Think Blue Maine website.
- Partners posted a link to the survey on their respective websites.

Emails
- Two emails containing a link to the survey were sent to various distribution lists, including Cumberland County Soil & Water Conservation District's (CCSWCD's) 2,000-member distribution list and 1,500-member Urban Runoff 5K participant list.
- Partners emailed the survey link to their distribution lists.
- MS4 municipalities emailed the survey link to their municipal staff.

Purchased Responses
- 129 responses were purchased through Survey Monkey. Responses came from people living in Maine who fell within the ages of 25 and 65.

Data Analysis

Data were reviewed for quality and completeness and summarized using Microsoft Excel. Open-ended and narrative responses were analyzed by word count to identify the top 5-10 most common responses.

In total, 938 responses were received. Based on the zip codes provided, 427 of those responses were from the ISWG communities, allowing a separate analysis of those responses. (Note that zip code data collected in question 30 vary slightly from the data collected in question 1, where respondents were asked to identify the region in which they live.) Data are reported for both Statewide and ISWG responses, as indicated by chart labels. Wherever possible, a table of the results collected through the 2018 survey and the 2013 Intercept Survey is offered. Where no comparison is shown, no corresponding question was asked in 2013 or responses to the question were open-ended narrative.

Results

## Question 1: In which geographic area do you live?

STATEWIDE

- 6.18% Greater Bangor
- 8.10% Greater Lewiston / Auburn
- 42.22% Greater Portland
- 6.61% Greater Saco / Biddeford
- 23.99% Southern York County
- 12.90% None of the above
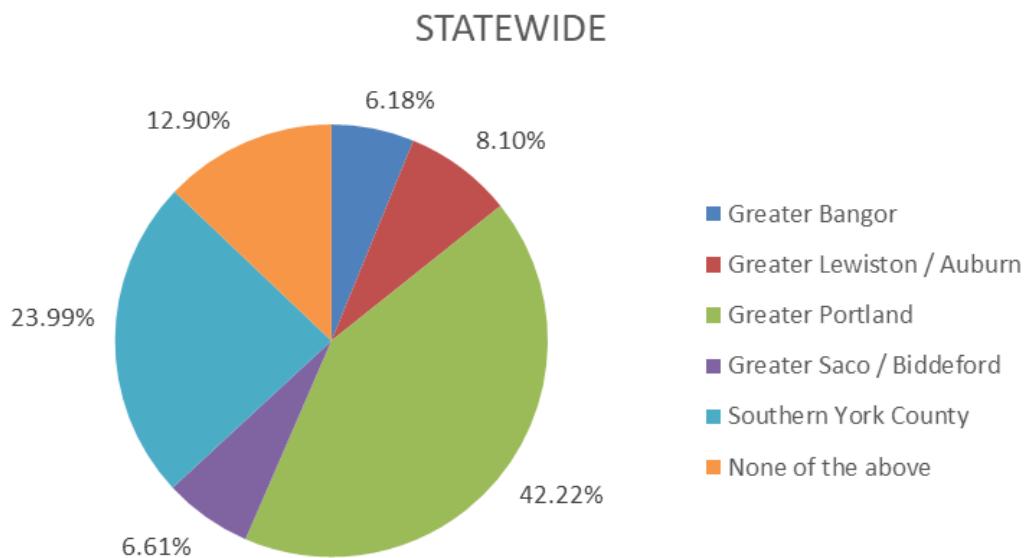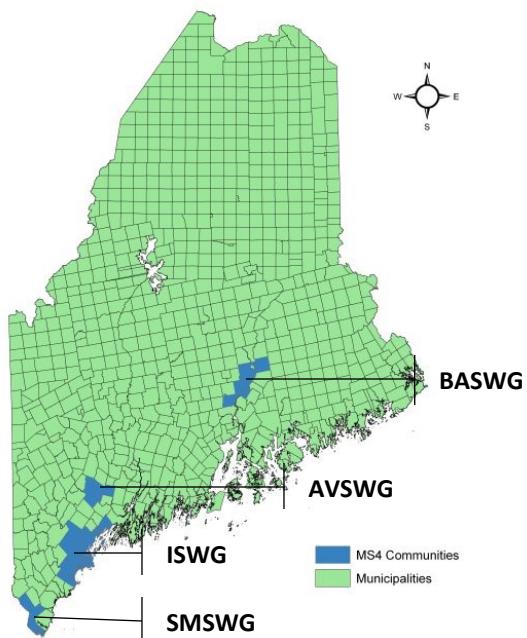
Table 2. Sample sizes by region

	Number of Responses
AVSWG (Greater Lewiston/Auburn)	76
BASWG (Greater Bangor)	58
ISWG (Greater Portland + Greater Saco/Biddeford)	458
SMSWG (Southern York County)	255
None of the above	121
Total	938

Question 2: In your opinion, how important is it to have clean water in the lakes and streams in your community?

**97%** of respondents think **CLEAN WATER** is very important
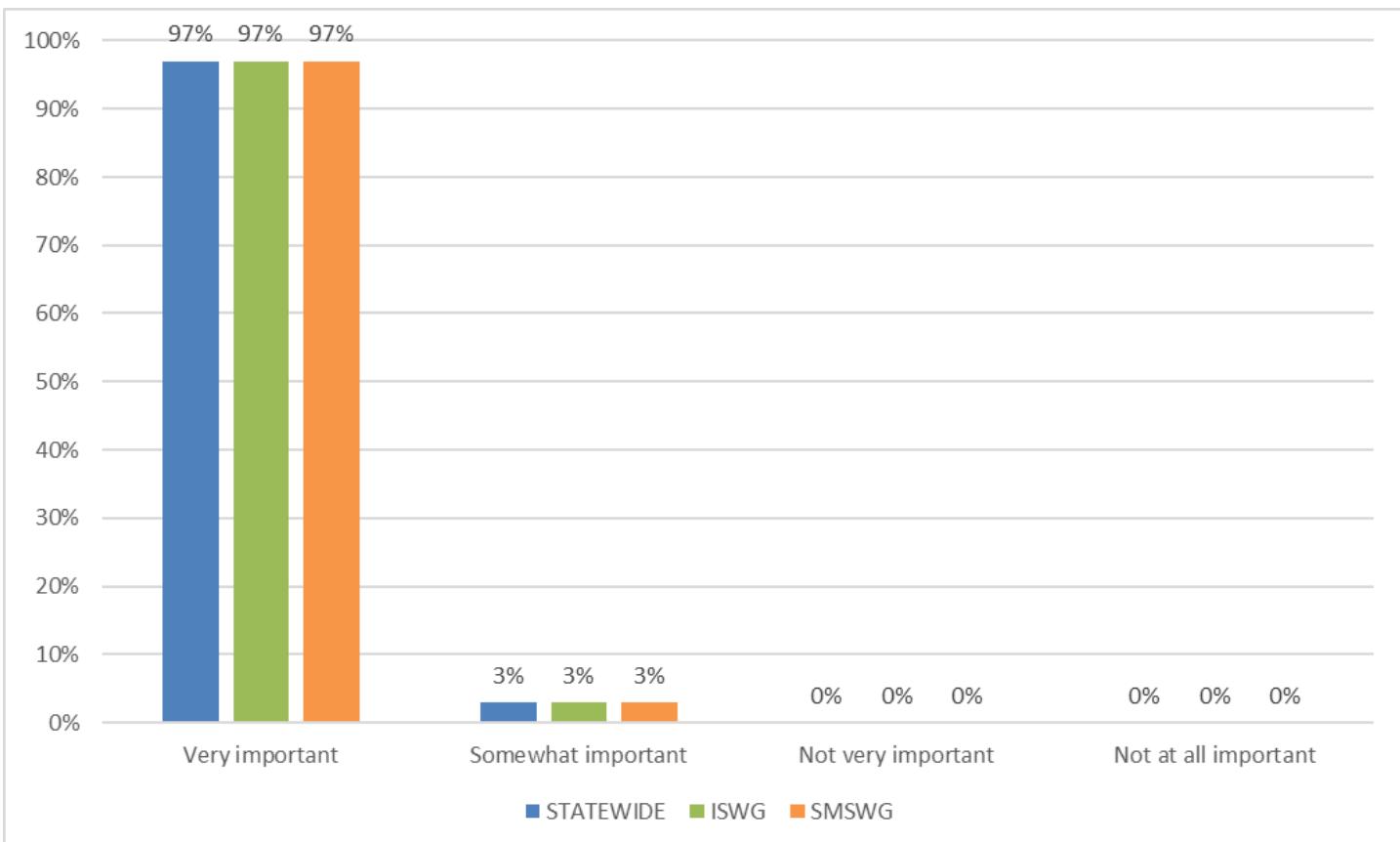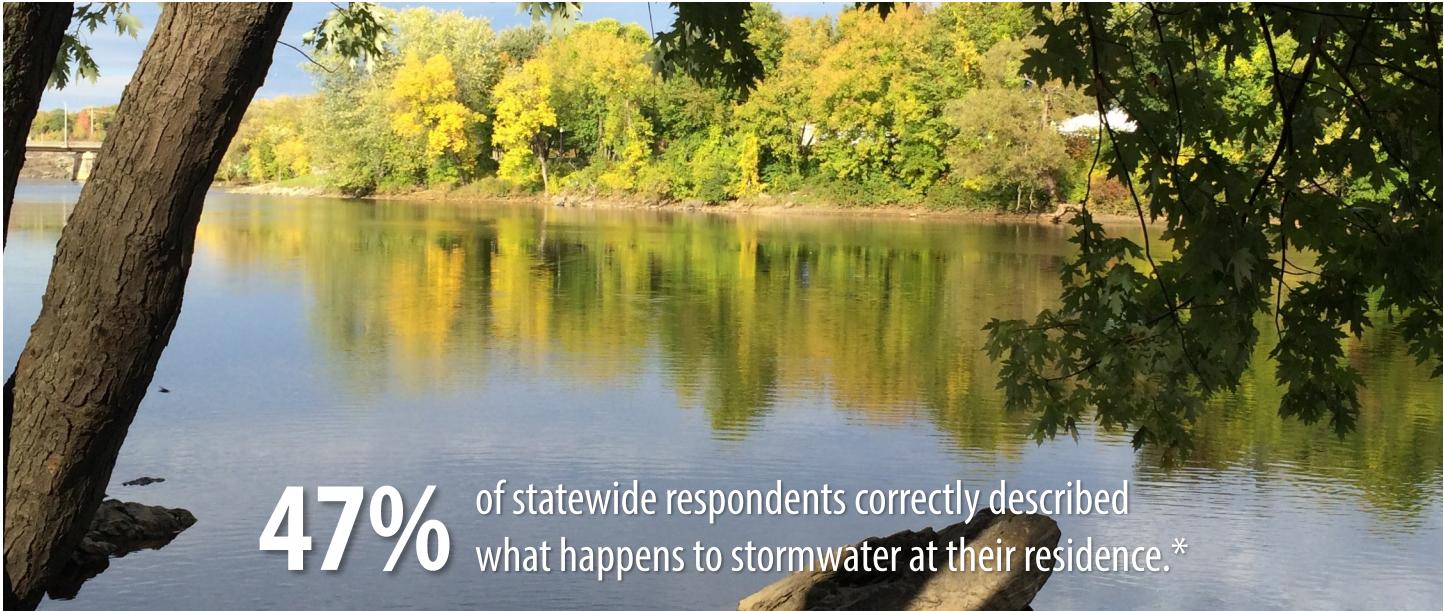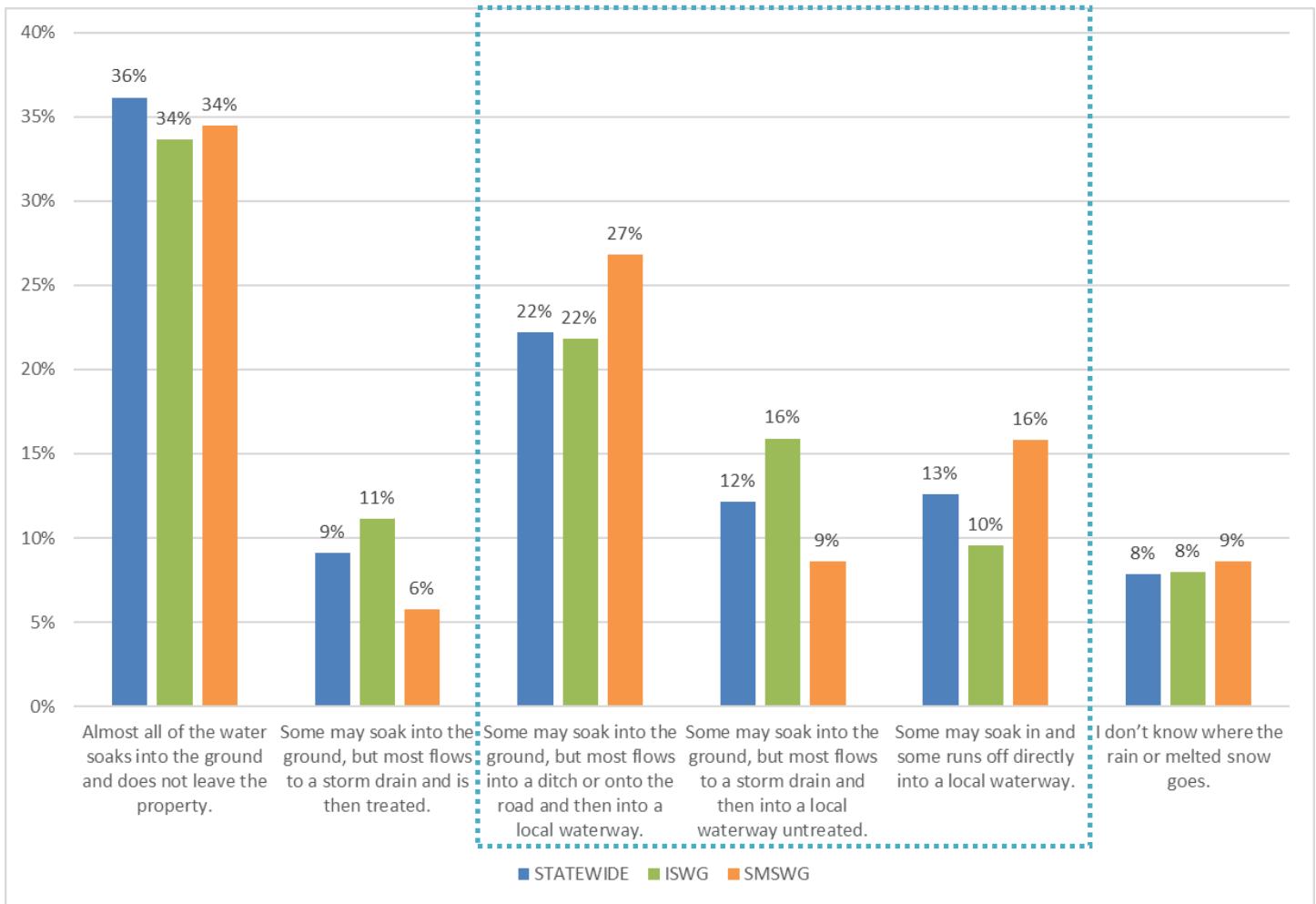
Table 3. Data comparison: Question 2 from 2018 survey compared with similar question from 2013 survey

