

# 2018 Chittenden County Stormwater Awareness Study

Prepared for Chittenden County Regional Planning  
Commission

by



# Castleton

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Polling Institute



# Methodology

- Respondents selected using ABS from United States Post Office's Delivery Sequence File (DSF)
- Invitation letter to 2,400 residential households in 9 Chittenden County communities; postcard followup
- Sample was proportionately stratified based on number of residencies in the nine communities
- Response rate = 16%; Cooperation rate approximately 19 percent
- First 2 contacts → Mail push to web

# Methodology (2)

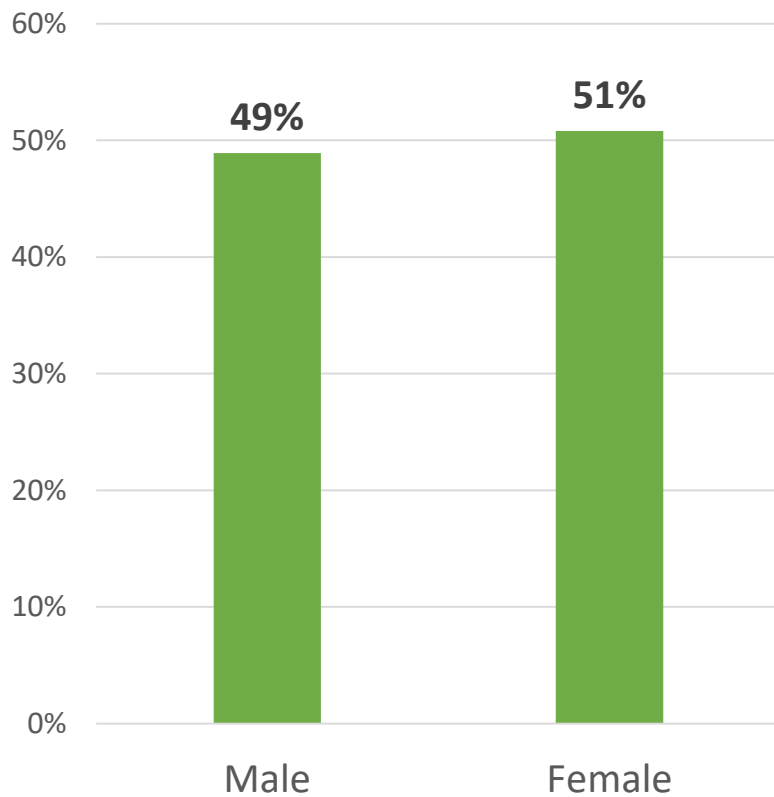
- Third contact with paper copy of survey and SASE
- Paper version made to replicate web version
- Unique ID employed to ...
  - Track response
  - Avoid duplicates
- Total responses = 386
  - Web = 214
  - Mail = 172
- Sampling error: +/- 5 percentage points
- Change in methodology from 2013 survey

# Regional Representation

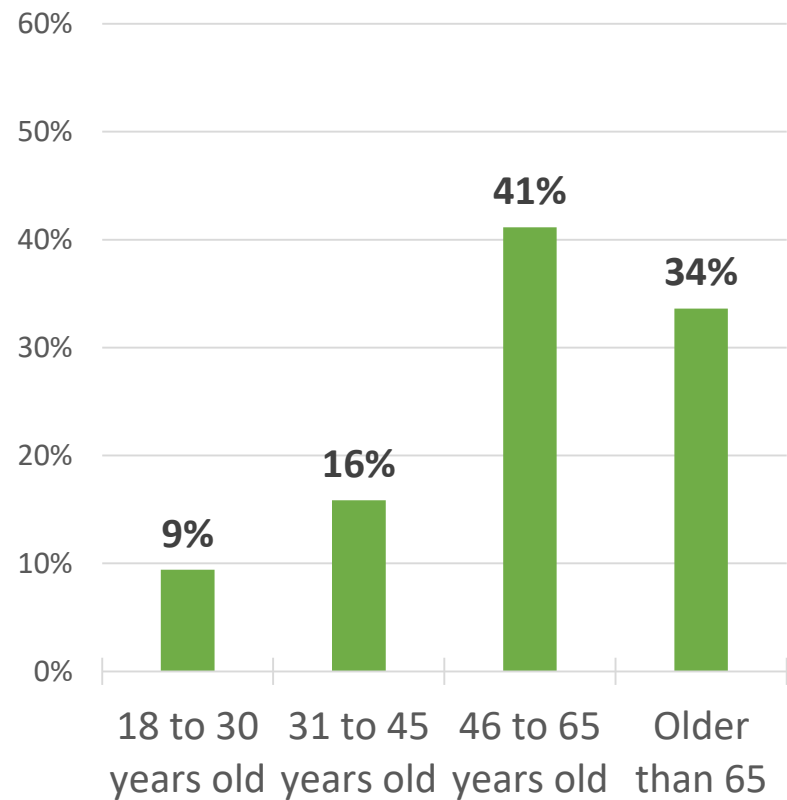
Community	Total population (2016)	Total households (2016)	Households as a percent of the nine communities	Percent of households in the survey sample	Difference between population and sample
Burlington city	42417	16119	31%	31%	0.7%
Colchester town	17067	6314	12%	12%	0.0%
Essex Junction	9271	3875	7%	11%	-3.2%
Essex town	10316	4012	8%	7%	0.5%
Milton town	10352	3889	8%	6%	1.3%
Shelburne town	7144	2880	6%	7%	-0.9%
South Burlington city	17904	7987	15%	17%	-2.0%
Williston town	8698	3514	7%	5%	1.6%
Winooski city	7267	3197	6%	4%	2.3%

# Respondent Demographics

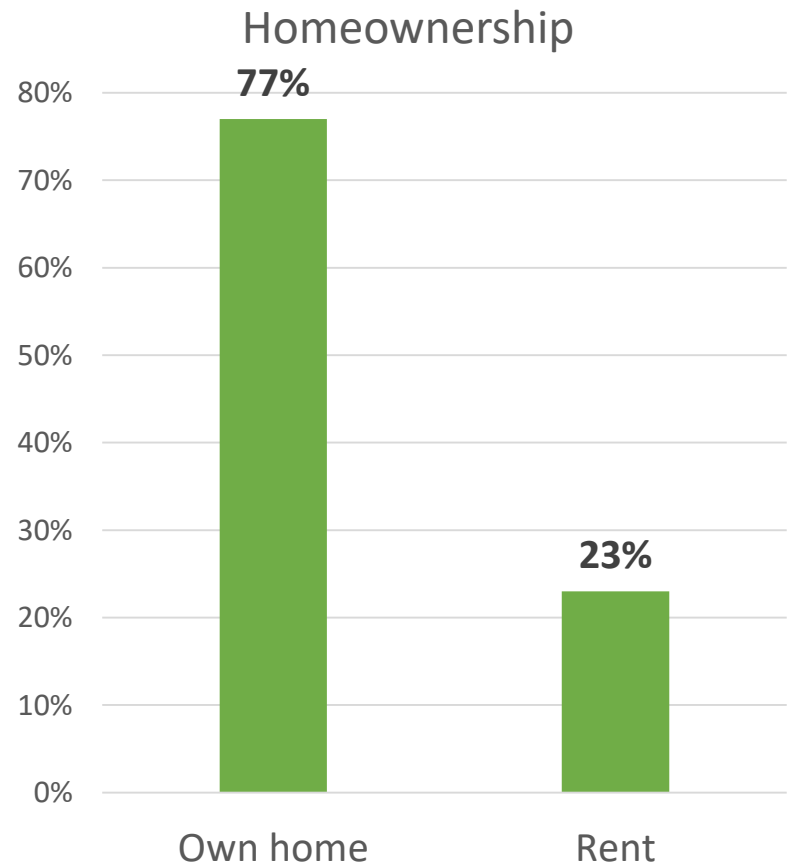
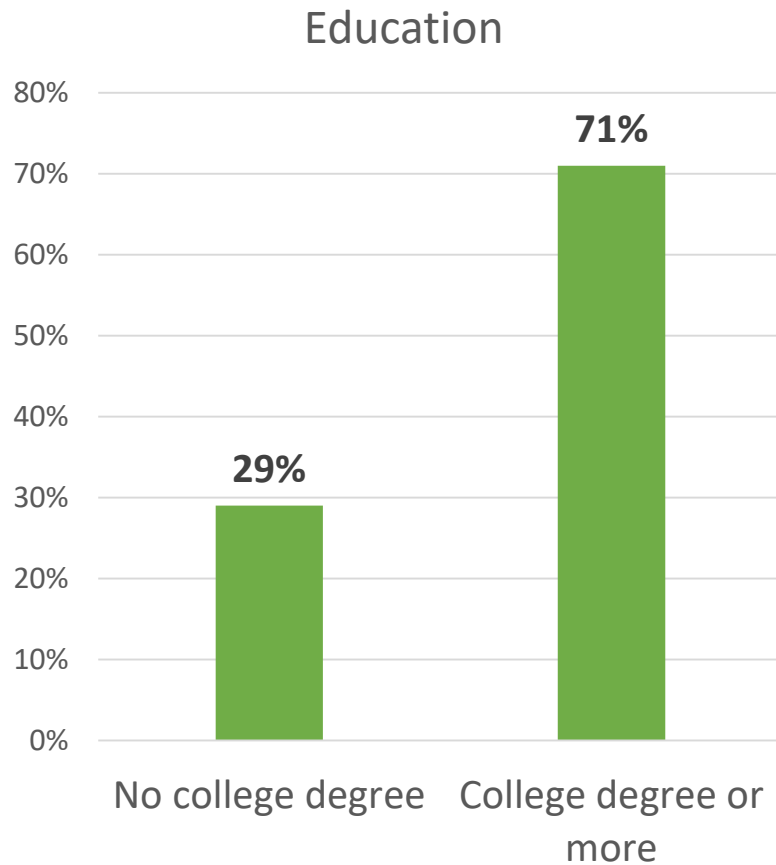
Gender



Age



# Respondent Demographics



# Respondent Demographics

- 61 percent of respondents live in single family houses
- 20 percent live in condominiums or townhouses
- Respondents are older and better educated than the population in general

Age	Pop	Sample	Dif
18 to 24 years	20%	3%	-17%
25 to 34 years	17%	11%	-6%
35 to 44 years	14%	11%	-3%
45 to 54 years	17%	13%	-4%
55 to 64 years	16%	26%	10%
65 to 74 years	9%	22%	13%
75 to 84 years	5%	9%	5%
85 years and over	2%	4%	2%
Total	100%	100%	



