



LOWER PLATTE SOUTH
natural resources district

2023 PUBLIC AWARENESS SURVEY REPORT



UNANIMOUS | April 2023



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SURVEY OBJECTIVES



SURVEY OBJECTIVES

1. Identify public awareness and perception of natural resource topics.
2. Prioritize areas of public concern or interest related to natural resource topics.
3. Evaluate programs and areas most known or used by area residents.
4. Classify the effectiveness of the information to the public.
5. Determine which initiatives and tactics are working.
6. Uncover areas for improvement.



METHODOLOGY



SURVEY TIMELINE AND DISTRIBUTION

- February 22 - March 12, 2023
- All survey questions were required to answer, unless noted as optional.
- Social Media Posts & Ads (Facebook & Instagram)
- Website
- Spring Print & Digital Newsletter (February Issue)
- Newspaper Ads
- Cass County Community Newsletters
- Personal Outreach and Referrals from Staff and Directors



2,604

Total Survey Responses

All zip codes in LPSNRD are represented.

2019 Total Survey Responses: 902



SURVEY QUESTIONS & FINDINGS

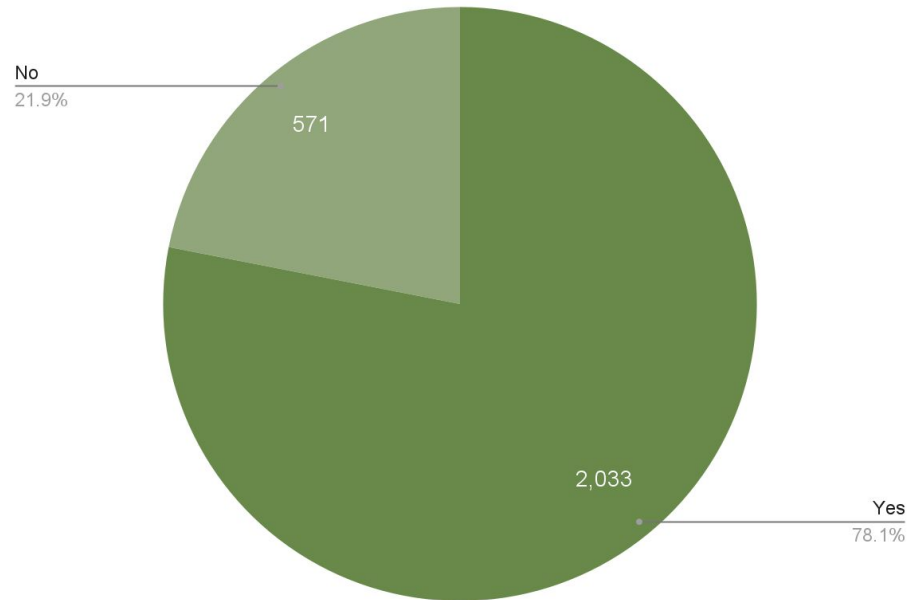


Summary of Demographic Questions

- We received a good distribution of respondents from those that reside in a city, village/town, acreage, and farm.
- We received responses from a wide variety of age ranges. 60% of the respondents are between the ages of 25-54.
- Respondents learned about the survey from a variety of print and digital methods, with the majority learning about it from Email and Facebook.



4. Have you heard of LPSNRD before?





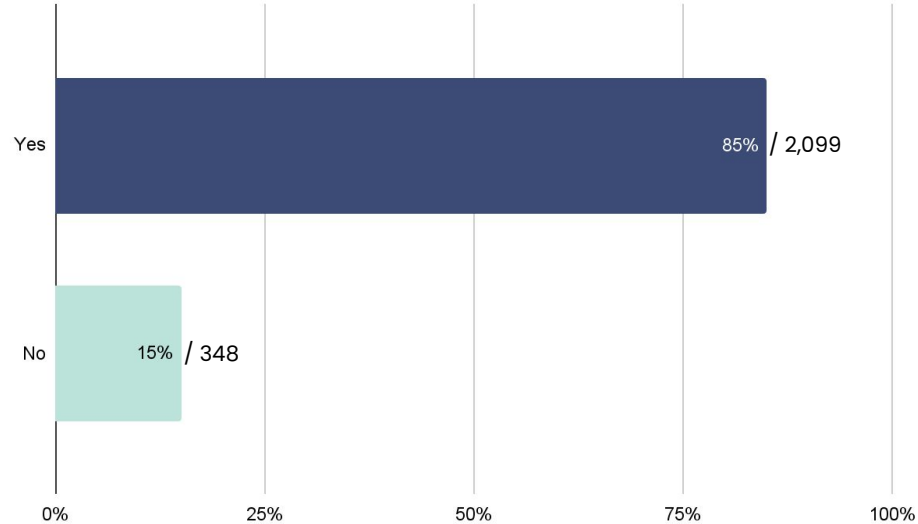
6. Please rank the following topics in order of importance. 1 being your top concern.