	Not at all important	Not very important	Somewhat important	Very important
2013	0%	6%	32%	59%
2018—Statewide	<1%	<1%	3%	97%
2018—ISWG	<1%	<1%	3%	97%
2018—SMSWG	<1%	<1%	3%	97%

Question 3: Which of the following best describes what happens during a heavy rain or when the snow melts at your residence?

47% of statewide respondents correctly described what happens to stormwater at their residence.*

* Both statewide and ISWG responses showed that 47% of respondents know what happens to runoff at their residence. Responses from SMSWG showed that 52% were able to correctly describe what happens to runoff at their residence. This number was determined by adding the responses outlined with dotted lines above. The response stating "*Some may soak into the ground, but most flows into a storm drain and is then treated*" was not included because very few municipalities have combined sewers that treat runoff.

Question 4: Stormwater runoff is melted snow or water that runs over the land when it rains. In your community, how much of an impact does stormwater runoff have on how clean the rivers, streams, and lakes are?
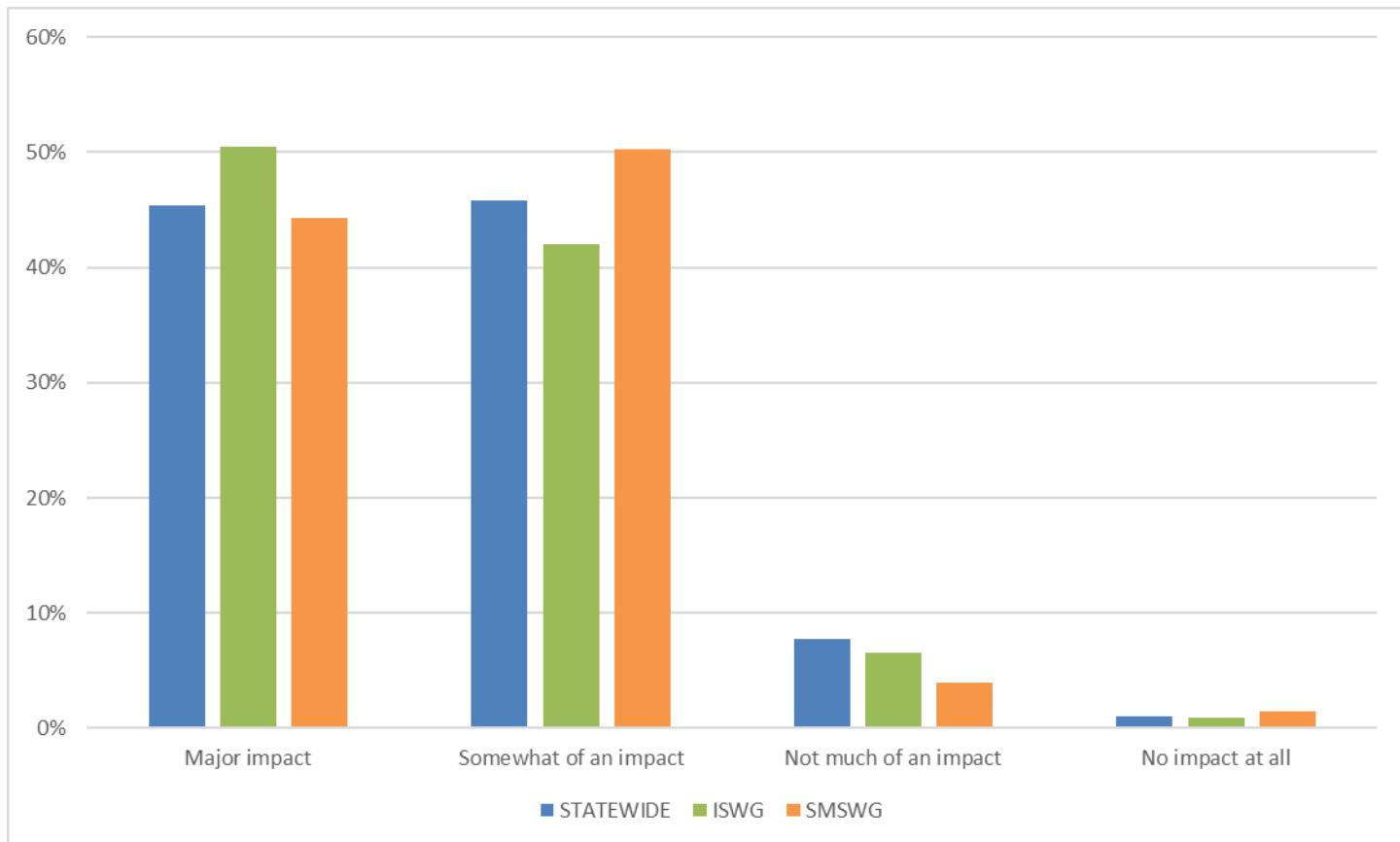

Table 4. Data comparison: Question 4 from 2018 survey compared with similar question from 2013 survey

	Major impact	Somewhat of an impact	Not much of an impact	No impact at all
2013	44%	45%	4%	1%
2018—Statewide	45%	46%	8%	1%
2018—ISWG	50%	42%	7%	1%
2018—SMSWG	44%	50%	4%	2%

Question 5: Polluted stormwater runoff refers to pollution that is carried into rivers, streams, lakes, and the ocean by rain and melted snow. Please name one or two pollutants that could be carried by runoff in your neighborhood.

The most common responses are listed in order of frequency. Results were the same for data collected Statewide and from ISWG and SMSWG regions.