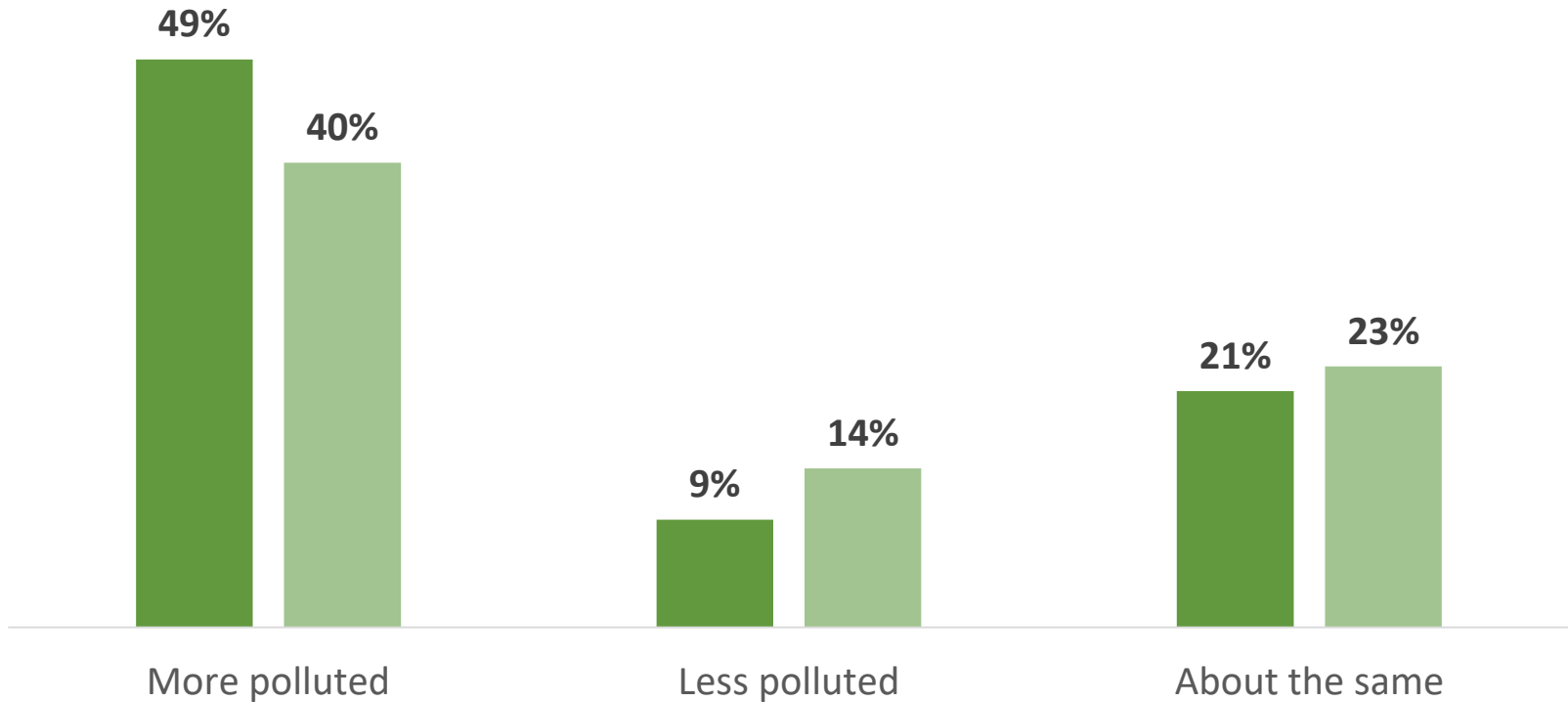
# Attitudes & Behaviors

From a representative sample of the general public

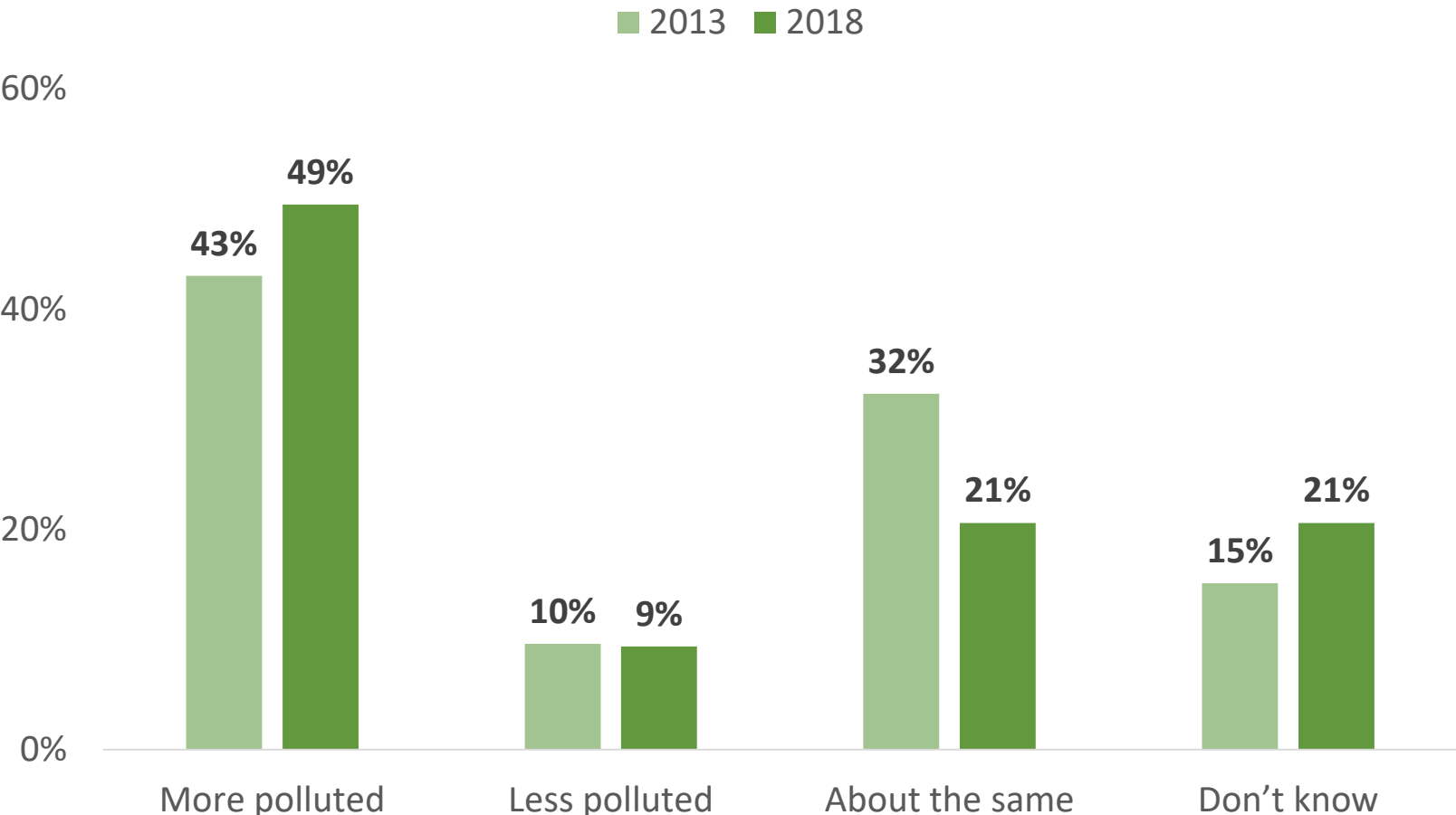


# Has \_\_\_\_\_ become more polluted over past 10 years?

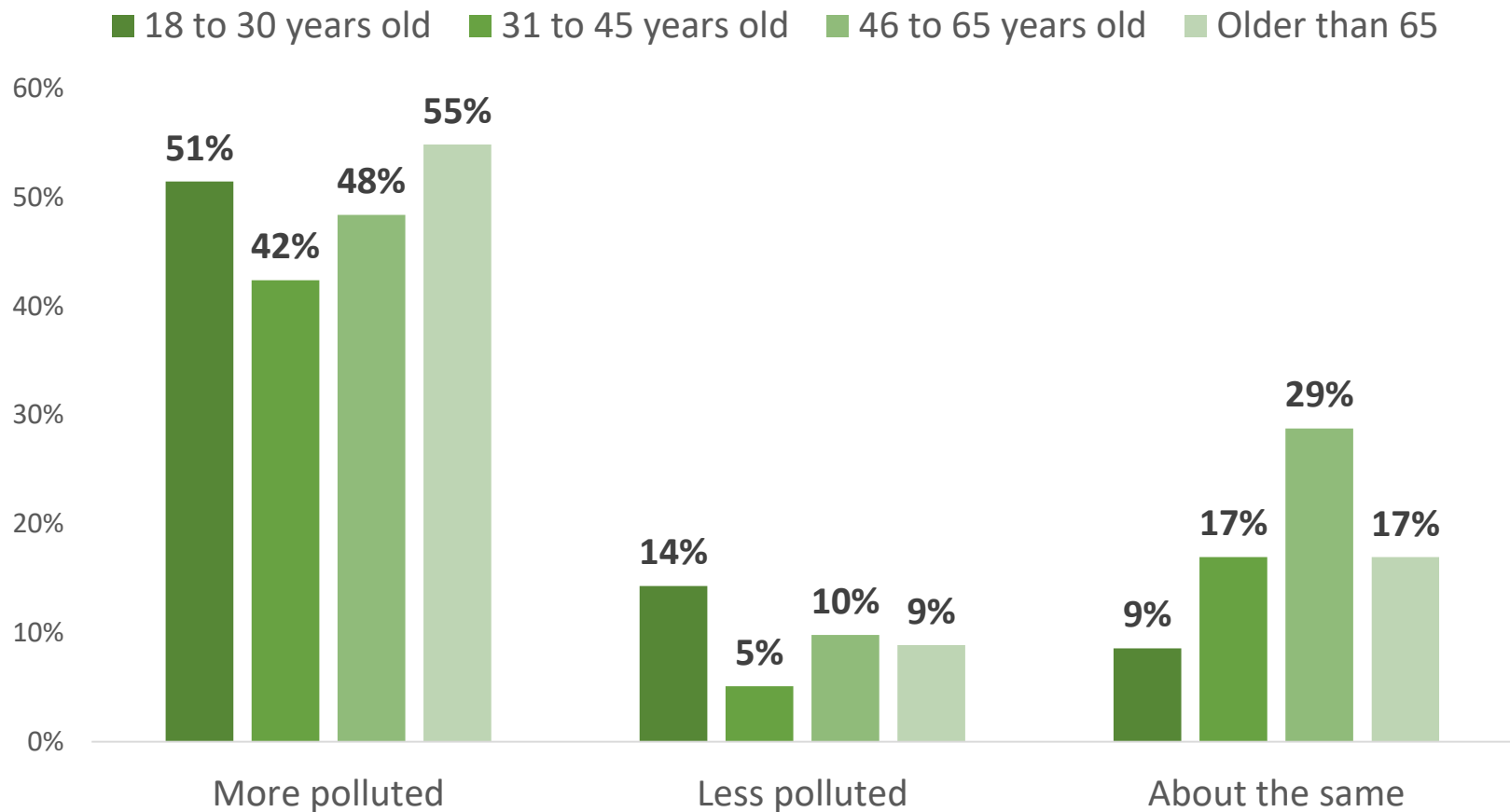
■ Lake Champlain   ■ Local streams & waterways