Top Concern & Average Score (lower number = higher concern)

1. **Climate Change** (2.9)
2. **Environmental Education** (3.8)
3. **Wildlife Habitat** (4.6)
4. **Steam Stabilization** (4.7)
5. **Flood Management** (5.8)
6. **Erosion Control** (6.0)
7. **Forestry** (6.7)
8. **Groundwater** (7.8)



7. Are you concerned about water issues locally in the coming years? (Including quantity and quality)





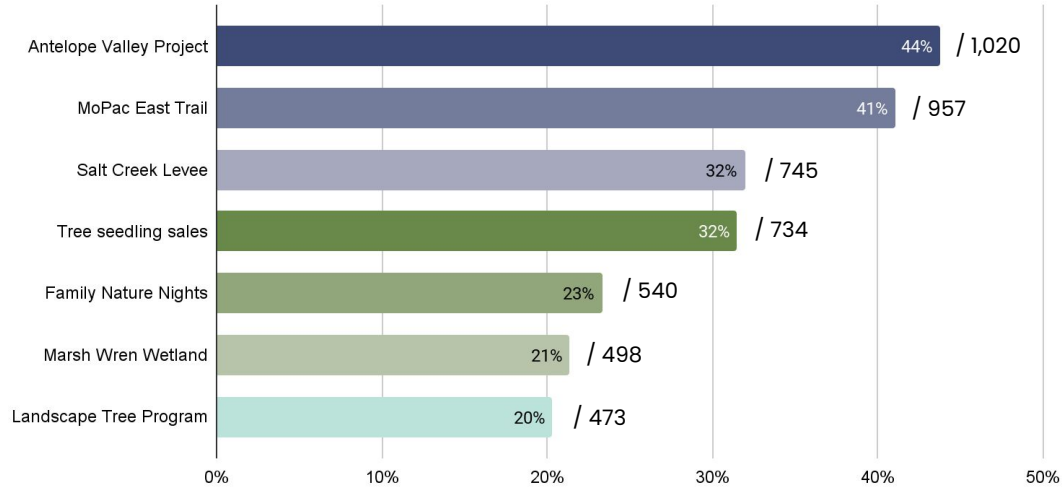
8. If yes, what are your water-related concerns?

Select up to three.

Water will be polluted	64% / 1,337
I will not have enough water	45% / 943
Water issues affecting health	41% / 845
Water issues affecting wildlife or the environment	38% / 794
Water issues affecting water recreation	29% / 596



9. Which of the following LPSNRD programs or projects are you familiar with? Select all that apply.

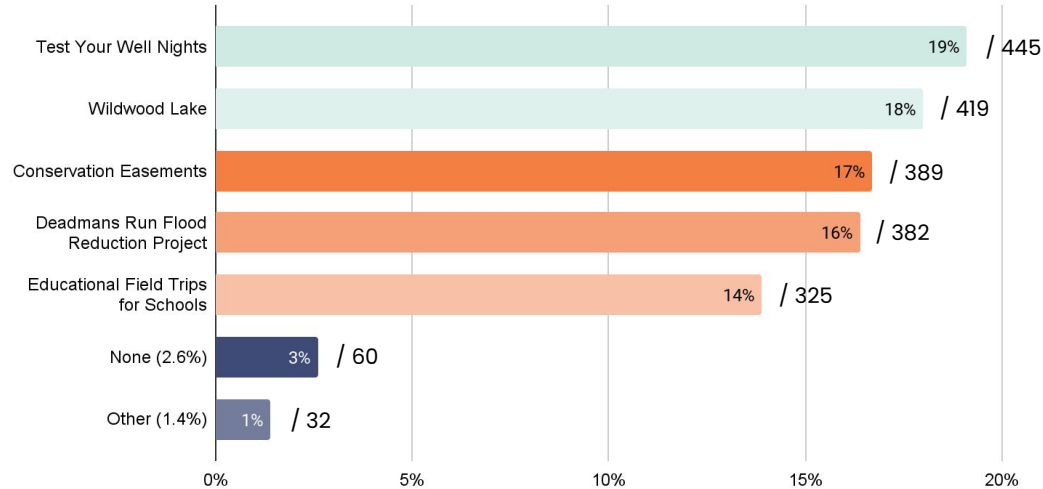


Common Other Responses:

- Pollinator Program
- Earth Wellness Festival
- Cost Share



9. Which of the following LPSNRD programs or projects are you familiar with? Select all that apply.

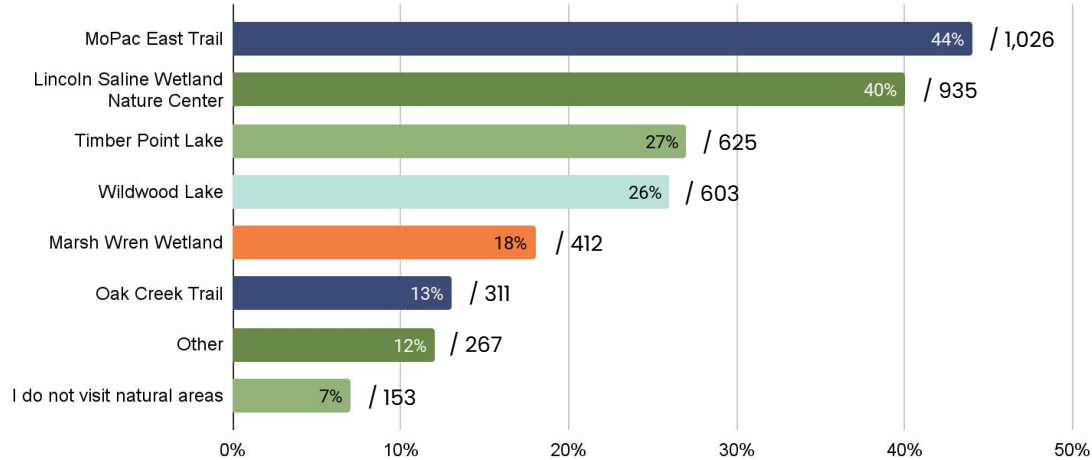


Common Other Responses:

- Pollinator Program
- Earth Wellness Festival
- Cost Share



10. What is your preferred LPSNRD natural area to visit? Select all that apply.

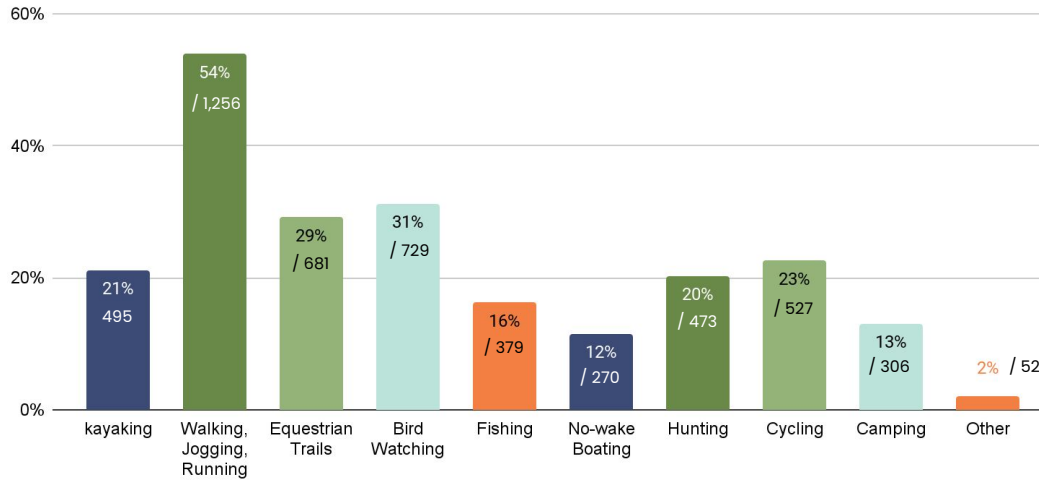


Common Other Responses:

- Merganser Lake, Wild Plum Lake, Holmes Lake, Conestoga Lake
- Pioneers Park, Wilderness Park
- Platte River Bridge/Platte River State Park
- Would like to visit, but unfamiliar with these areas