1. Gas and Oil

2. Fertilizer and Pesticides

3. Road Sand and Salt

4. Pet Waste

5. Trash / Garbage

6. Dirt / Sediment

Question 6: How willing are you to take action to reduce pollution from stormwater runoff?
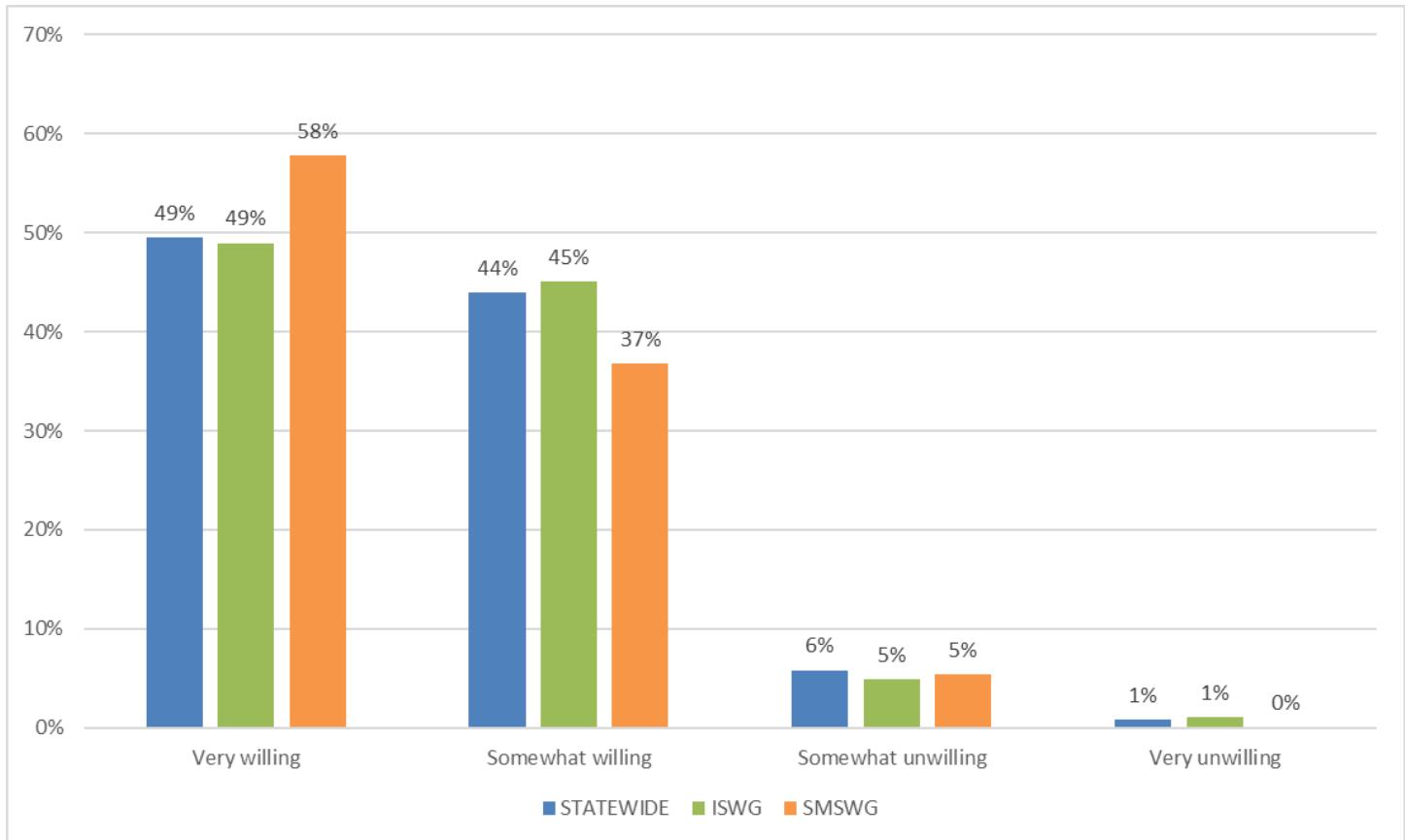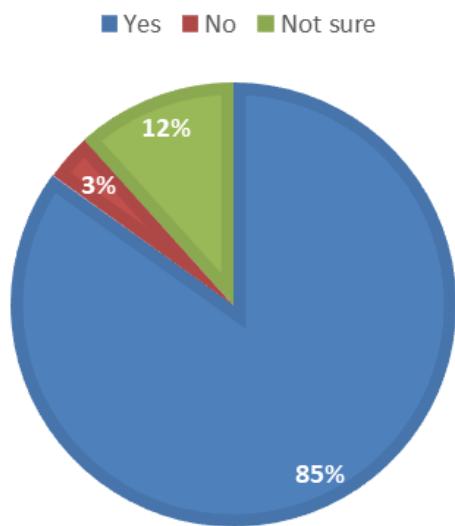

Table 5. Data comparison: Question 6 from 2018 survey compared with similar question from 2013 survey

	Very willing	Somewhat willing	Somewhat unwilling	Very unwilling
2013	25%	48%	15%	7%
2018—Statewide	49%	44%	6%	1%
2018—ISWG	48%	46%	5%	1%
2018—SMSWG	58%	37%	5%	0%
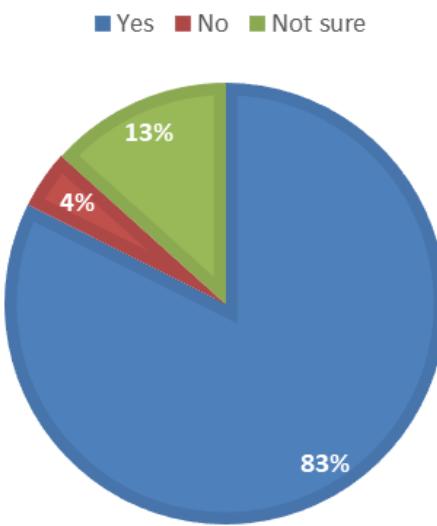
Question 7: Are there lakes, streams, or other bodies of water in your community that you feel are especially important to protect?

STATEWIDE

■ Yes ■ No ■ Not sure

12%
3%
85%

ISWG

■ Yes ■ No ■ Not sure

13%
4%
83%

SMSWG

■ Yes ■ No ■ Not sure

1%
7%
92%
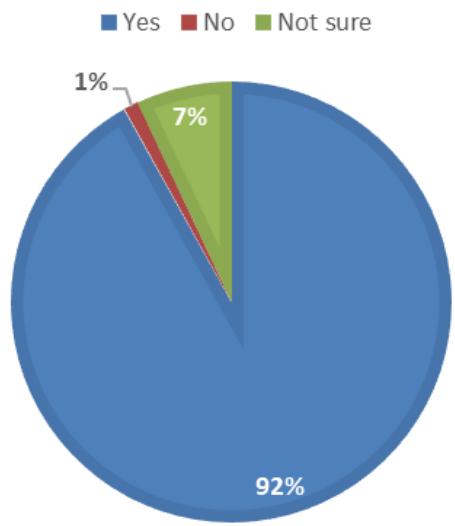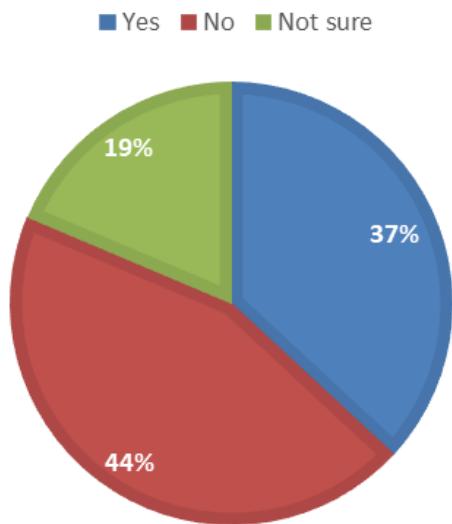
Question 8: If yes, please name the bodies of water and why you feel they are important to protect.

Top 10 Statewide:

1. All
2. Ocean
3. Sebago Lake
4. Casco Bay
5. Salmon Falls River
6. Presumpscot River
7. Scarborough Marsh
8. Androscoggin River
9. Saco River
10. Great Works River

Top 10 ISWG:

1. Sebago Lake
2. Ocean
3. Casco Bay
4. All
5. Presumpscot River
6. Scarborough Marsh
7. Great Pond
8. Saco River
9. Highland Lake
10. Fore River
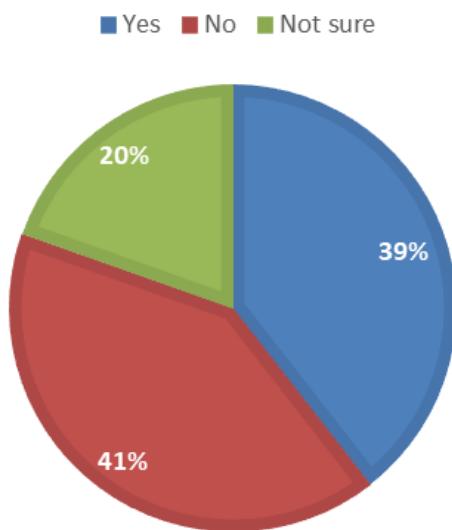
Top 7 SMSWG:

1. Salmon Falls River
2. Ocean
3. Great Works River
4. Piscataqua River
5. Spruce Creek
6. York River
7. Leigh Mill Pond

Question 9: Over the past nine months, do you recall seeing, hearing, or reading any advertisements regarding water pollution?

STATEWIDE
■ Yes ■ No ■ Not sure

19%
37%
44%

ISWG
■ Yes ■ No ■ Not sure

20%
39%
41%

SMSWG
■ Yes ■ No ■ Not sure

17%
34%
49%
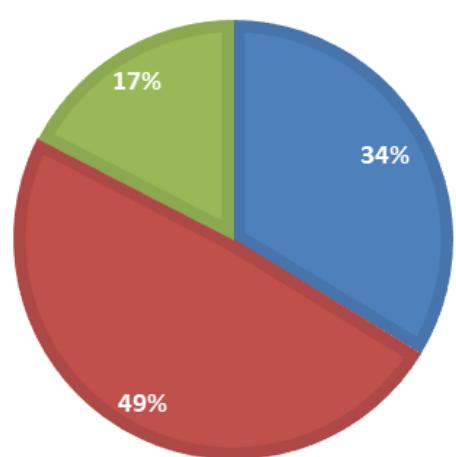
Question 10: If yes, what was the advertisement about?

The most common responses are listed in order of frequency. Results were the same for data collected Statewide and from ISWG and SMSWG regions.

1. Stormwater / runoff
2. Pollution
3. Ducks / duckies
4. Drains
5. Clean water
6. Lawn care

Question 11: Over the past nine months, do you recall seeing an advertisement about water pollution that featured rubber ducks?

STATEWIDE

Yes No Not sure

13% 39% 48%

ISWG

Yes No Not sure

13% 44% 43%

SMSWG

Yes No Not sure

10% 34% 56%
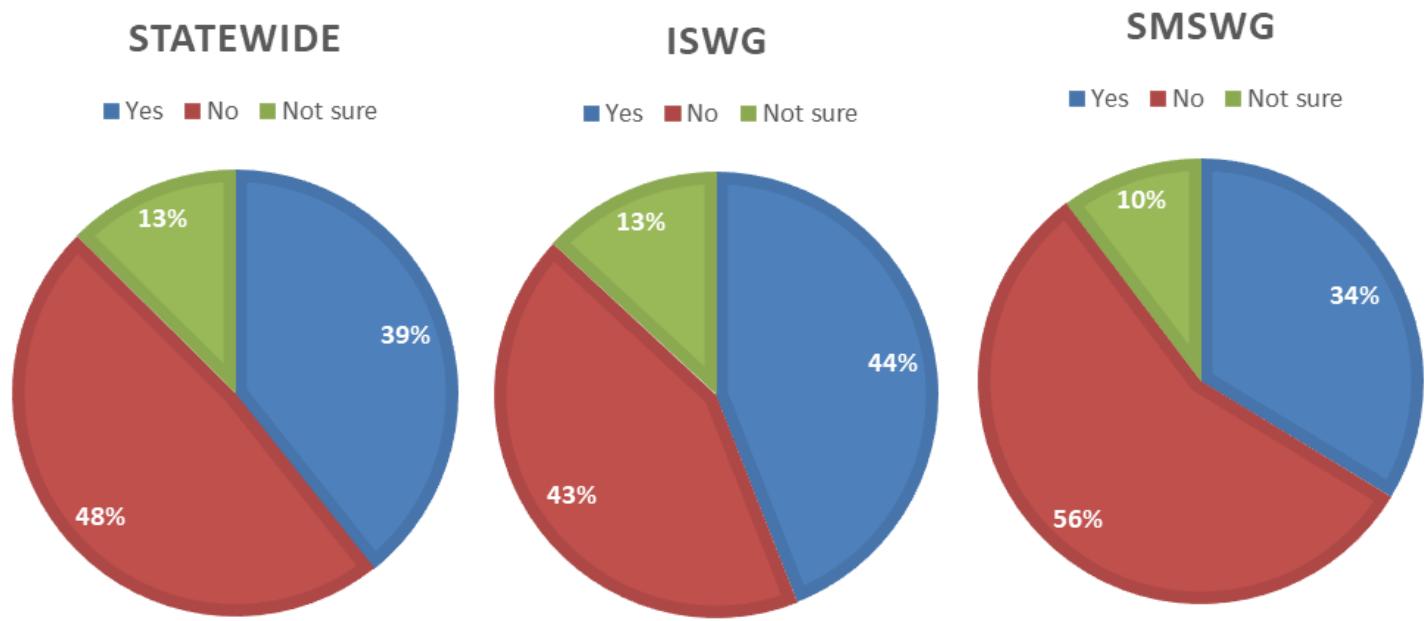
Table 6. Data comparison: Question 11 from 2018 survey compared with similar question from 2013 survey

