



PROJECT TIME PERIOD 2022-2026

Outreach & Public Perception Survey

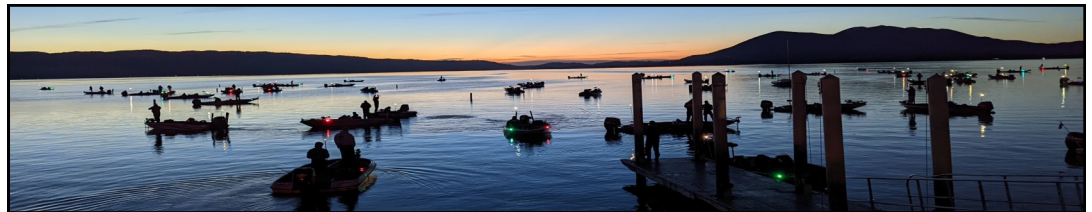
Assessing public perception, attitudes, & knowledge gaps towards water quality to improve education, outreach, & scientific communication.

The purpose of this project is to identify the public's current perceptions and attitudes towards water quality, and related impacts, and to identify any knowledge gaps and research information needs. Listed within Assembly Bill 707, Chapter 842 in section 22091, one of the charges of the Blue Ribbon Committee is to identify "barriers to improved water quality in Clear Lake and contributing factors to poor water quality".

This project meets this charge by identifying what barriers exist from the public's perspective, or how the public's attitudes and perceptions may be driving behaviors that can both negatively and positively impact water quality. It is important for managers, researchers, and

policy makers to be able to understand how to clearly communicate complex scientific information about water quality to the voting public. Additionally, policy decisions driven by community consensus determine the available resources for managing water resources, such as funding for watershed scale non-point source pollution control.

Local and state managers can better focus educational and outreach efforts if public understanding about the causes and impacts of water quality. This project will provide the information needed to improve and enhance communication to the public on how management actions and policy practices, like those produced by the Blue Ribbon Committee and other efforts, can be beneficial for Clear Lake water quality.



Project Tasks

BRC Grant Amount: \$120,000
Estimated Project Total Amount: \$142,259
Contract Dates: 09/01/2022— 1/31/2026

- 1) Necessary outreach and education to promote, design, & recruit participants to respond to the questionnaire - **\$7,250 with \$2,911 Watershed Protection District contribution / match.**
- 2) Contractors will conduct research & design to test, validate, approve, and distribute an inclusive water quality questionnaire to the public, through digital & hard copy formats to maximize coverage. The Contractors will conduct community engagement exercises, focus groups to determine best questionnaire to accomplish needed outcomes, survey testing, distribution, analysis, and result compilation & summarization. They will finish draft & final reporting & recommendations and provide presentations to the BRC & partners. Contractors will also compile some study factsheets to provide easy-to-digest information for the public and partners.—**\$85,000**
- 3) Project management and coordination activities, includes the solicitation and hiring of well-qualified contractors, complete all necessary project accounting and reporting on the project, and provide any needed technical support for this project to both coordinating District staff and Contractors. -**\$27,250 with \$19,347 Watershed Protection District contribution / match.**



Program Contact:
Angela De Palma-Dow
Program Coordinator

Angela.DePalma-Dow@lakecountyca.gov

Lake County Water
Watershed Protection
District
255 N. Forbes St.
Lakeport, CA 95451
(707)263-2344

Grant Funds for this project approved by the Blue Ribbon Committee for the Rehabilitation of Clear Lake (BRC), funded by General Funds, and administered by the California Natural Resources Agency (CNRA)