11. When visiting a LPSNRD natural area, what types of recreation do you enjoy? Select all that apply.

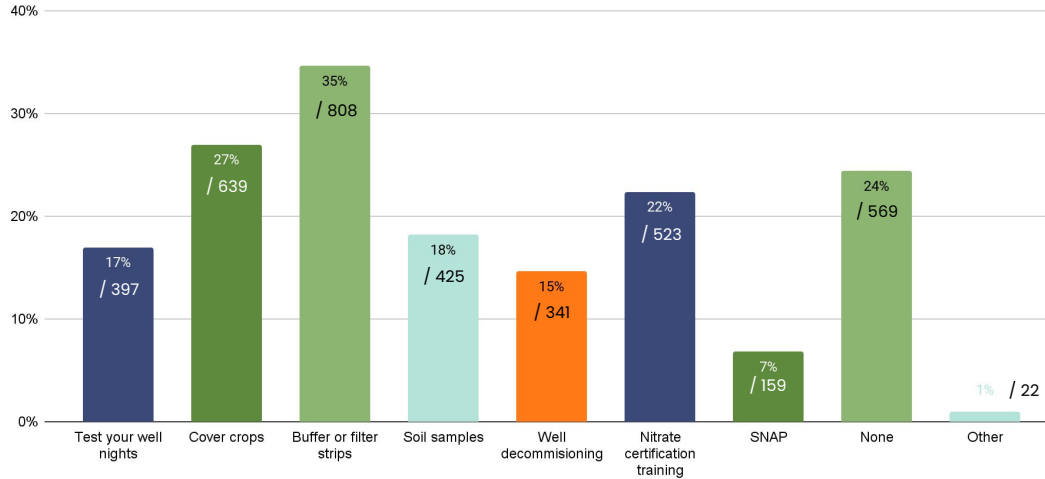


Common Other Responses:

- Picnics
- Observing/Views
- I don't visit these areas



12. Have you participated in any of the following pertaining to groundwater quality? Select all that apply.

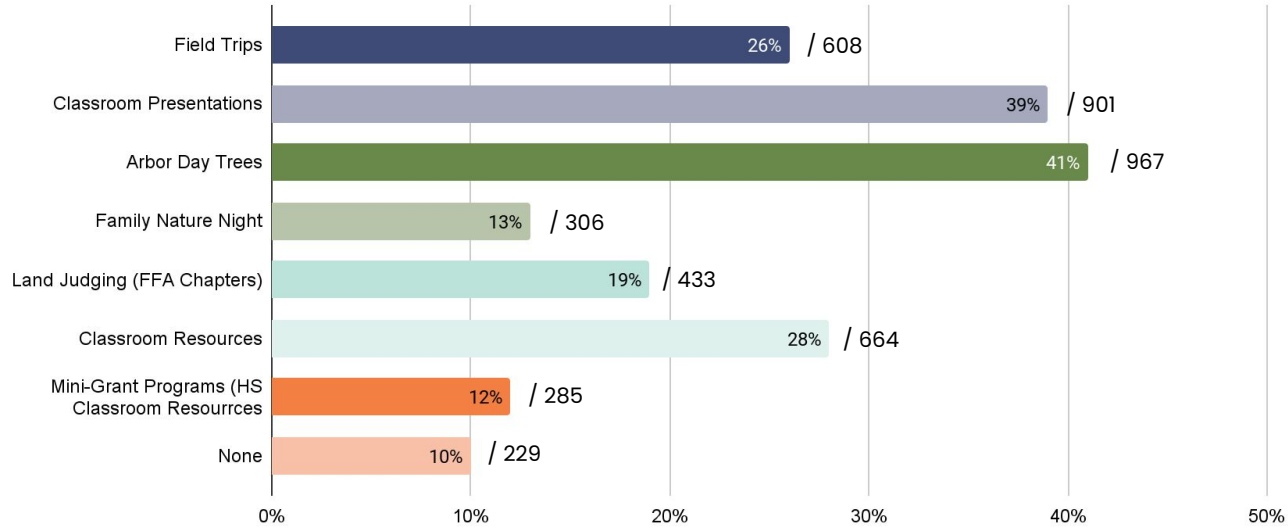


Common Other Responses:

- Test well water
- Water quality testing
- Field trip/Student research



13. Have you, or anyone you know, ever participated in the following programs? Select all that apply.





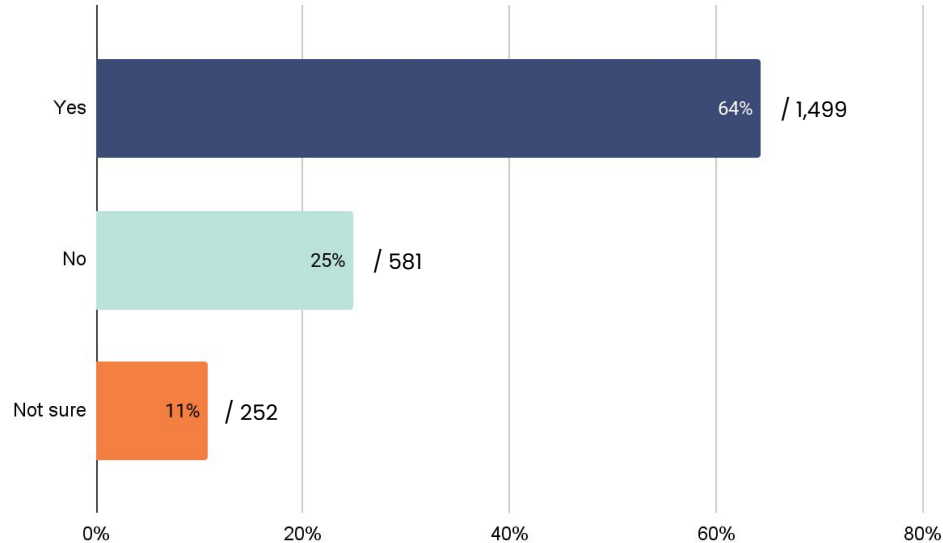
14. Please rank the following natural resource areas issues in order of importance. 1 being your top priority.

Top Concern & Average Score (lower number = top priority)

1. Maintaining Lakes for Recreation (2.0)
2. Maintaining Trails for Recreation (2.7)
3. Providing Youth Opportunities - Nature Education (3.4)
4. Conserving Natural Areas (4.5)
5. Helping landowners Conserve and Protect Soil (4.8)
6. Flood Damage Reduction (5.4)
7. Groundwater Quantity (6.2)
8. Groundwater Quality (6.9)