# In general, compared to ten years ago, do you think Lake Champlain is ...

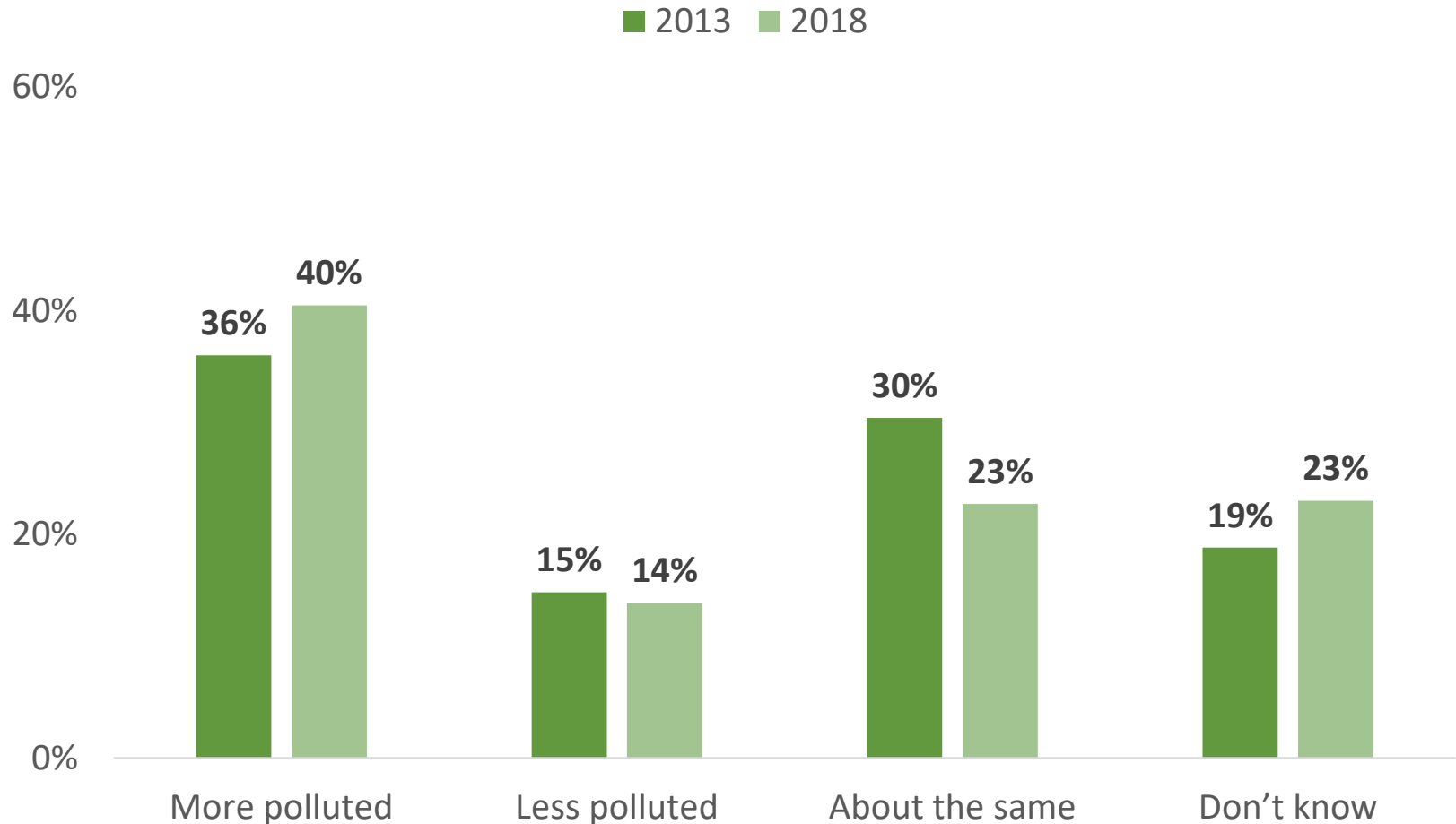


# Age Differences: Lake Champlain is...

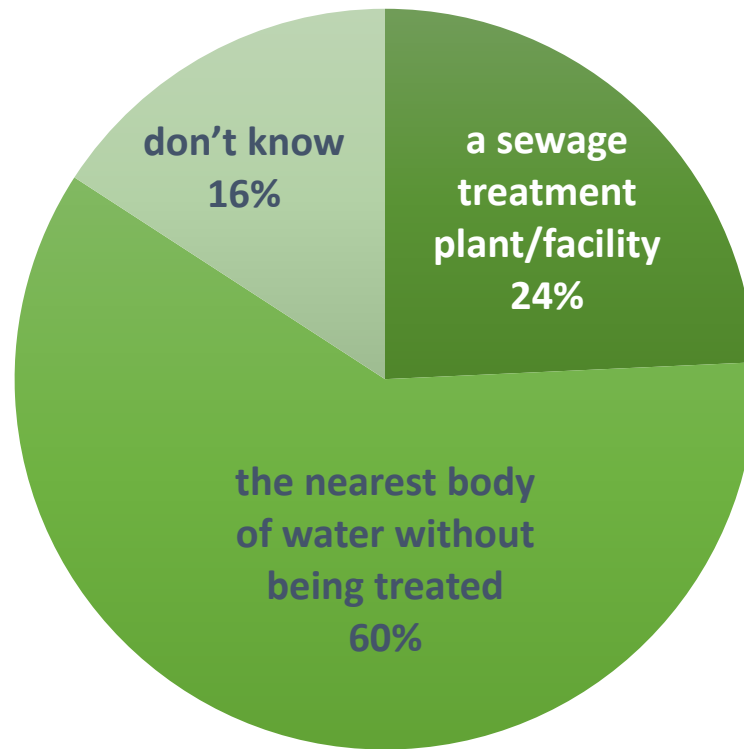


Chi Square = 23.37,  $p < .005$

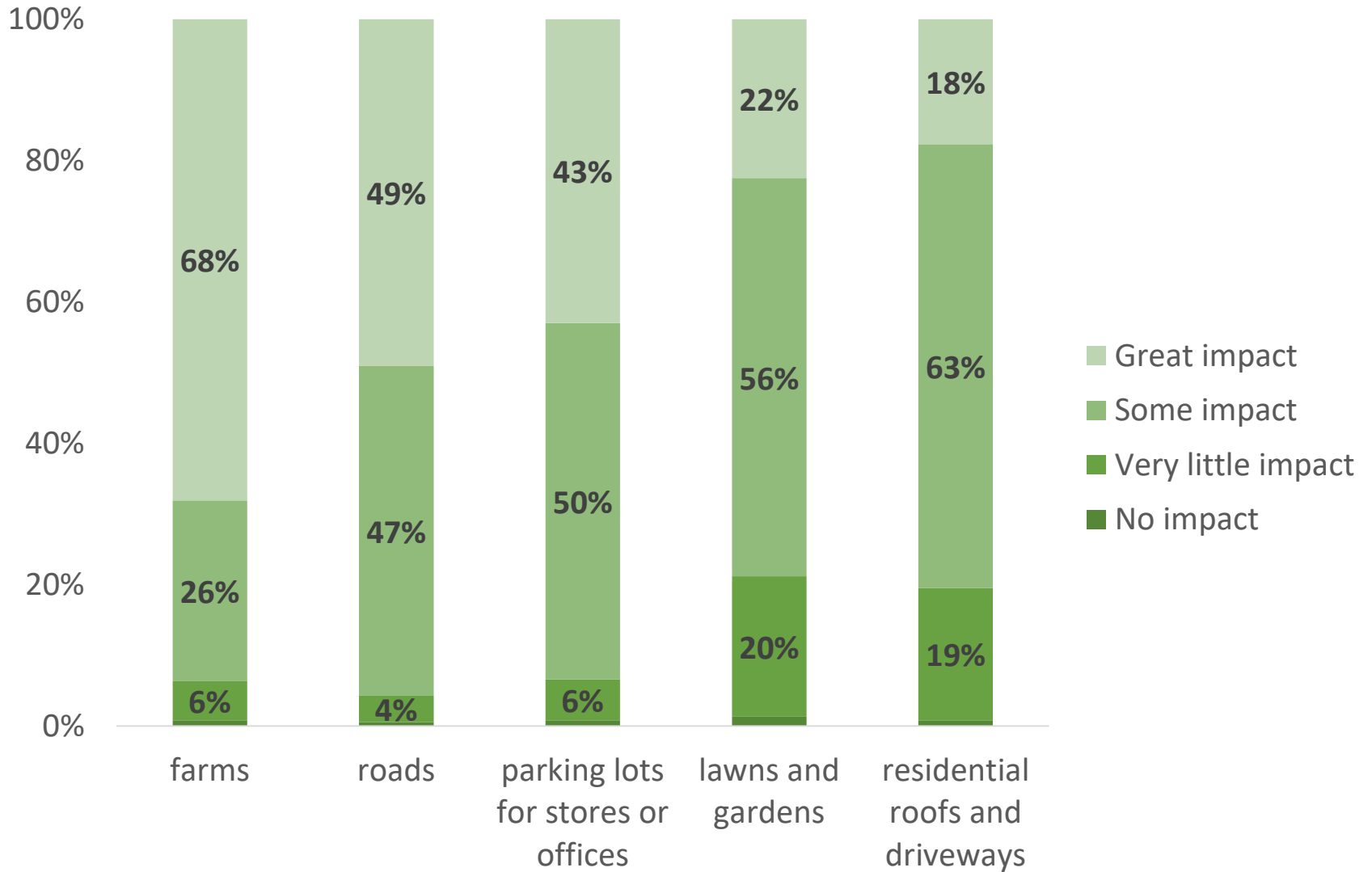
# Compared to ten years ago, do you think your local streams and waterways are...