	Yes	No	Not sure
2013	55%	43%	3%
2018—Statewide	39%	48%	13%
2018—ISWG	43%	43%	13%
2018—SMSWG	34%	56%	10%
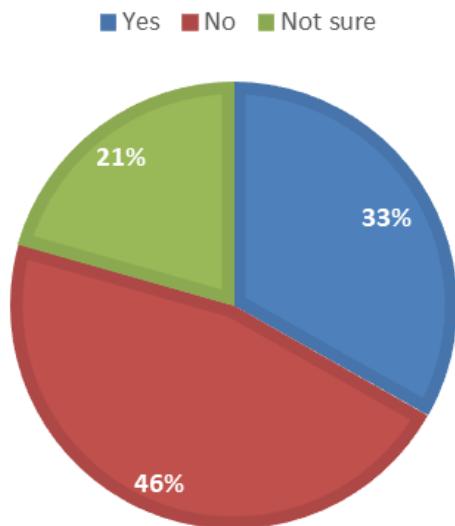
The most common responses are listed in order of frequency. Results were the same for data collected Statewide and from ISWG and SMSWG regions.

1. Stormwater / runoff
2. Pollution
3. Ducks / duckies
4. Drains
5. Clean water
6. Lawn care
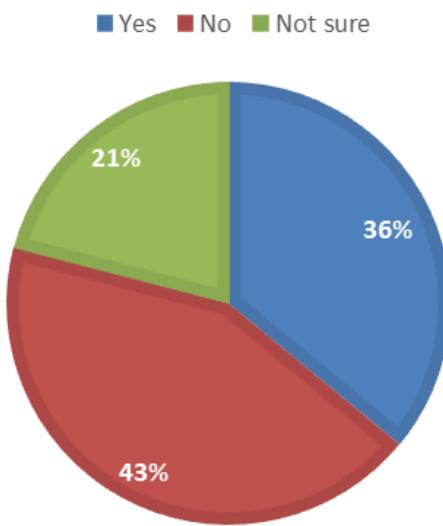
Question 13: Over the past nine months, have you heard of any efforts by local organizations to reduce water pollution?

STATEWIDE

Yes ■ No ■ Not sure

33% 21% 46%

ISWG

Yes ■ No ■ Not sure

36% 21% 43%

SMSWG

Yes ■ No ■ Not sure

30% 22% 48%
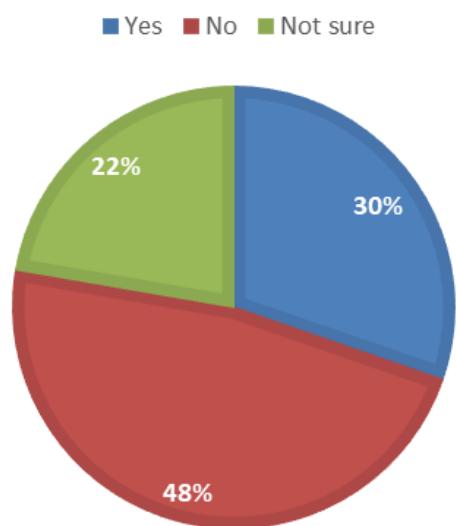
**Table 7.** Data comparison: Question 13 from 2018 survey compared with similar question from 2013 survey

	Yes	No	Not sure
2013	38%	55%	8%
2018—Statewide	33%	46%	21%
2018—ISWG	36%	43%	21%
2018—SMSWG	30%	48%	22%

Statewide & ISWG Responses:
The most common responses are listed in order of frequency.

1. Clean up activities / volunteering
2. Reduce / ban pesticides
3. Healthy lawn care
4. Education and outreach
5. Research / source identification
6. Watershed management planning and improvement projects

SMSWG Responses:
The most common responses are listed in order of frequency.

1. Watershed surveys and improvement projects
2. Healthy lawn care
3. Municipal stormwater projects
4. Reducing / picking up litter
5. Septic system maintenance

# Question 15: Have you taken any specific actions as a result of the local efforts to reduce water pollution?
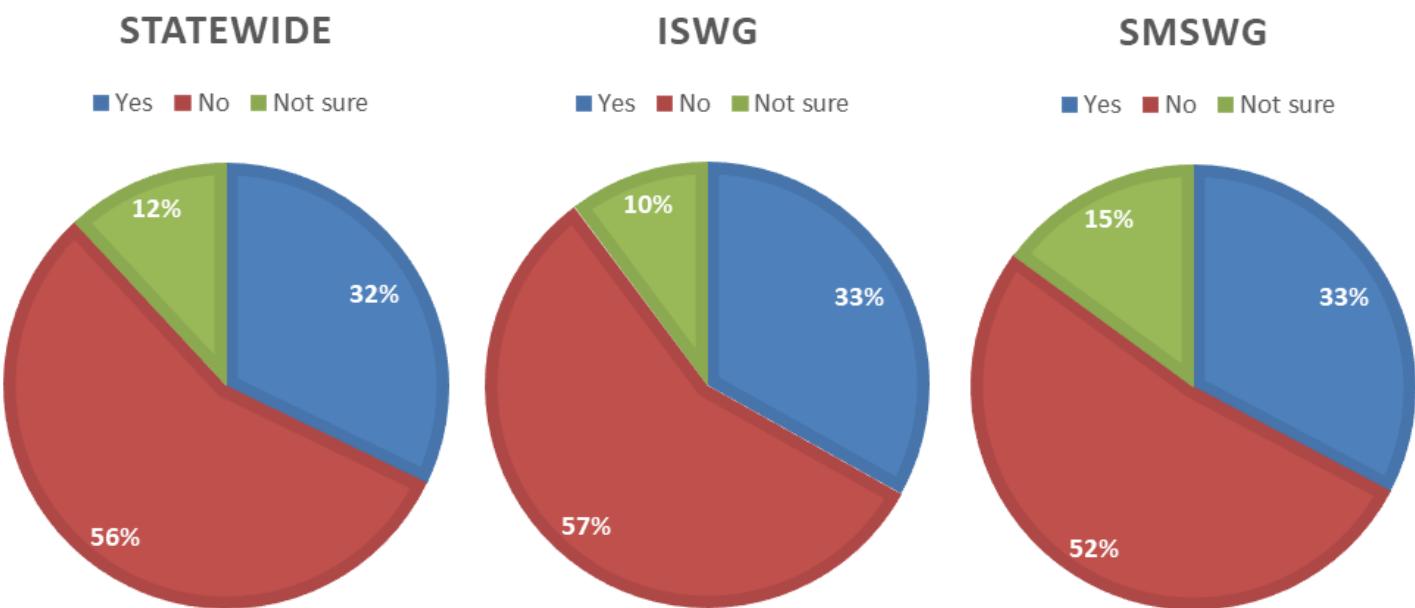
Table 8. Data comparison: Question 15 from 2018 survey compared with similar question from 2013 survey

	Yes	No	Not sure
2013	N/A	46%	54%
2018—Statewide	32%	56%	12%
2018—ISWG	33%	57%	10%
2018—SMSWG	33%	52%	15%

Question 16: If yes, please briefly describe some of the actions you have taken to reduce water pollution.