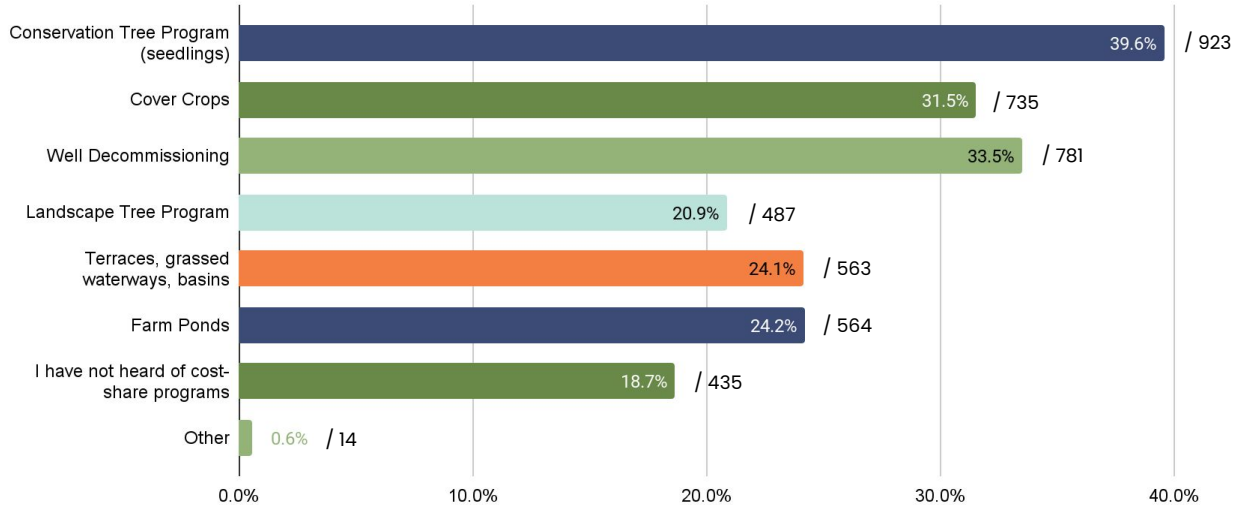


15. Are you aware of LPSNRD cost-share programs (working with landowners to protect and promote natural resources)?



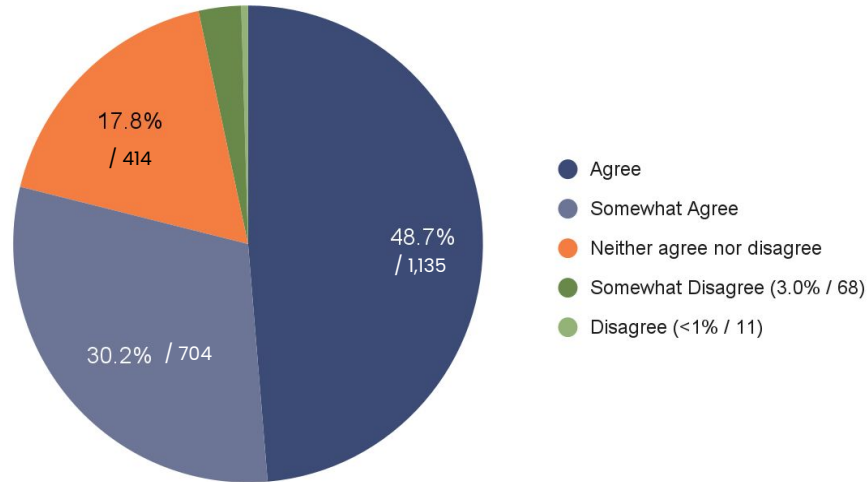


16. Which of the following LPSNRD cost-share programs are you aware of?





17. To what degree are you in favor of landowners' ability to enter into conservation easements with LPSNRD to protect and/or preserve natural areas, such as prairies, woodlands, wetlands, wildlife habitat, and ag land?



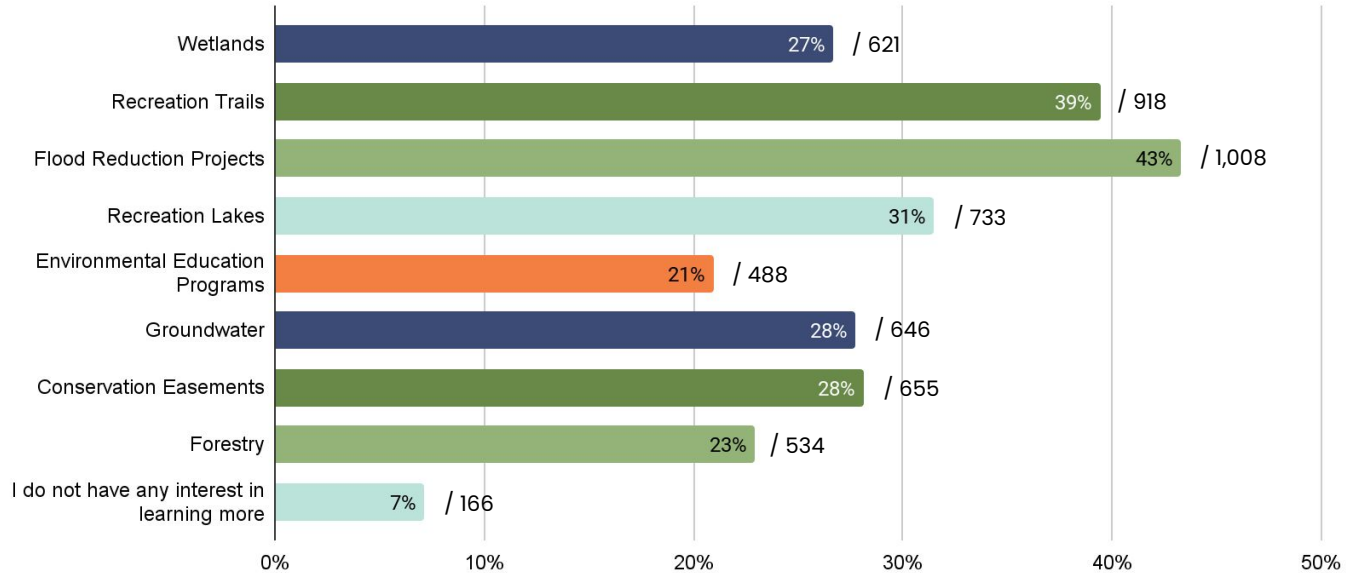


18. What efforts do/would you support to improve our resiliency (ability to withstand or recover) from flooding along Salt Creek? The Salt Creek Floodplain extends along Salt Creek from southern Lancaster County to Ashland, where Salt Creek flows into the Platte River. Select all that apply.