# Water flowing into storm drains goes to ...

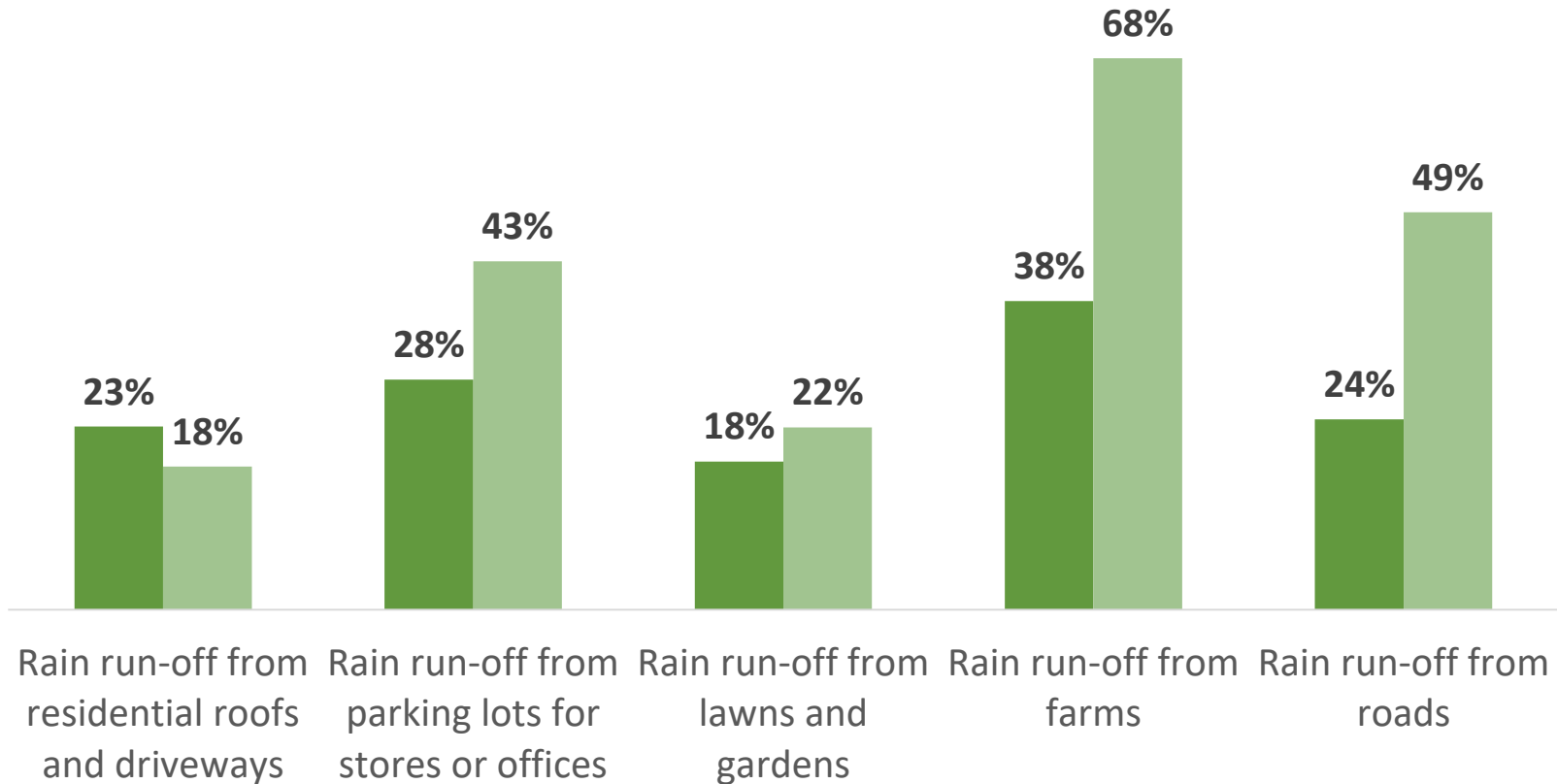


# Impact of rain run-off ...



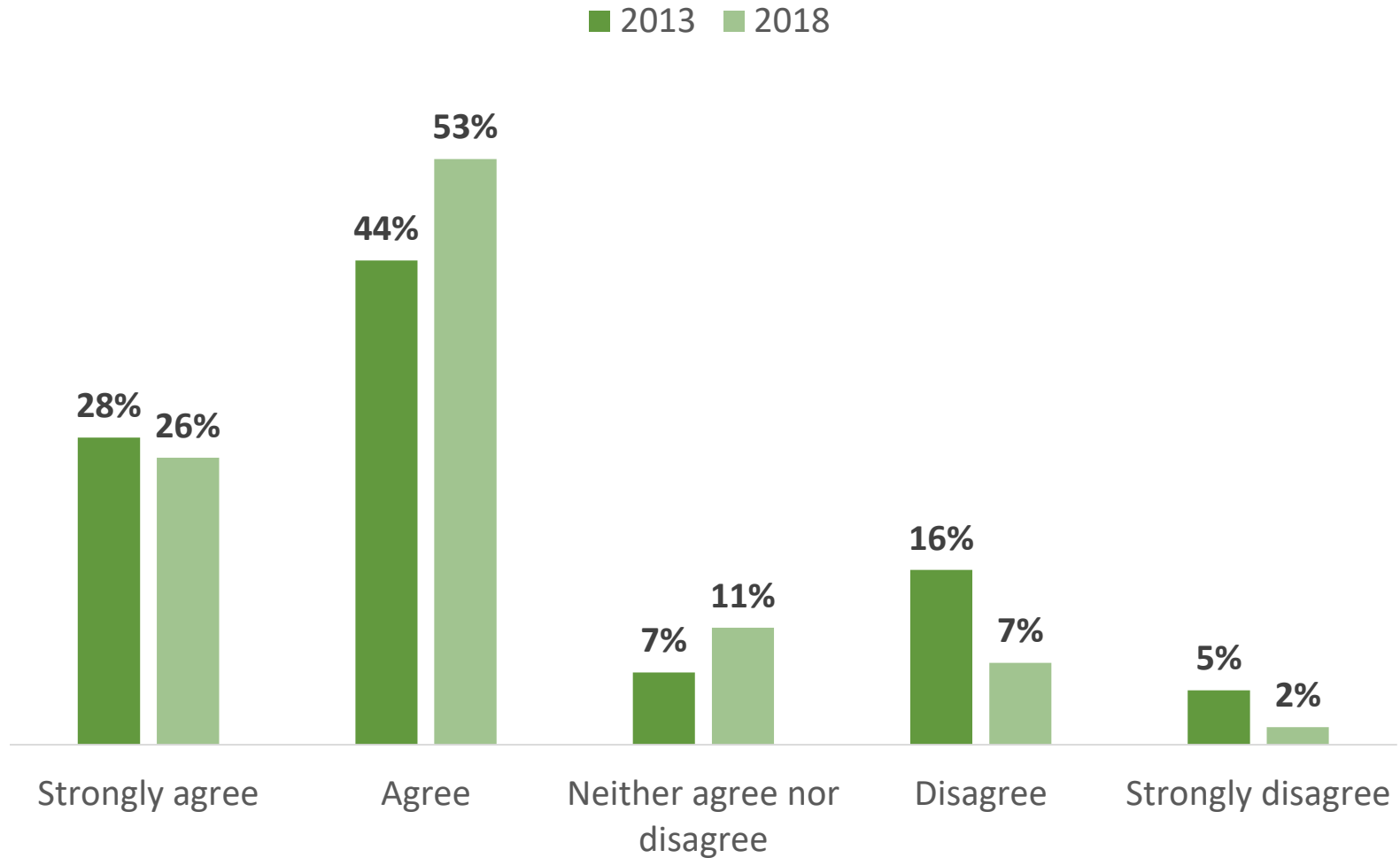
# Rain run-off from \_\_\_\_\_ has a “great impact”