Statewide & ISWG Responses:
The most common responses are listed in order of frequency.
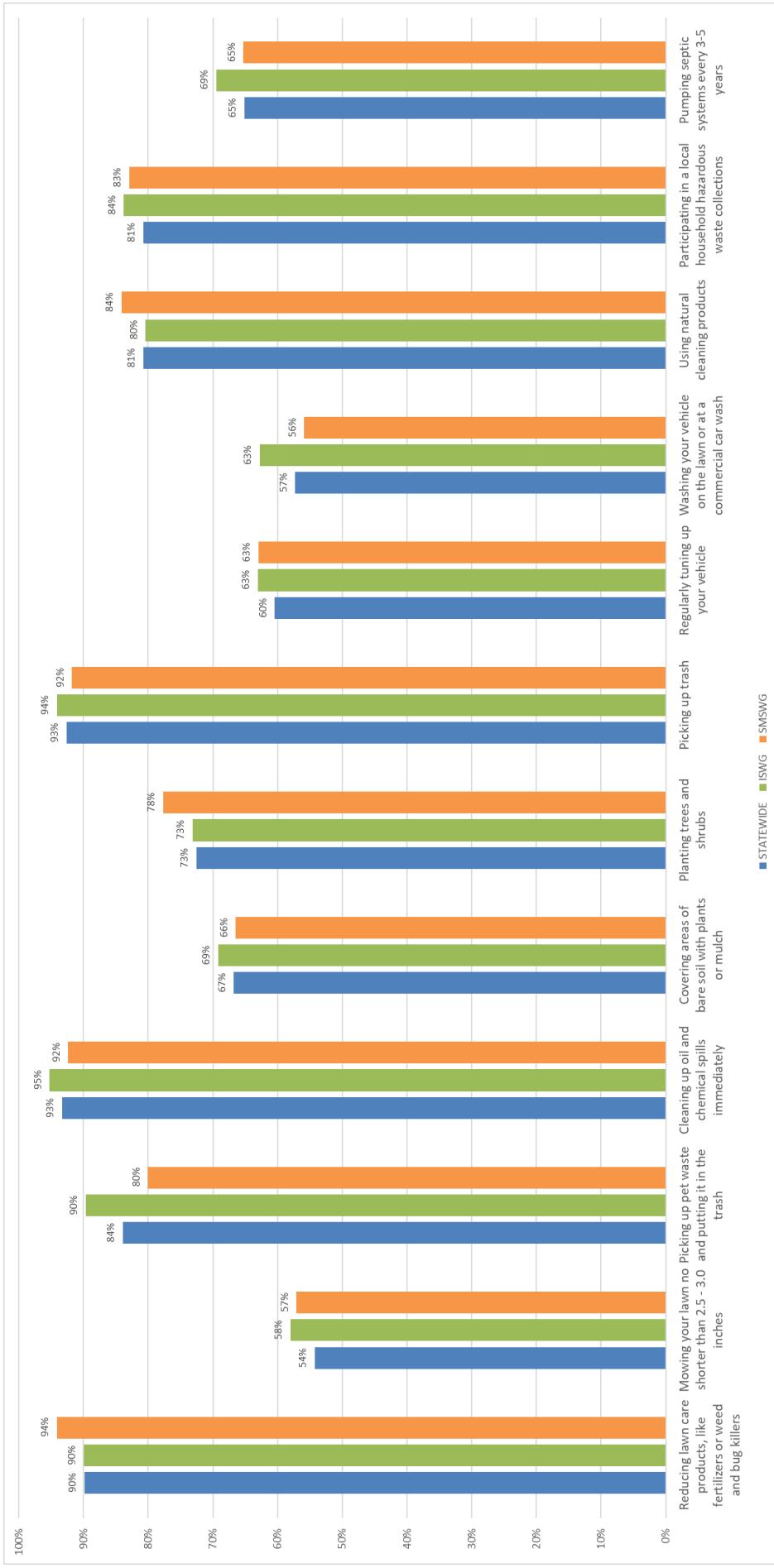
1. Volunteered / shared information
2. Adopted better landscaping practices
3. Reduced chemicals used at and around the home
4. Conserved water
5. Ensured proper disposal of all waste products
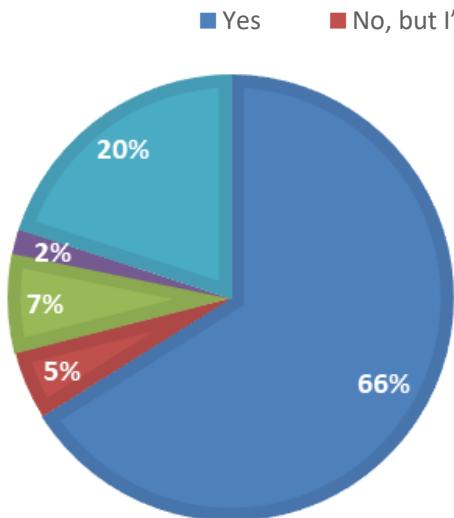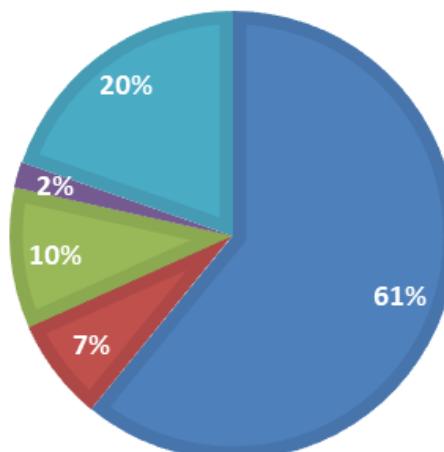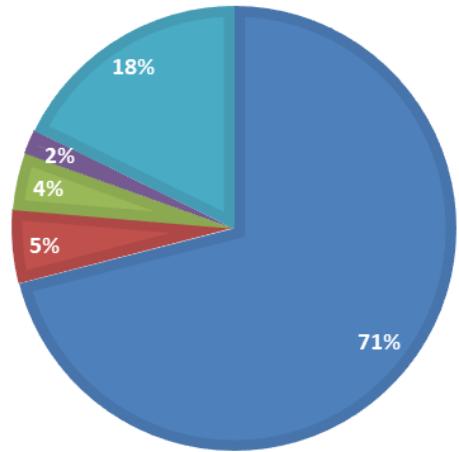
SMSWG Responses:
The most common responses are listed in order of frequency.

1. Reduced use of lawn chemicals
2. Planted rain gardens, buffers, etc.
3. Picked up litter
4. Picked up pet waste

Question 17: Please select the practices you believe can reduce water pollution. (choose all that apply)

Legend: STATEWIDE ■ ISWG ■ SMSWG

Practice	STATEWIDE	ISWG	SMSWG
Pumping septic systems every 3-5 years	65%	69%	65%
Participating in a local household hazardous waste collections	81%	84%	83%
Using natural cleaning products	81%	80%	84%
Washing your vehicle on the lawn or at a commercial car wash	57%	63%	56%
Regularly tuning up your vehicle	60%	63%	63%
Picking up trash	93%	94%	92%
Planting trees and shrubs	73%	73%	78%
Covering areas of bare soil with plants or mulch	67%	69%	66%
Cleaning up oil and chemical spills immediately	93%	95%	92%
Picking up pet waste and putting it in the trash	84%	90%	80%
Mowing your lawn no shorter than 2.5 - 3.0 inches	54%	58%	57%
Reducing lawn care products, like fertilizers or weed and bug killers	90%	90%	94%

Question 18: Have you reduced your use of lawn care products, such as fertilizer and weed and bug killers?

STATEWIDE	ISWG	SMSWG

■ Yes ■ No, but I'm thinking about it ■ No ■ Not sure ■ Not applicable

STATEWIDE
- 66% (Yes)
- 5%
- 7%
- 2%
- 20%
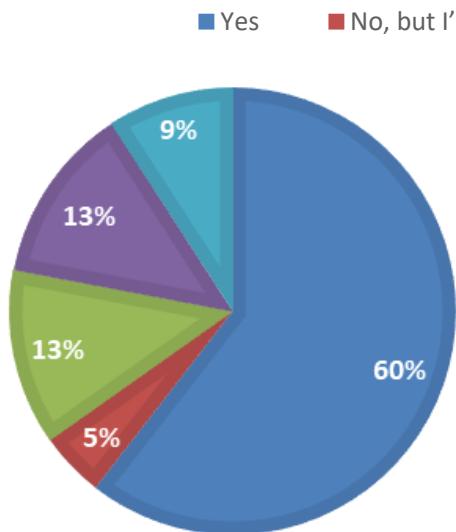
ISWG
- 61% (Yes)
- 7%
- 10%
- 2%
- 20%

SMSWG
- 71% (Yes)
- 5%
- 4%
- 2%
- 18%

In 2013, **24%** of respondents indicated that they have reduced the amount of lawn chemicals or were moderately or very likely to reduce their use of lawn chemicals at their residence.
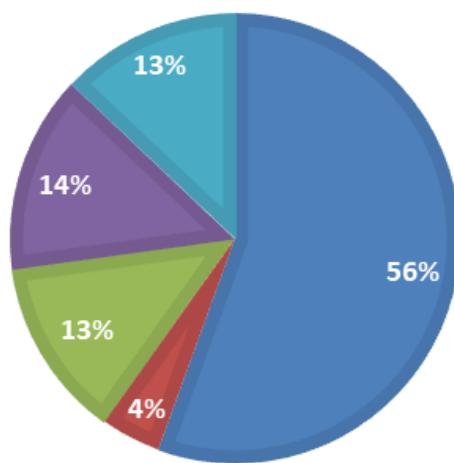
In 2018, **66%** of respondents statewide reported that they have reduced their use of lawn care products.

Question 19: Do you mow your lawn no shorter than 2.5 – 3 inches?

STATEWIDE	ISWG	SMSWG

■ Yes   ■ No, but I'm thinking about it   ■ No   ■ Not sure   ■ Not applicable

STATEWIDE
- 9%
- 13%
- 13%
- 5%
- 60%
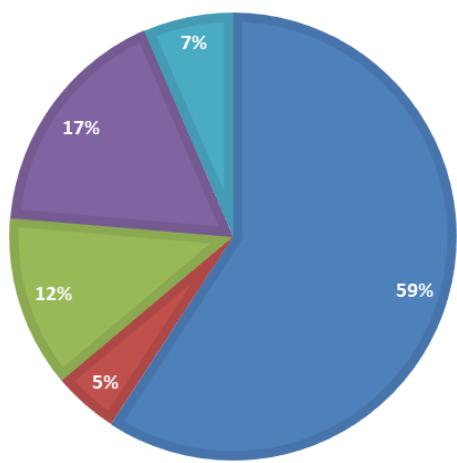
ISWG
- 13%
- 14%
- 13%
- 4%
- 56%

SMSWG
- 7%
- 17%
- 12%
- 5%
- 59%

What percentage of people mow their lawn no shorter than 2.5 – 3 inches?

22% in 2013 ➡ **60%** in 2018
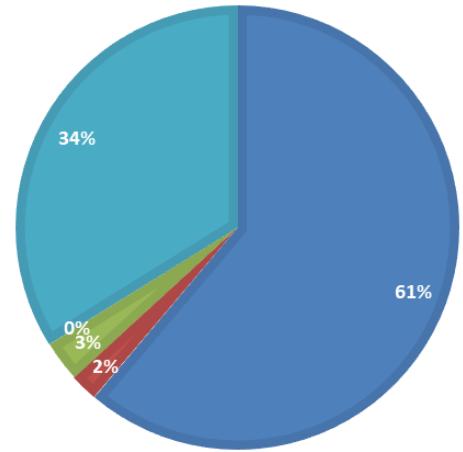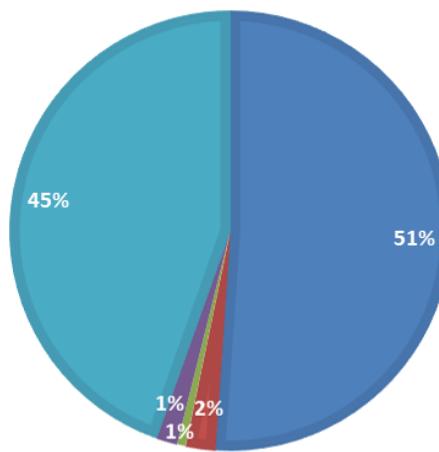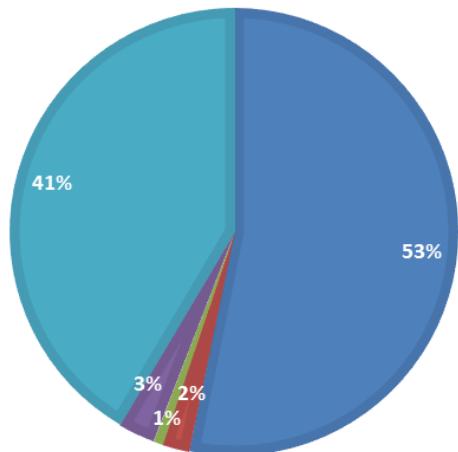
Question 20: Do you pick up your pet's waste and throw it in the trash when you're in a public place?

STATEWIDE	ISWG	SMSWG

■ Yes   ■ No, but I'm thinking about it   ■ No   ■ Not sure   ■ Not applicable

STATEWIDE
- 41%
- 53%
- 3%
- 1%
- 2%

ISWG
- 45%
- 51%
- 1%
- 1%
- 2%

SMSWG
- 34%
- 61%
- 0%
- 3%
- 2%

What percentage of people pick up their pet's waste?

35% in 2013 → **53%** in 2018

Question 21: Have you looked for information about water pollution?

