

Assessing the public's perceptions, attitudes, and knowledge of Water Quality in Clear Lake



2021-2022 Awarded Project for The Blue Ribbon Committee
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Project Goal

- Identify perceptions, attitudes and knowledge gaps that the public has regarding water quality (WQ) and WQ-related issues
- Use results to drive specific actions for desired outcomes such as:
 - Behavior changes
 - Increased citizen engagement
 - Increased support for management policies & recommendations based on findings from UC Davis / USGS / Tribal / County Research awarded by Blue Ribbon Committee



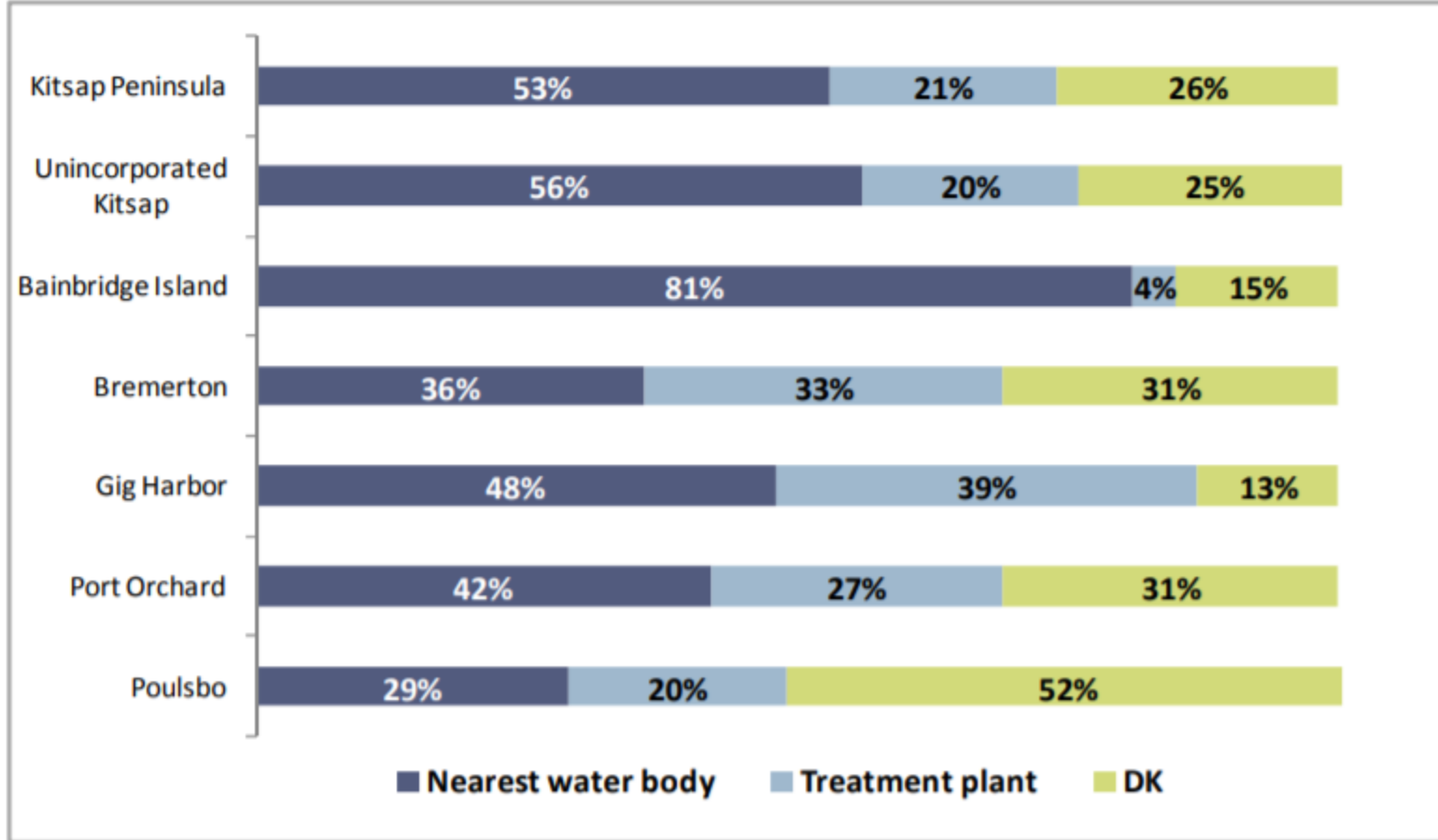
Value for BRC and District?

- Provide a baseline knowledge of the community to receive the information & recommendations derived from the BR committee
 - Increase effectiveness of proposed policy actions
 - Translate complex scientific findings to the public
 - Transparency
 - Identify desired and priority measures for local tax, fee assessments & improvement
 - What will people want to happen in exchange for a assessment / fee / tax ?



Details	Title	State
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To the best of your knowledge, what happens to that water that goes into storm drains?



From: Residential Stormwater Survey Report Kitsap County, WA 2011 (pg. 55)

[\[Find Out More\]](#)

[Awareness, Knowledge, Opinions, and Behaviors Related to Stormwater in Chittenden County, Vermont \(PDF\)](#)

Vermont

Approach

Contract approval

**Organize project team
and strategy**

**Draft proposal
survey**

**Focus group & test
survey validity**

**Final survey & present
to BRC & Partners**

**Distribute survey and
collect responses**

**Summarize and analyze
findings**

We will work with the District Board of Directors closely and heavily if this pathway occurs!

**Present findings to
BRC & Partners**

**Use findings to assist in
management / policies / actions**

**Use findings to structure
District fee assessments**

**Conduct POST surveys if
/ as needed**

Potential Next Steps

(If Funds Assessment Evaluation Returns Favorable)

- Goal: Establish a dedicated annual funding source for improved water quality in Clear Lake
- Potential Funding Mechanisms
 - Benefit Assessment (Prop 218)
 - Property -Related Fee (Prop 218)
 - Special Tax (Prop 13)
- Community Outreach
- Timing
- Rate and Messaging



Thank You For your time! Questions?



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