■ 2013 ■ 2018

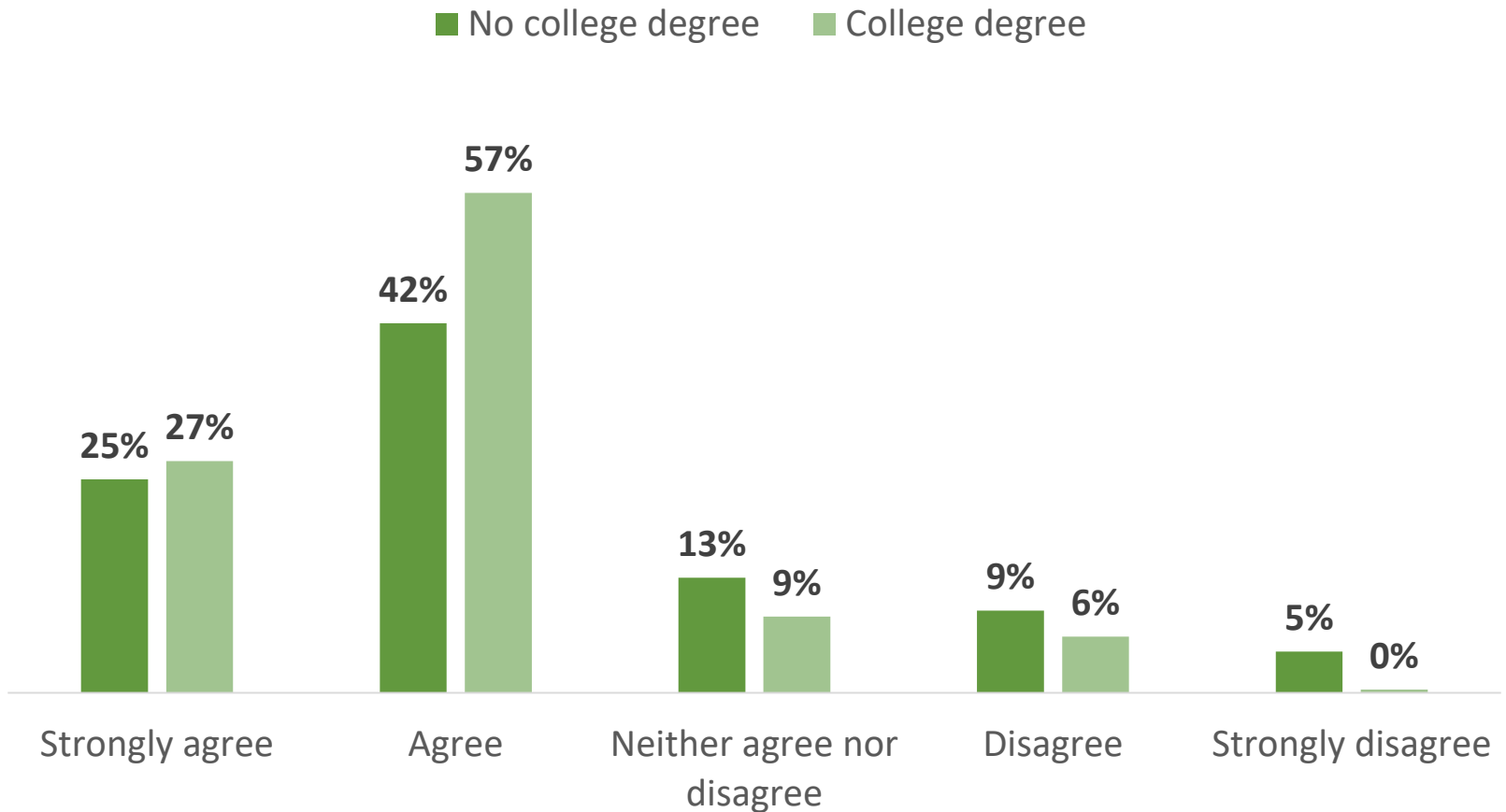




# Personal actions affect the quality of water in Lake Champlain



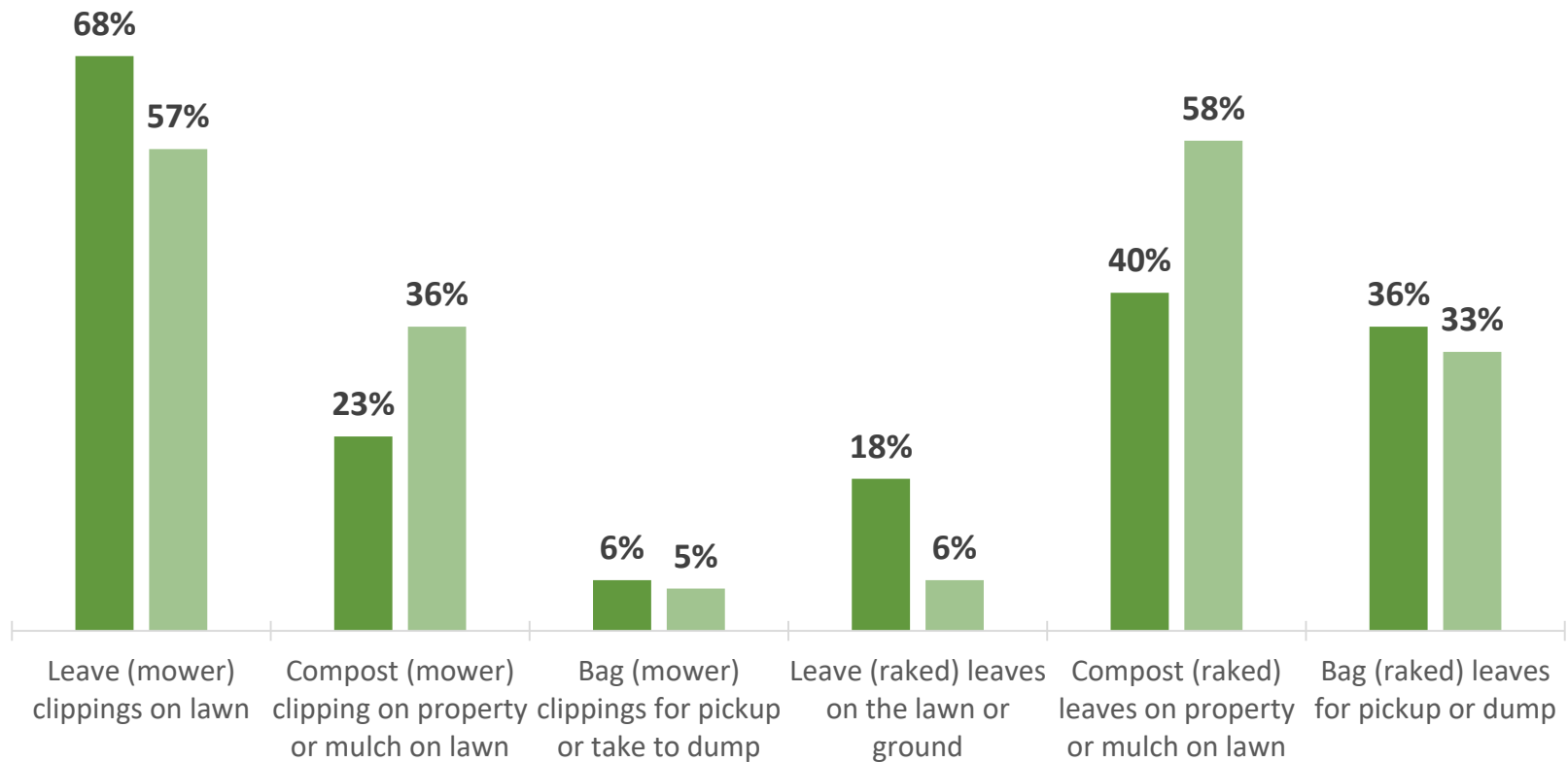
# Personal actions affect the quality of water in Lake Champlain (by education)