STATEWIDE

■ Yes ■ No ■ Not sure

23%
4%
73%

ISWG

■ Yes ■ No ■ Not sure

23%
3%
74%

SMSWG

■ Yes ■ No ■ Not sure

23%
7%
70%
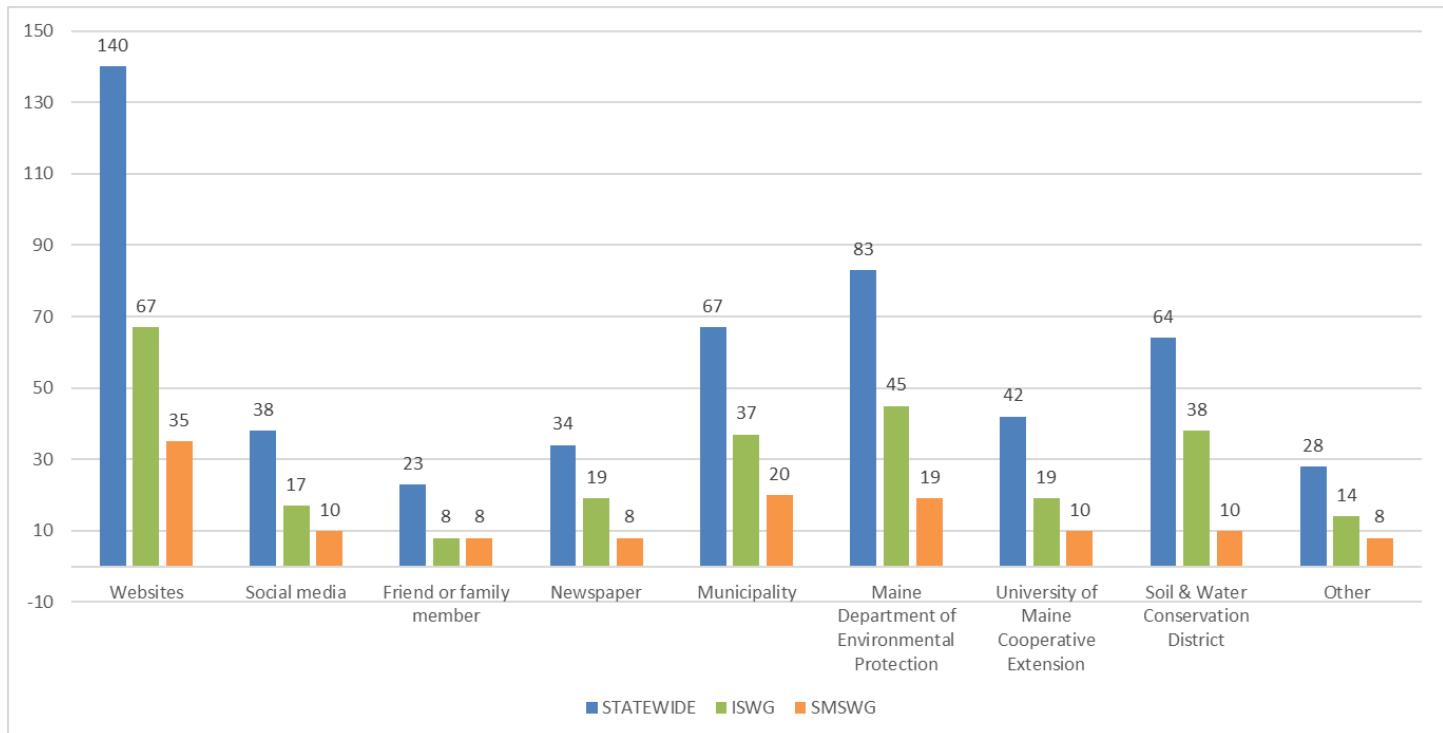
Question 22: If yes, where did you go for information? (choose all that apply)

	STATEWIDE	ISWG	SMSWG
Websites	140	67	35
Social media	38	17	10
Friend or family member	23	8	8
Newspaper	34	19	8
Municipality	67	37	20
Maine Department of Environmental Protection	83	45	19
University of Maine Cooperative Extension	42	19	10
Soil & Water Conservation District	64	38	10
Other	28	14	8

■ STATEWIDE ■ ISWG ■ SMSWG

Question 23: Do you agree or disagree with the following statement: "The actions I take at my residence can affect (positively or negatively) how clean the rivers, lakes, and streams are in my community."
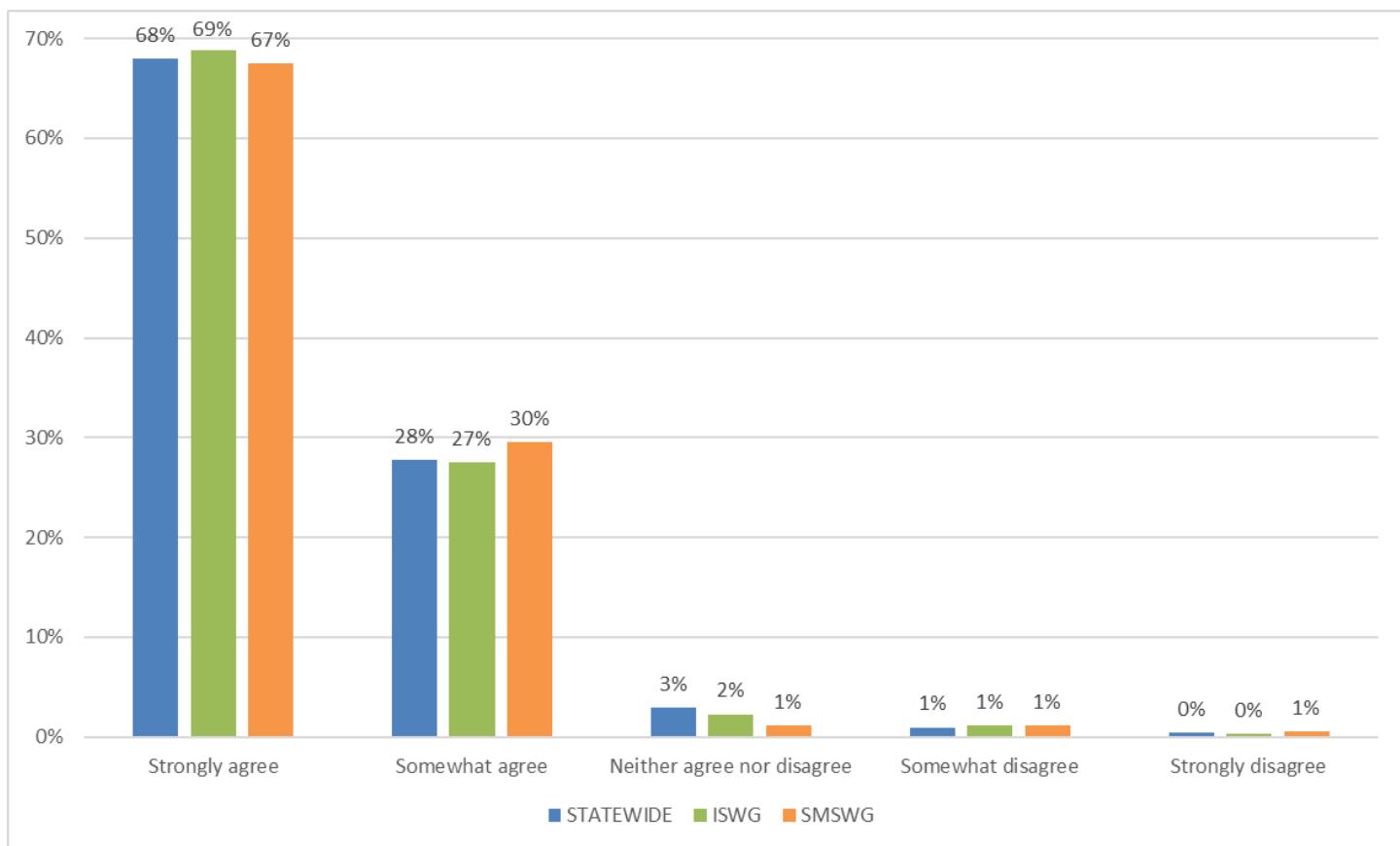

Table 9. Data comparison: Question 23 from 2018 survey compared with similar question from 2013 survey

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
2013	32%	35%	18%	8%	6%
2018—Statewide	68%	28%	3%	1%	0%
2018—ISWG	69%	28%	2%	1%	0%
2018—SMSWG	67%	30%	1%	1%	1%

Question 24: What is your age group?
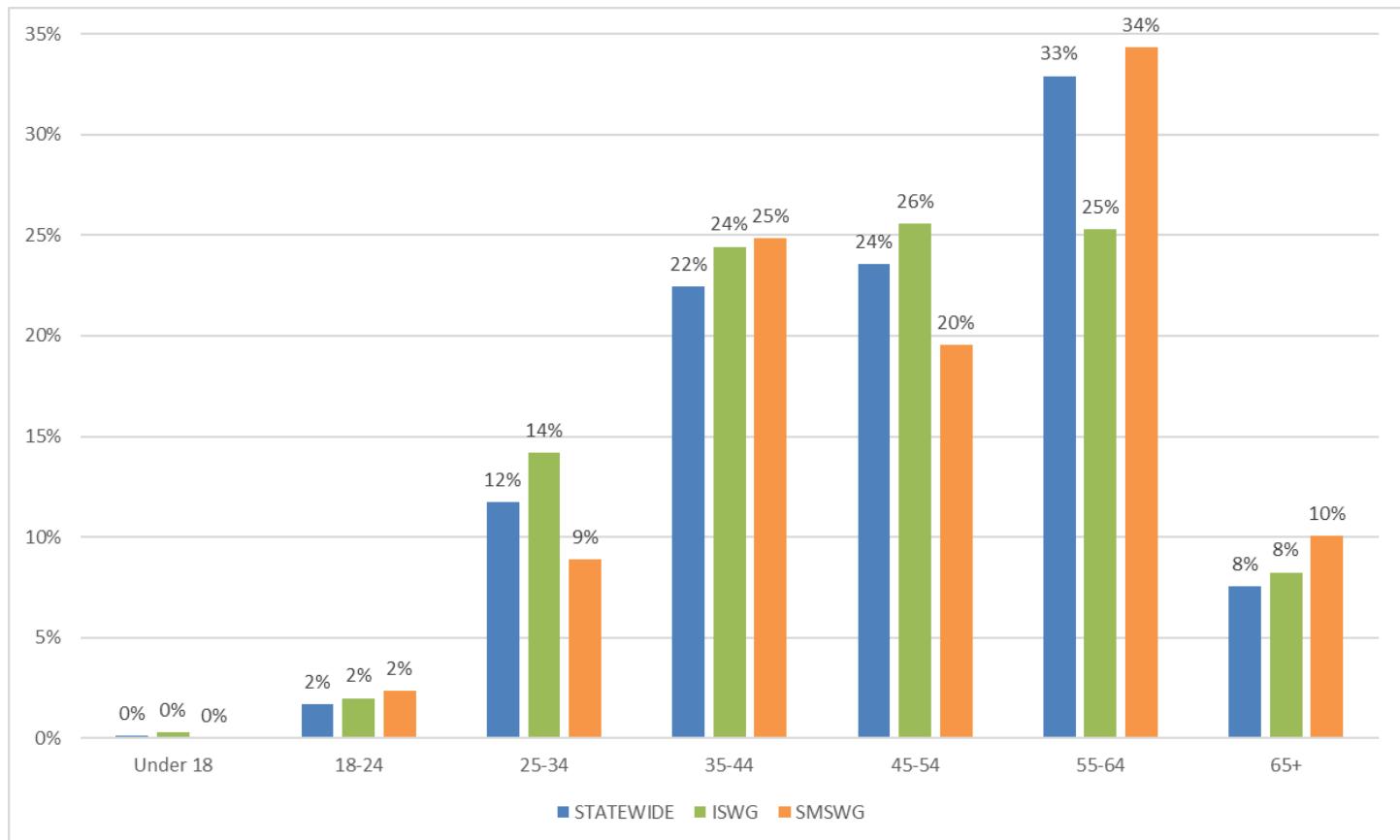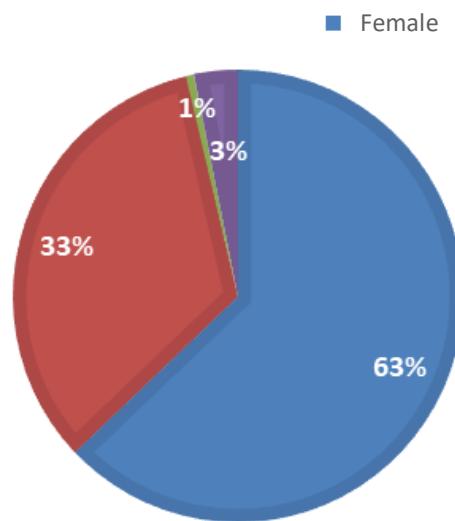
Table 10. Data comparison: Question 24 from 2018 survey compared with similar question from 2013 survey

	Under 18	18-24	25-34	35-44	45-54	55-64	65+
2013	N/A	16%	20%	13%	18%	19%	13%
2018 Statewide	0%	2%	12%	22%	24%	33%	8%
2018 ISWG	0%	2%	13%	24%	28%	24%	9%
2018 SMSWG	0%	2%	9%	25%	20%	34%	10%
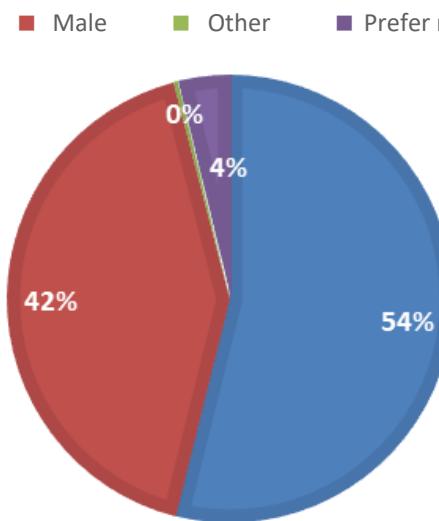
Question 25: What is your gender?

STATEWIDE	ISWG	SMSWG

■ Female   ■ Male   ■ Other   ■ Prefer not to answer

STATEWIDE: 1%, 3%, 33%, 63%

ISWG: 0%, 4%, 42%, 54%

SMSWG: 1%, 5%, 25%, 69%

Question 26: What is your highest level of education?

Table 11. Data comparison: Question 26 from 2018 survey compared with similar question from 2013 survey
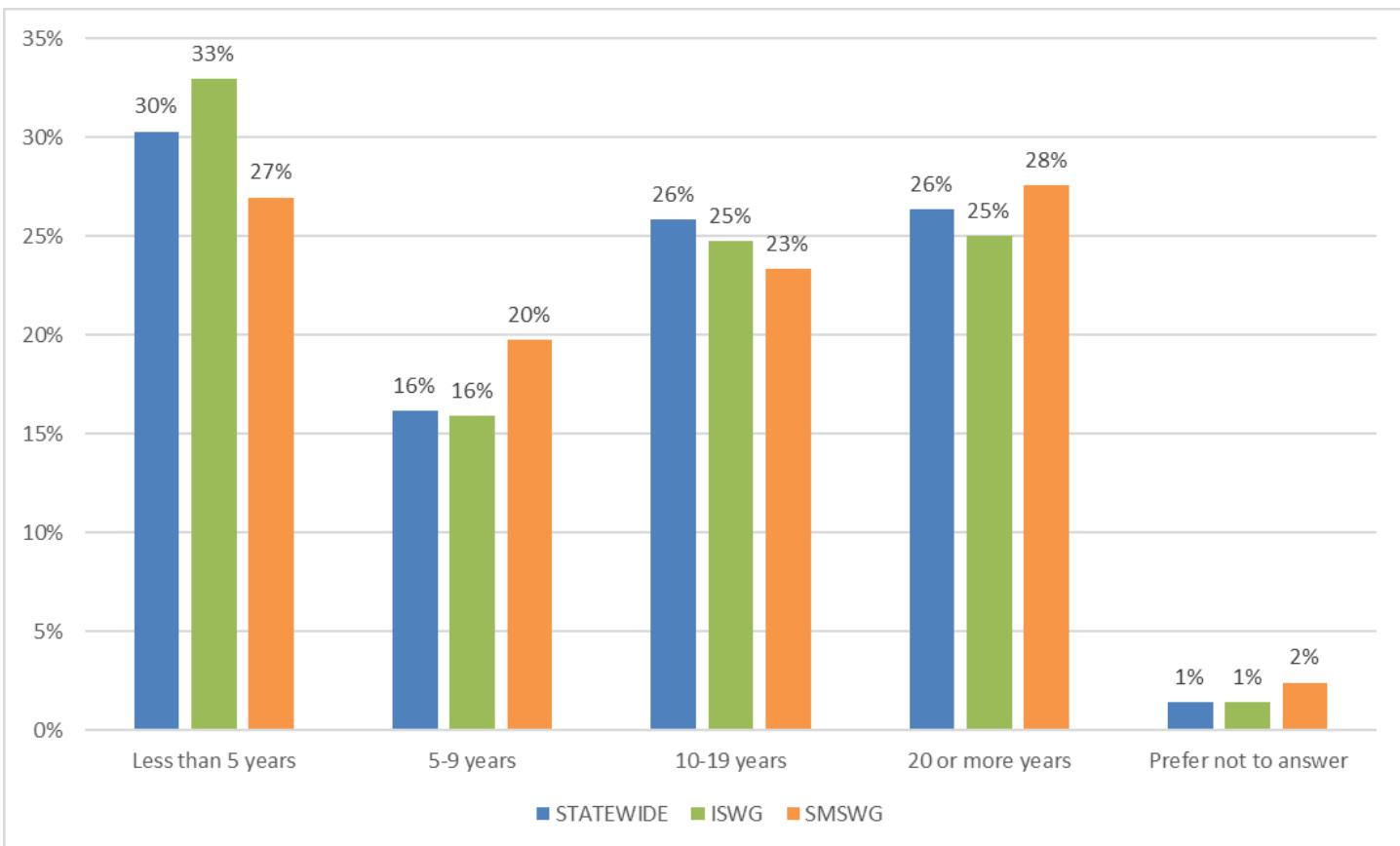
	Some high school	High school graduate	Some college	Associates degree	Bachelor's degree	Graduate degree	Prefer not to answer
2013	0%	5%	14%	7%	37%	35%	2%
2018 Statewide	0%	10%	16%	14%	34%	24%	2%
2018 ISWG	0%	8%	15%	16%	35%	23%	2%
2018 SMSWG	1%	11%	18%	12%	30%	27%	2%
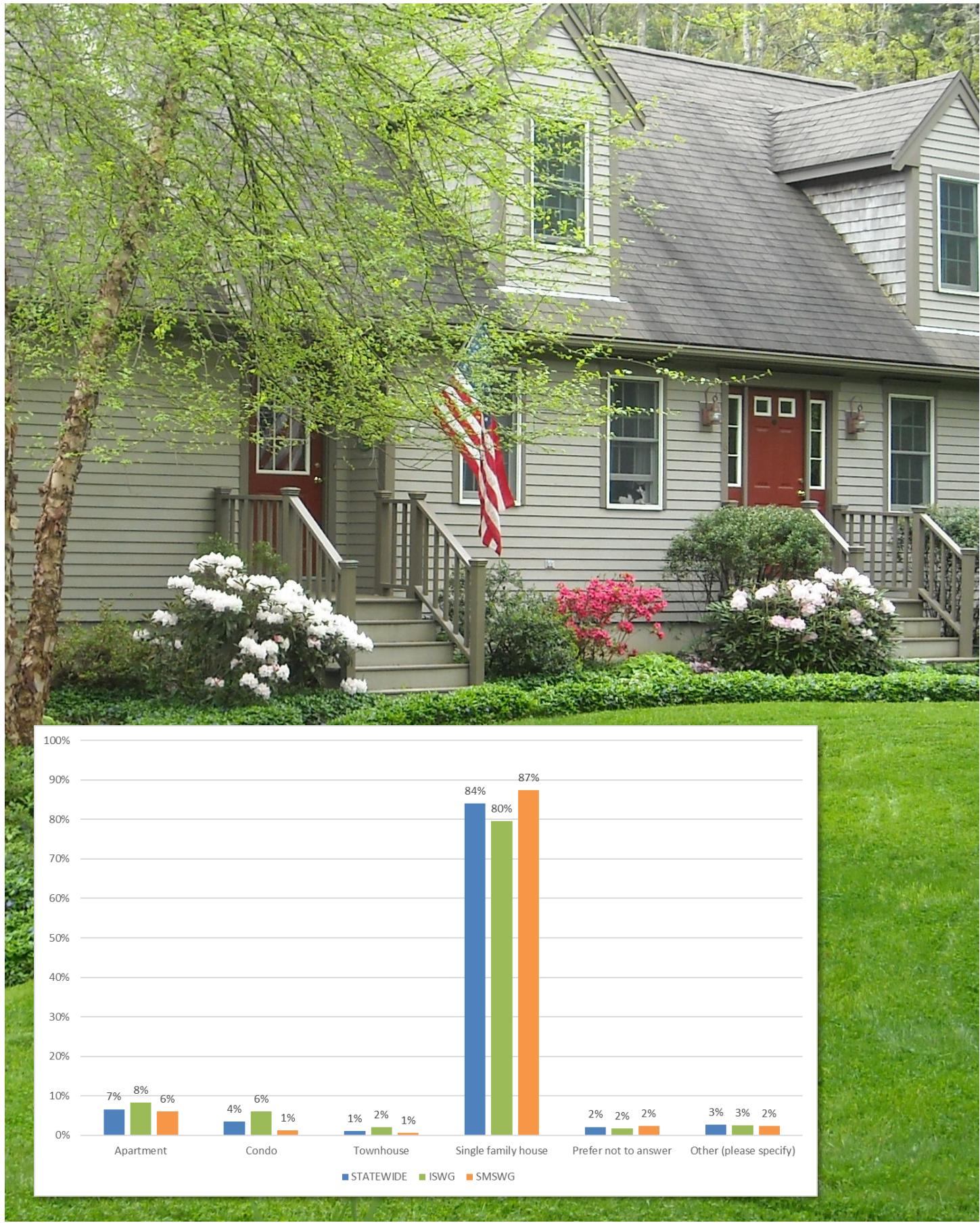
Question 27: Please indicate the television service you use most often.

Question 28: How long have you lived at your current residence?

Question 29: How would you describe your current residence?