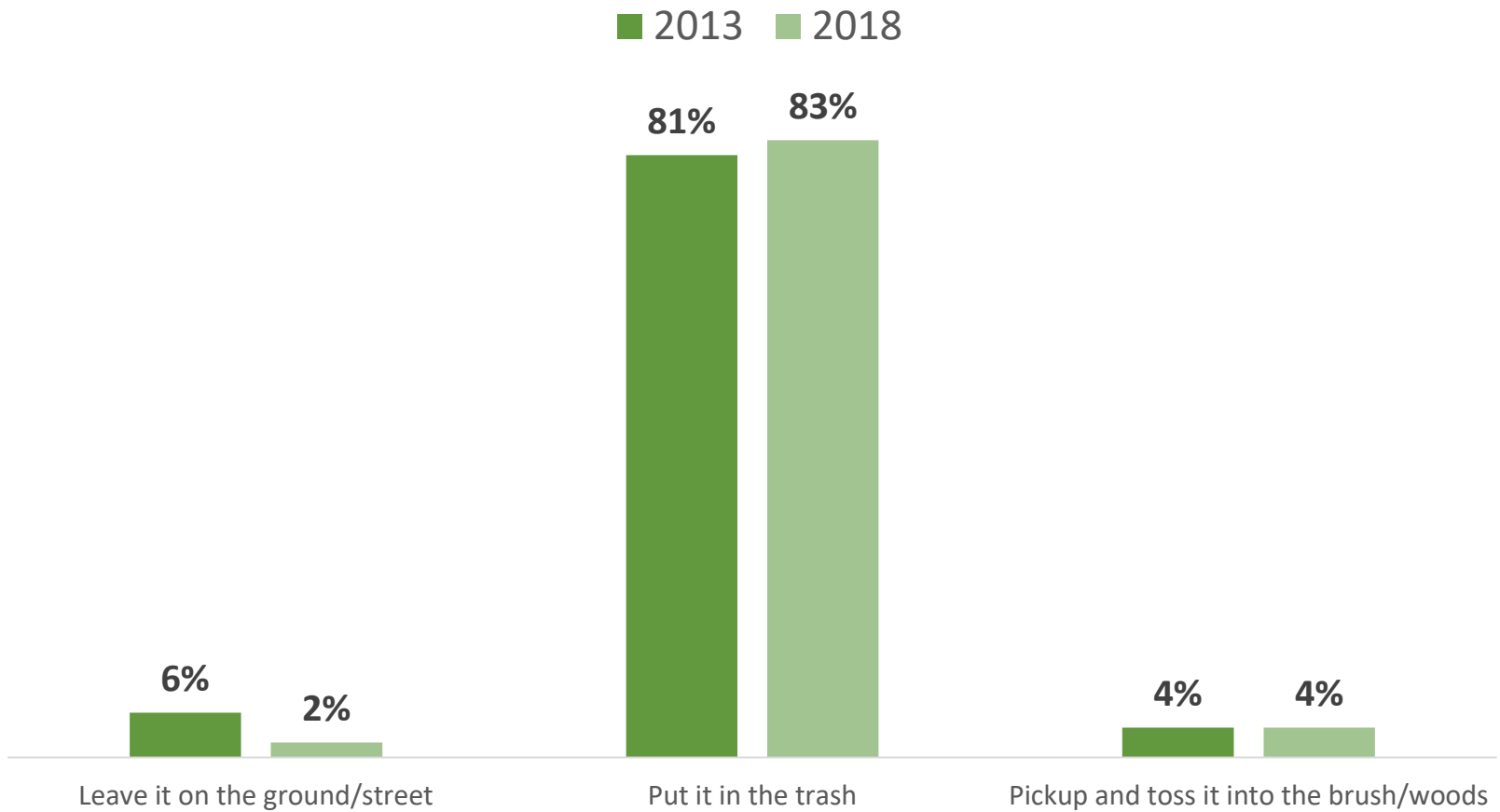
$t \approx 2.389, p < 0.017$

# Lawn maintenance practices

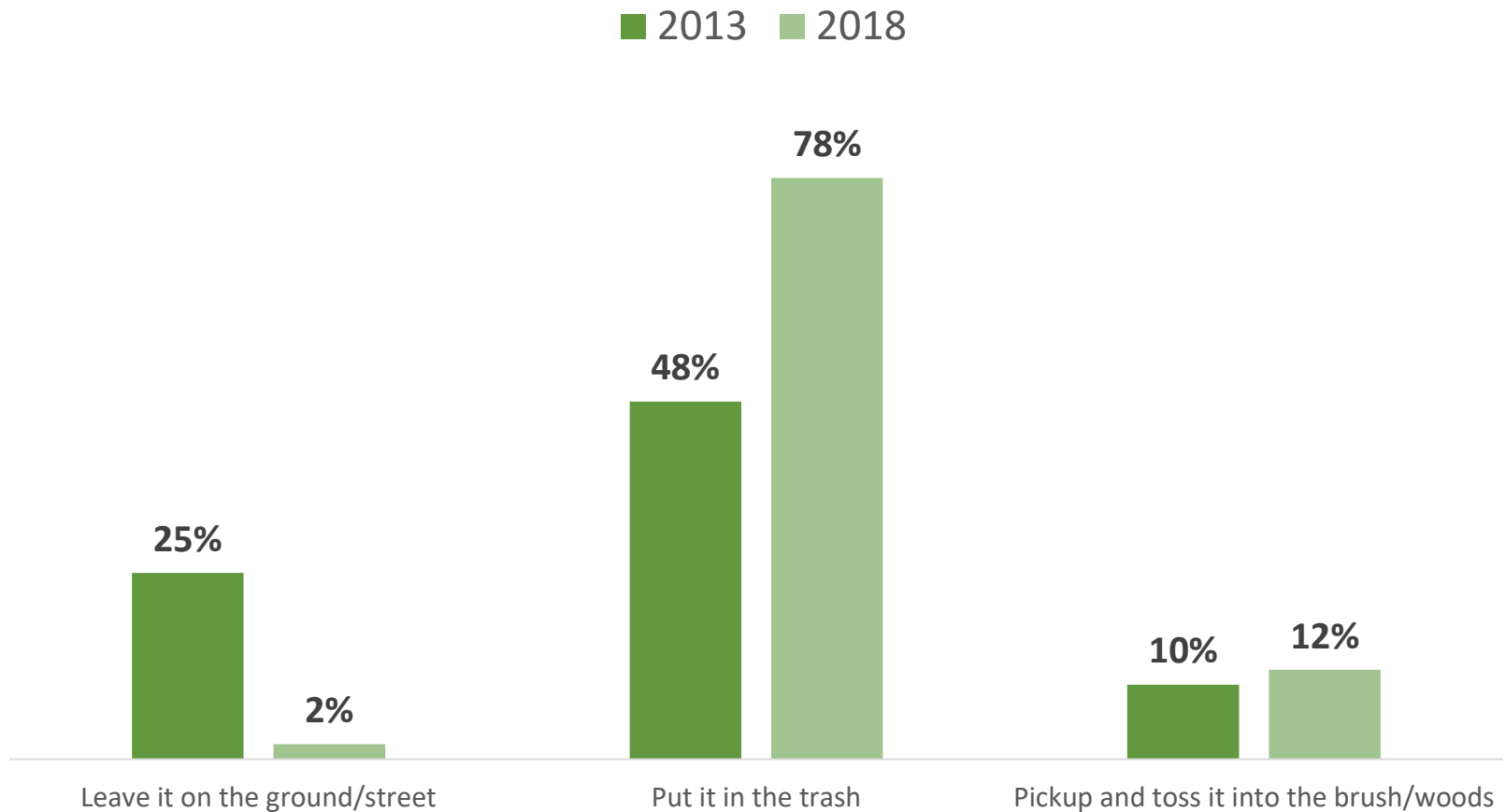
■ 2013 ■ 2018



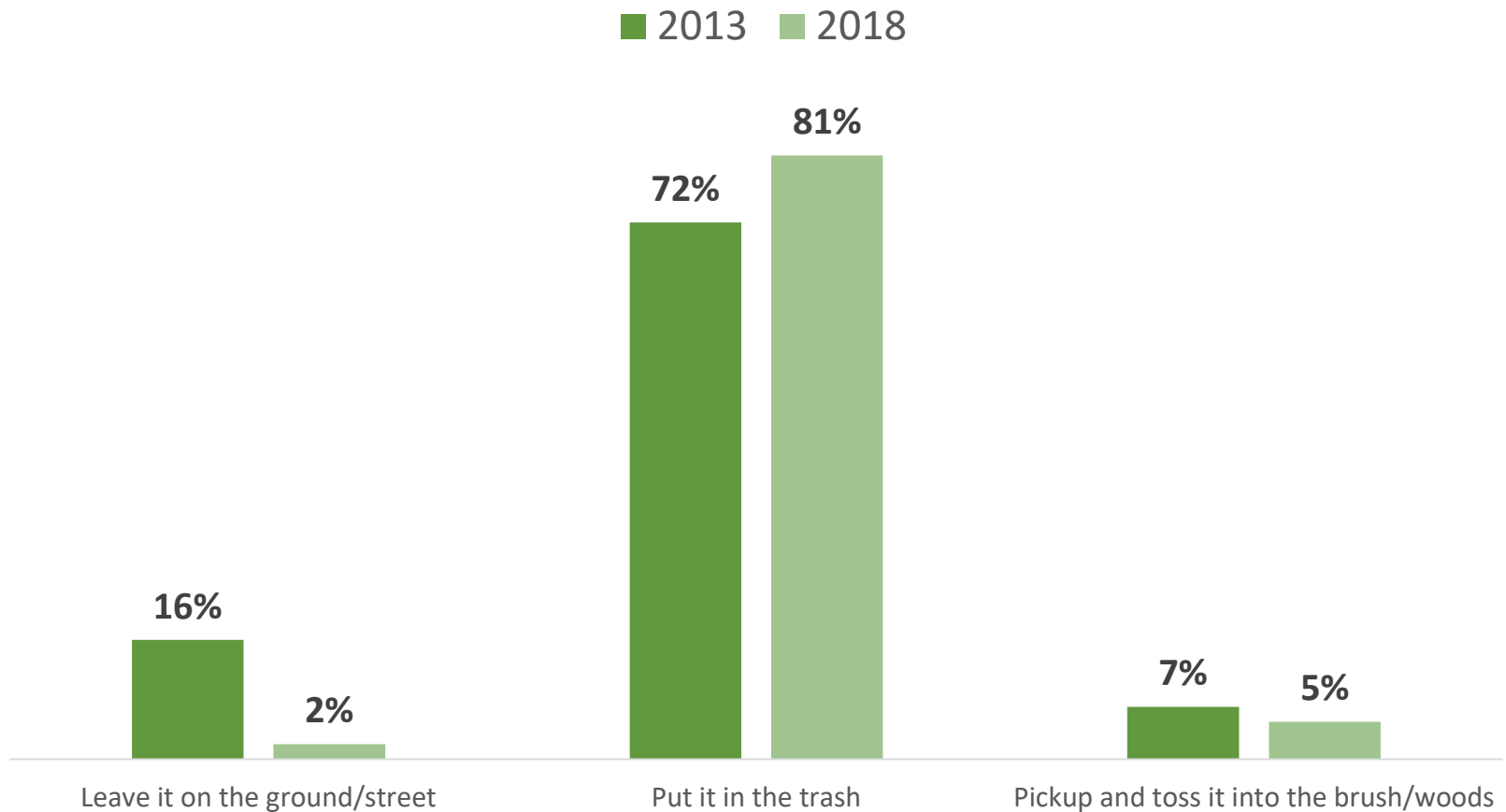
# Dog waste ... on sidewalks



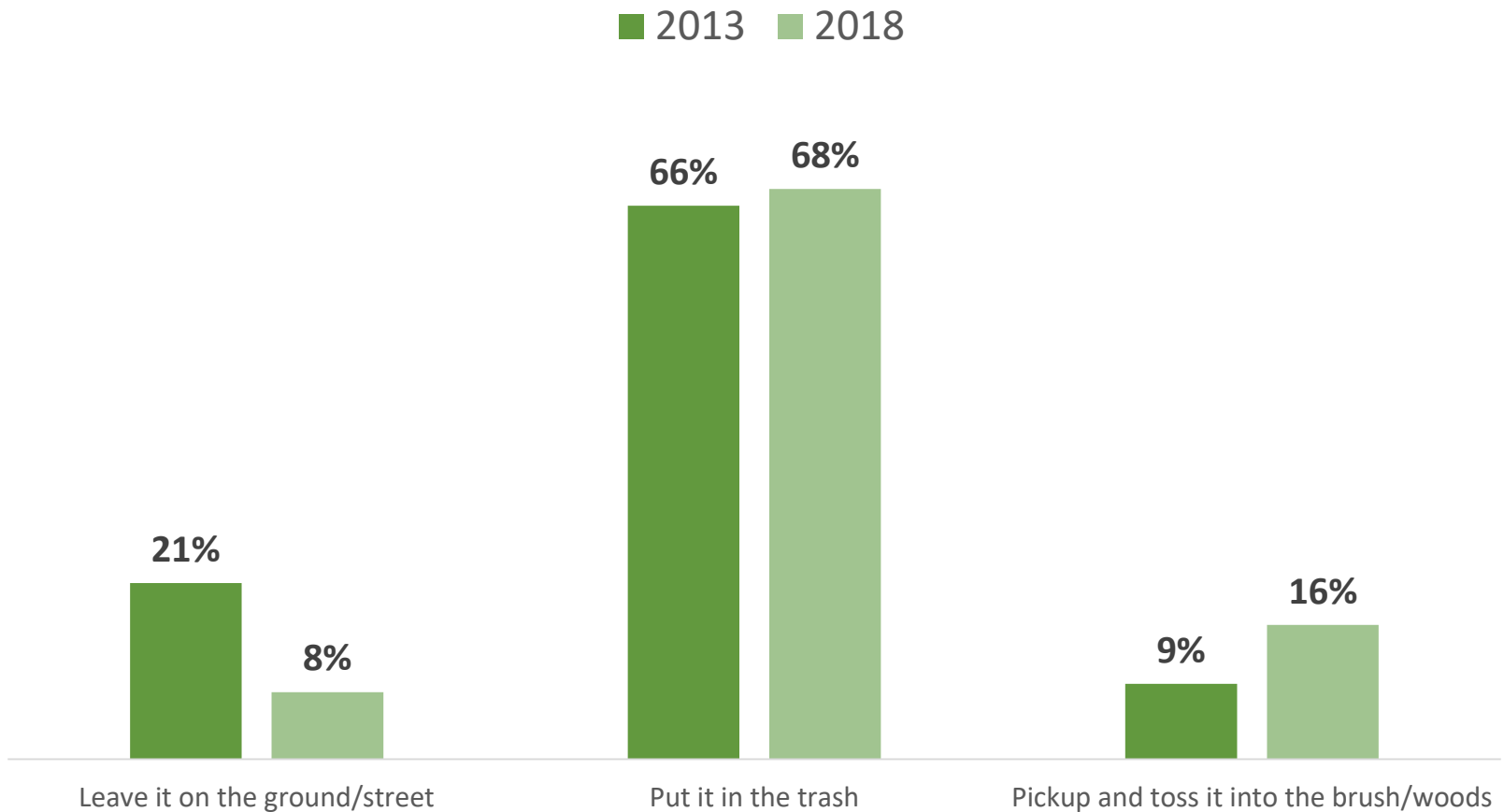
# Dog waste ... on trails



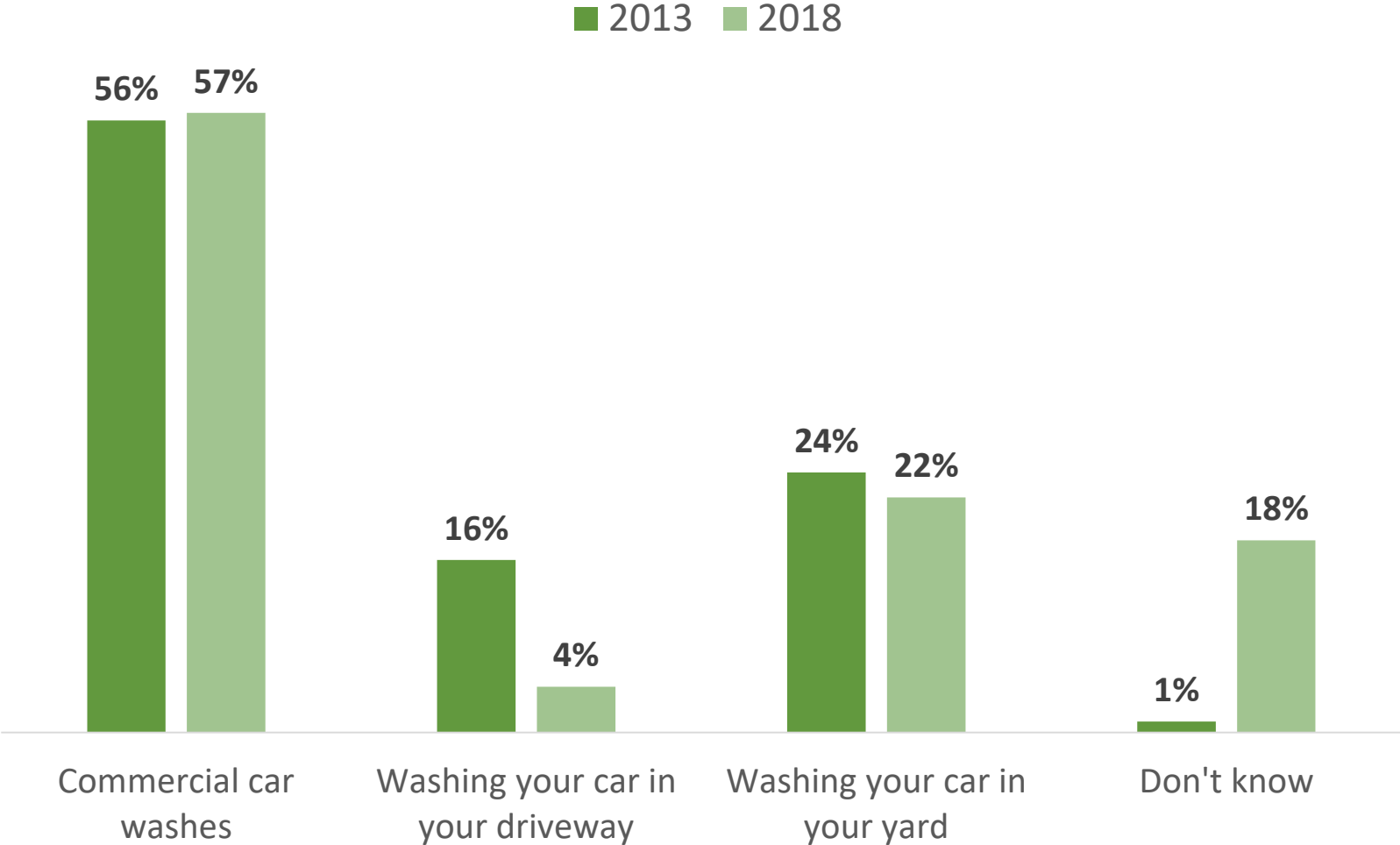
# Dog waste ... in the winter



# Dog waste ... in your own yard

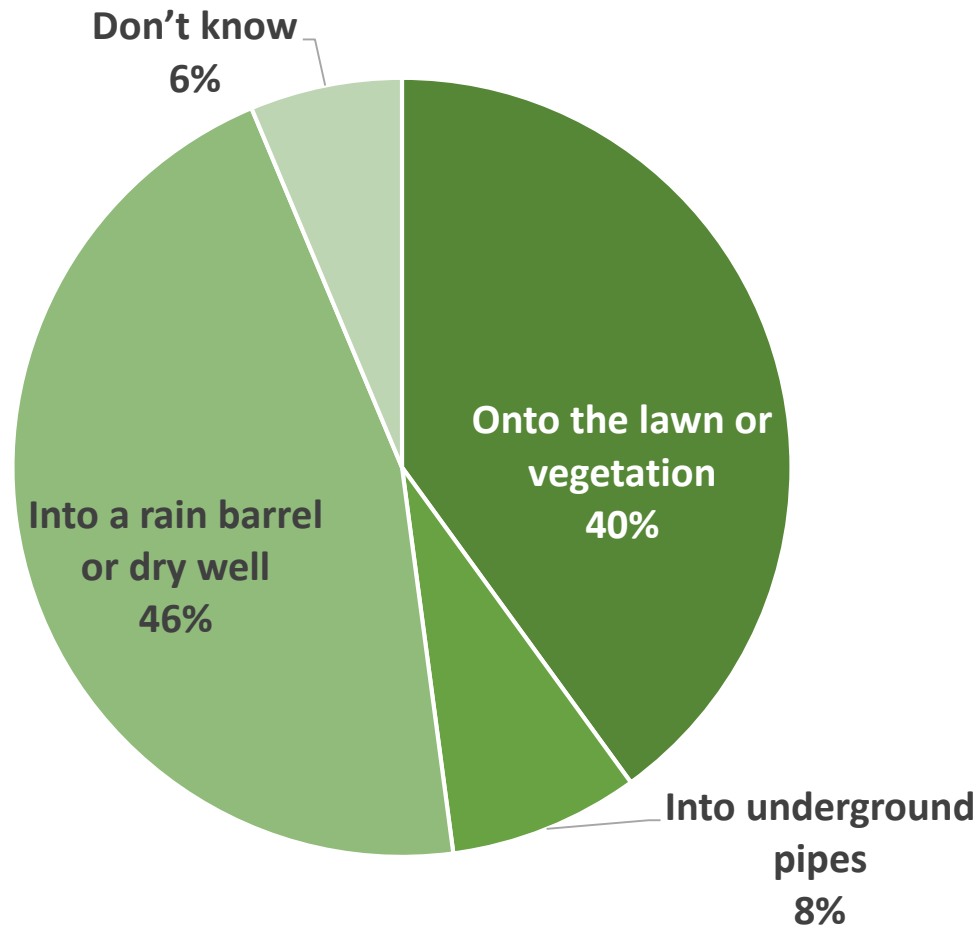


# Least polluting method of car washing

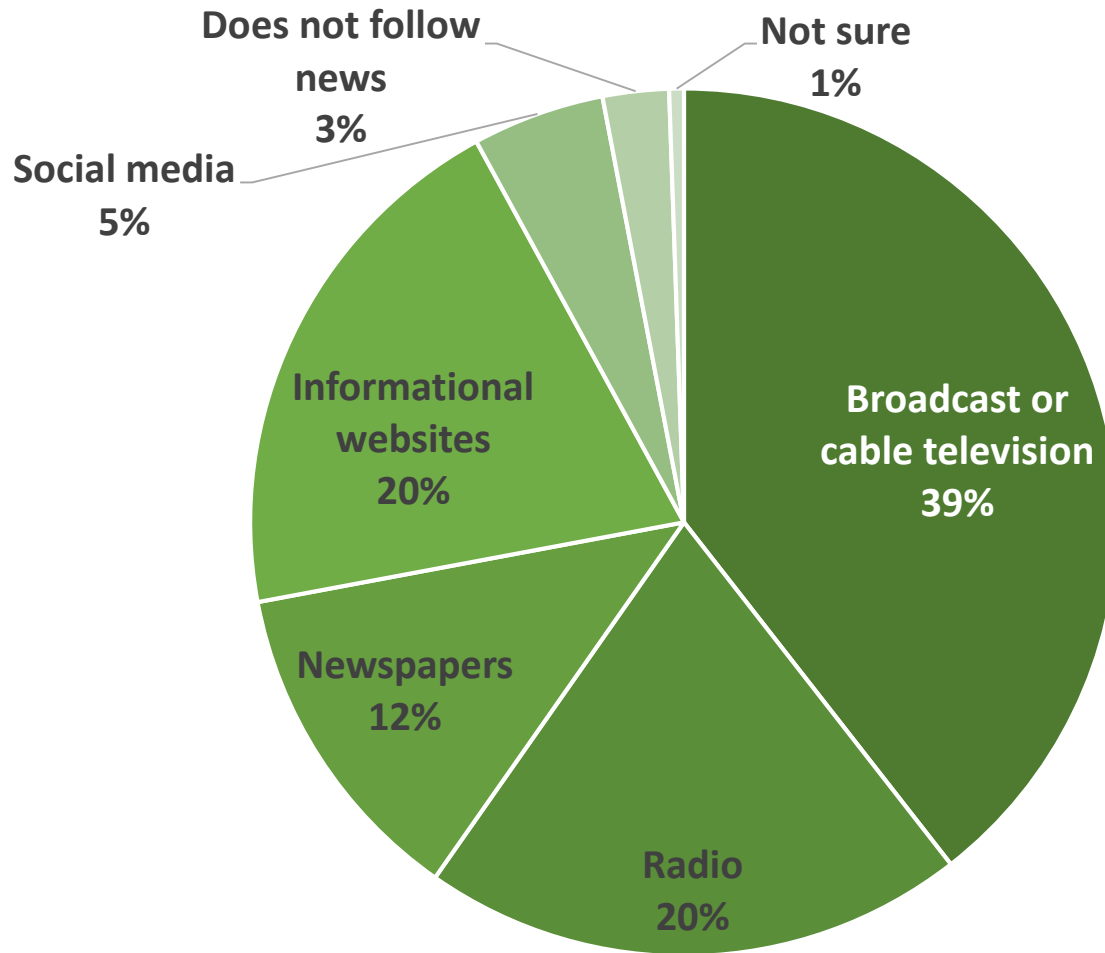