Question 30: What is your zip code?

| Zip Code	City	State	Zip Code	City	State
01950	Newburyport	MA	04258	Minot	ME
02054	Millis	MA	04259	Monmouth	ME
03304	Bow	NH	04260	New Gloucester	ME
03867	Rochester	NH	04268	Norway	ME
03901	**Berwick**	**ME**	04270	Oxford	ME
03903	**Eliot**	**ME**	04274	Poland	ME
03904	**Kittery**	**ME**	04276	Rumford	ME
03905	**Kittery Point**	**ME**	**04280**	**Sabattus**	**ME**
03908	**South Berwick**	**ME**	04281	South Paris	ME
03909	**York**	**ME**	04282	Turner	ME
03910	**York Beach**	**ME**	04287	Bowdoin	ME
03911	**York Harbor**	**ME**	04292	Sumner	ME
04002	Alfred	ME	04330	Augusta	ME
04005	**Biddeford**	**ME**	04345	Gardiner	ME
04008	Bowdoinham	ME	04350	Litchfield	ME
04011	Brunswick	ME	04352	Mount Vernon	ME
04015	Casco	ME	04357	Richmond	ME
04021	**Cumberland Center**	**ME**	04358	South China	ME
04027	Lebanon	ME	04364	Winthrop	ME
04029	Sebago	ME	**04401**	**Bangor**	**ME**
04030	East Waterboro	ME	04411	Bradley	ME
04032	**Freeport**	**ME**	**04412**	**Brewer**	**ME**
04038	**Gorham**	**ME**	04416	Bucksport	ME
04039	Gray	ME	04422	Charleston	ME
04040	Harrison	ME	04426	Dover Foxcroft	ME
04042	Hollis Center	ME	04428	Eddington	ME
04043	Kennebunk	ME	04429	Holden	ME
04046	Kennebunkport	ME	04430	East Millinocket	ME
04047	Parsonsfield	ME	04434	Etna	ME
04049	Limington	ME	04441	Greenville	ME
04050	Long Island	ME	04443	Guilford	ME
04055	Naples	ME	**04444**	**Hampden**	**ME**
04062	**Windham**	**ME**	04463	Milo	ME
04063	Ocean Park	ME	**04473**	**Orono**	**ME**
04064	**Old Orchard Beach**	**ME**	04530	Bath	ME
04066	Orrs Island	ME	04544	East Boothbay	ME
04069	Pownal	ME	04553	Newcastle	ME
04071	Raymond	ME	04554	New Harbor	ME
04072	**Saco**	**ME**	04578	Wiscasset	ME
04073	Sanford	ME	04605	Ellsworth	ME
04074	**Scarborough**	**ME**	04609	Bar Harbor	ME
04079	Harpswell	ME	04634	Franklin	ME
04082	**South Windham**	**ME**	04640	Hancock	ME
04083	Springvale	ME	04745	Frenchville	ME
04084	Standish	ME	04768	Portage	ME
04085	Steep Falls	ME	04779	Sinclair	ME
04086	Topsham	ME	04841	Rockland	ME
04090	Wells	ME	04843	Camden	ME
04092	**Westbrook**	**ME**	04856	Rockport	ME
04093	Buxton	ME	04861	Thomaston	ME
04096	**Yarmouth**	**ME**	04901	Waterville	ME
04097	North Yarmouth	ME	04915	Belfast	ME
04101	**Portland**	**ME**	04917	Belgrade	ME
04102	**Portland**	**ME**	04929	Detroit	ME
04103	**Portland**	**ME**	04930	Dexter	ME
04105	**Falmouth**	**ME**	04937	Fairfield	ME
04106	**South Portland**	**ME**	04938	Farmington	ME
04107	**Cape Elizabeth**	**ME**	04957	Norridgewock	ME
04210	**Auburn**	**ME**	04963	Oakland	ME
04220	Buckfield	ME	04967	Pittsfield	ME
04222	Durham	ME	04969	Plymouth	ME
04236	Greene	ME	04976	Skowhegan	ME
04238	Hebron	ME	04984	Temple	ME
04239	Jay	ME	04987	Troy	ME
04240	**Lewiston**	**ME**	05828	Danville	VT
04252	**Lisbon Falls**	**ME**	06010	Bristol	CT
04254	Livermore Falls	ME	31707	Albany	GA
04256	Mechanic Falls	ME	**Bold = MS4 municipality**		

Appendix A: Survey Tool

We are collecting information about local outreach efforts to protect Maine's lakes, streams, rivers, and bays. Your responses will help us understand how we are doing and help guide future efforts.

This survey should take no more than 15 minutes to complete. Thank you for your participation.

1. Please indicate in which of the following regions you live:

◯ Southern York County

◯ Greater Saco / Biddeford

◯ Greater Portland

◯ Greater Lewiston / Auburn

◯ Greater Bangor

◯ None of the above

Section 1: Perceptions and Participation

In the following section, you will be asked a series of questions on your perceptions of clean water in your area.

2. In your opinion, how important is it to have clean water in the lakes and streams in your community?

◯ Very important

◯ Somewhat important

◯ Not very important

◯ Not at all important

Section 1: Perceptions and Participation

3. Which of the following best describes what happens during a heavy rain or when the snow melts at your residence?

○ Almost all of the water soaks into the ground and does not leave the property.

○ Some may soak into the ground, but most flows into a ditch or onto the road and then into a local waterway.

○ Some may soak into the ground, but most flows to a storm drain and is then treated.

○ Some may soak into the ground, but most flows to a storm drain and then into a local waterway untreated.

○ Some may soak in and some runs off directly into a local waterway.

○ I don't know where the rain or melted snow goes.

2017 Outreach Survey

Section 1: Perceptions and Participation

4. Stormwater runoff is melted snow or water that runs over the land when it rains. In your community, how much of an impact does stormwater runoff have on how clean the rivers, streams, and lakes are?

○ Major impact

○ Somewhat of an impact

○ Not much of an impact

○ No impact at all

2017 Outreach Survey

Section 1: Perceptions and Participation

5. Polluted stormwater runoff refers to pollution that is carried into rivers, streams, lakes, and the ocean by rain and melted snow. Please name one or two pollutants that could be carried by runoff in your neighborhood?

[ ]

2017 Outreach Survey

Section 1: Perceptions and Participation

6. How willing are you to take action to reduce pollution from stormwater runoff?

○ Very willing

○ Somewhat willing

○ Somewhat unwilling

○ Very unwilling

2017 Outreach Survey

Section 1: Perceptions and Participation

7. Are there lakes, streams, or other bodies of water in your community that you feel are especially important to protect?

( ) Yes

( ) No

( ) Not sure

2017 Outreach Survey

Section 1: Perceptions and Participation

8. If yes, please name the bodies of water and why you feel they are important to protect.

2017 Outreach Survey

Section 2: Outreach Activities

In the following section, you will be asked a series of questions about activities and campaigns supporting environmentally friendly activities.

9. Over the past nine months, do you recall seeing, hearing, or reading any advertisements regarding water pollution?

( ) Yes

( ) No

( ) Not sure

2017 Outreach Survey

Section 2: Outreach Activities

10. If yes, what was the advertisement about?

Section 2: Outreach Activities

11. Over the past nine months, do you recall seeing an advertisement about water pollution that featured rubber ducks?

◯ Yes

◯ No

◯ Not sure

Section 2: Outreach Activities

12. If yes, what was the advertisement about?

Section 2: Outreach Activities

13. Over the past nine months, have you heard of any efforts by local organizations to reduce water pollution?

◯ Yes

◯ No

◯ Not sure

Section 2: Outreach Activities

14. If yes, please describe what you have heard regarding reducing water pollution.

15. Have you taken any specific actions as a result of the local efforts to reduce water pollution?

◯ Yes

◯ No

◯ Not sure

2017 Outreach Survey

Section 2: Outreach Activities

16. If yes, please briefly describe some of the actions you have taken to reduce water pollution.

[ ]

2017 Outreach Survey

Section 2: Outreach Activities

17. Please select the practices you believe can reduce water pollution. (choose all that apply)

☐ Reducing lawn care products, like fertilizers or weed and bug killers

☐ Mowing your lawn no shorter than 2.5 - 3.0 inches

☐ Picking up pet waste and putting it in the trash

☐ Cleaning up oil and chemical spills immediately

☐ Covering areas of bare soil with plants or mulch

☐ Planting trees and shrubs

☐ Picking up trash

☐ Regularly tuning up your vehicle

☐ Washing your vehicle on the lawn or at a commercial car wash

☐ Using natural cleaning products

☐ Participating in a local household hazardous waste collections

☐ Pumping septic systems every 3-5 years

2017 Outreach Survey

Section 3: Taking Action

In the following section, you will be asked about your willingness to take a specific action related to clean water.

18. Have you reduced your use of lawn care products, such as fertilizer and weed and bug killers?

○ Yes

○ No, but I'm thinking about it

○ No

○ Not sure

○ Not applicable

2017 Outreach Survey

Section 3: Taking Action

19. Do you mow your lawn no shorter than 2.5 – 3 inches?

○ Yes

○ No, but I'm thinking about it

○ No

○ Not sure

○ Not applicable

2017 Outreach Survey

Section 3: Taking Action

20. Do you pick up your pet's waste and throw it in the trash when you're in a public place?

○ Yes, most of the time

○ Occasionally

○ No, but I'm thinking about it

○ No

○ Not sure

○ Not applicable

2017 Outreach Survey

Section 3: Taking Action

21. Have you looked for information about water pollution?

○ Yes

○ No

○ Not sure

22. If yes, where did you go for information? (choose all that apply)

☐ Websites

☐ Social media

☐ Friend or family member

☐ Newspaper

☐ Municipality

☐ Maine Department of Environmental Protection

☐ University of Maine Cooperative Extension

☐ Soil & Water Conservation District

☐ Don't know

☐ Other (please specify)

[   ]

2017 Outreach Survey

Section 3: Taking Action

23. Do you agree or disagree with the following statement:

"The actions I take at my residence can affect (positively or negatively) how clean the rivers, lakes, and streams are in my community."

○ Strongly agree

○ Somewhat agree

○ Neither agree nor disagree

○ Somewhat disagree

○ Strongly disagree

2017 Outreach Survey

Section 4: Demographic Information

In the following section, you will be asked a series of questions about your demographic information. Please remember that individual responses will not be identified in reports summarizing survey results.

24. What is your age group?

◯ Under 18

◯ 18-24

◯ 25-34

◯ 35-44

◯ 45-54

◯ 55-64

◯ 65+

2017 Outreach Survey

Section 4: Demographic Information

25. What is your gender?

◯ Female

◯ Male

◯ Other

◯ Prefer not to answer

2017 Outreach Survey

Section 4: Demographic Information

26. What is your highest level of education?

◯ No high school

◯ Some high school

◯ High school graduate

◯ Some college

◯ Associate's degree

◯ Bachelor's degree

◯ Graduate degree(s)

◯ Prefer not to answer

Section 4: Demographic Information

27. Please indicate the television service you use most often.

○ Cable

○ Satellite

○ Digital antenna

○ Online streaming service (such as Roku, Sling, Netflix, Hulu, etc.)

○ Not applicable

○ Other (please specify)

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Section 4: Demographic Information

28. How long have you lived at your current residence?

○ Less than 5 years

○ 5-9 years

○ 10-19 years

○ 20 or more years

○ Prefer not to answer

Section 4: Demographic Information

29. How would you describe your current residence?

○ Apartment

○ Condo

○ Townhouse

○ Single family house

○ Prefer not to answer

○ Other (please specify)

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2017 Outreach Survey

Last question - you made it!

30. Please enter your zip code in the box below.

ZIP/Postal Code