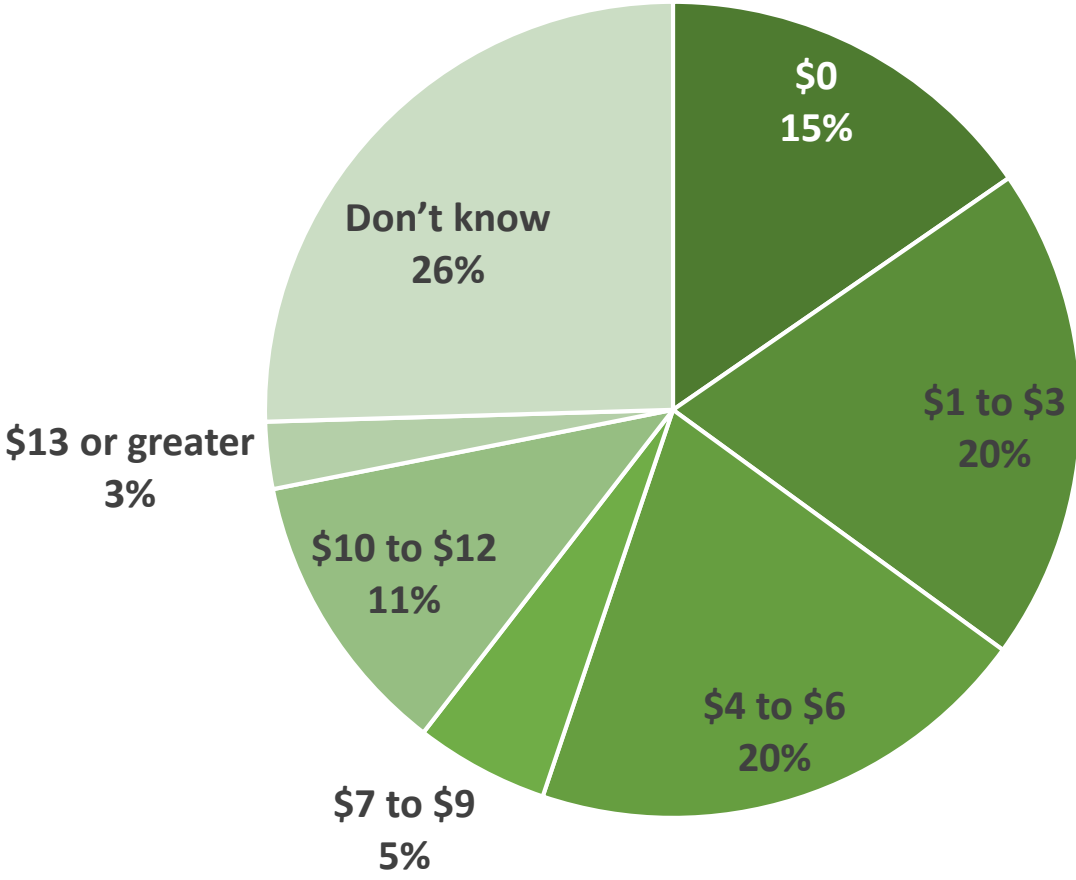
# Least polluting method for handling rain run-off



# Primary Sources of Daily News



# Willingness to pay (monthly) to address stormwater issues



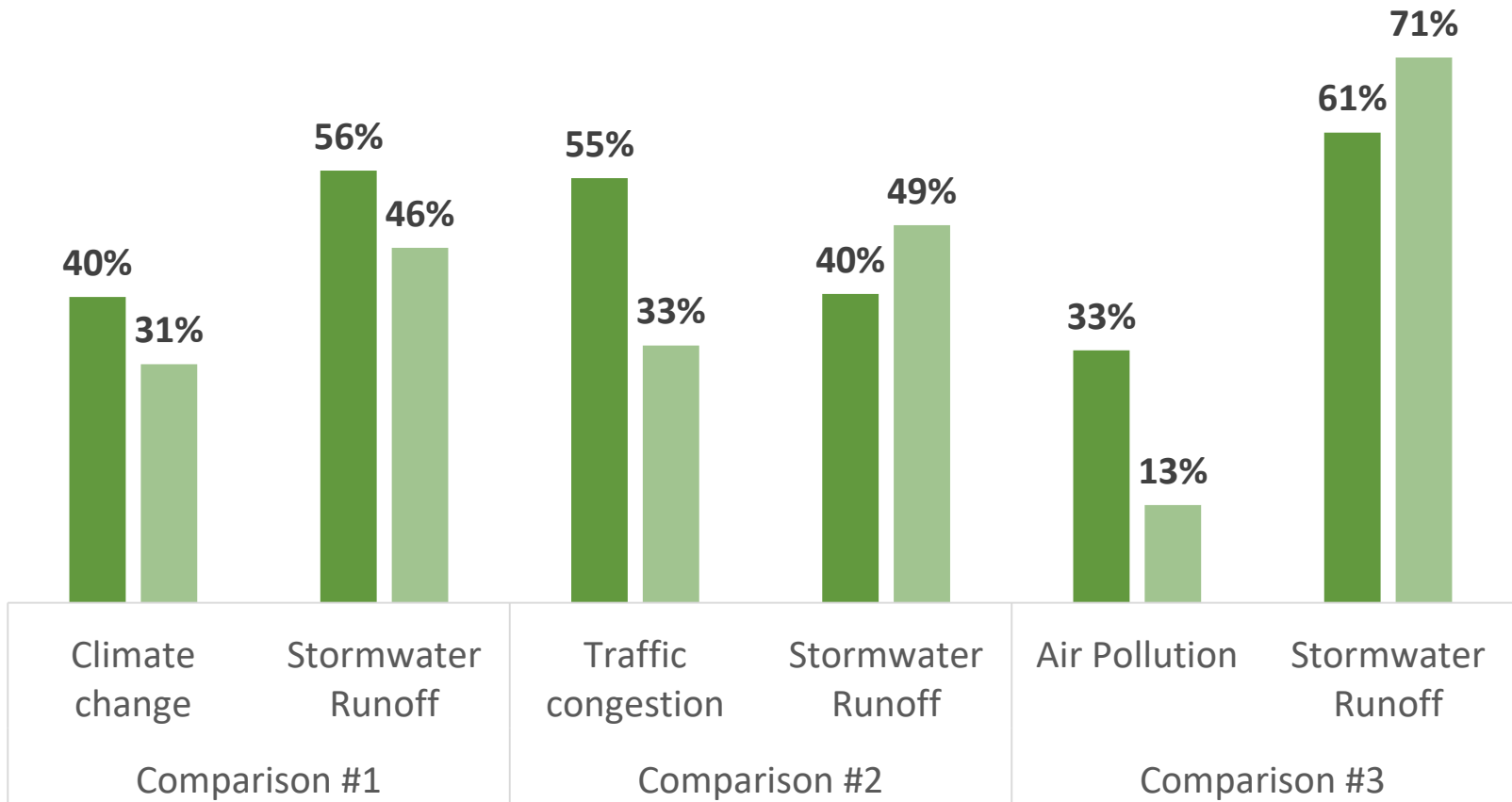
# Willingness to pay (monthly) to address stormwater issues

■ Nothing ■ \$1 - \$3 ■ \$4 - \$6 ■ \$7 - \$9 ■ \$10 - \$12 ■ \$13 + ■ Don't know

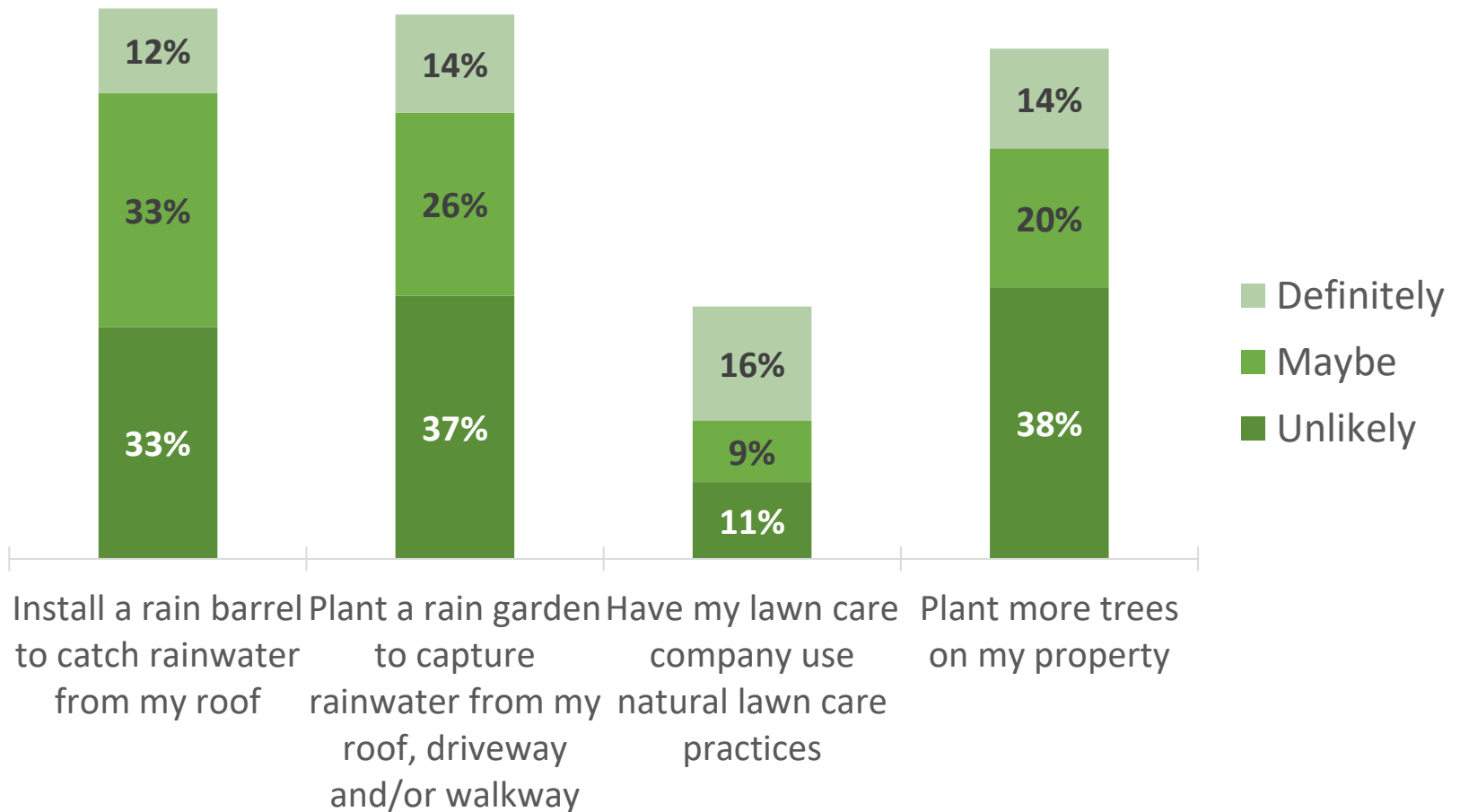


# Critical issues facing Chittenden

■ 2013 ■ 2018



# Potential adoption of practices to address stormwater runoff



# Final thoughts ...

- Residents are doing more composting – leaves and grass – in 2018 than they did in 2013
- Concern about pollution from farm runoff has increased since 2013
- Addressing dog waste has not changed, except for when walking dogs on trails
- Concern about stormwater runoff, compared with air pollution, has increased
- Residents express greater willingness to pay for addressing stormwater runoff than they did 5 years ago

# Contact information

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