Voluntary buyouts or relocated flood-prone buildings	45% / 1,039
Low-impact development regulation	43% / 990
Update floodplain maps	33% / 776
Develop higher floodplain management standards	31% / 716
Construct dams to detain floodwater	30% / 691
Flood Proof flood-prone buildings	21% / 490
Preserve “open” floodplain property	21% / 487
Setbacks and riparian preservation	17% / 389
Cluster subdivisions	12% / 287
None	1% / 28

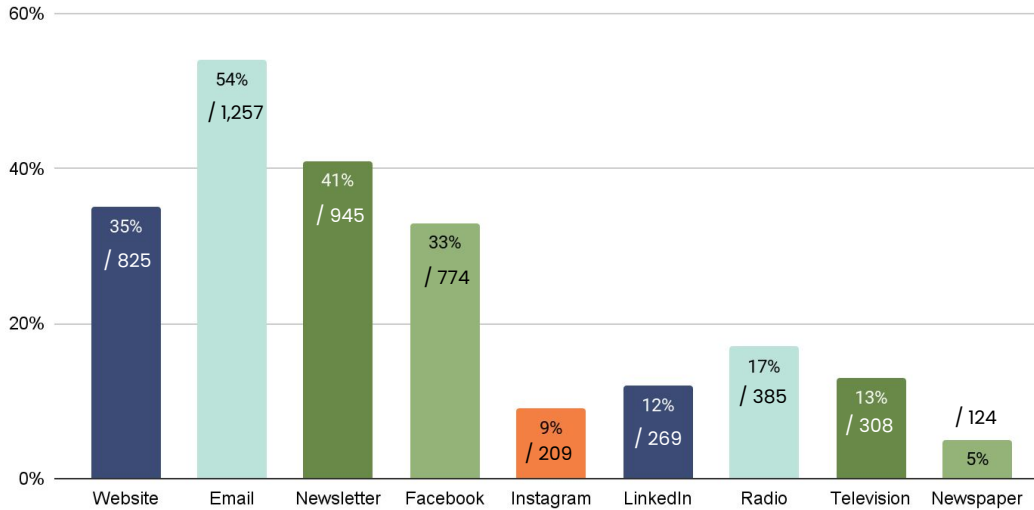


19. What LPSNRD programs interest you most to learn more about? Select up to four.



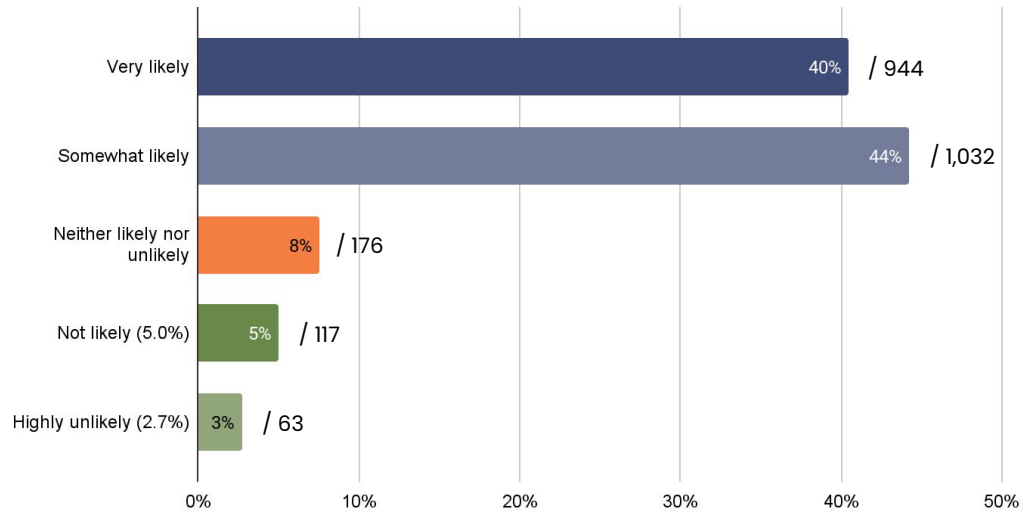


20. Select up to three choices of how you prefer to learn about LPSNRD programs and projects.





21. If you, or someone you know, needs more information about the topic of natural resources, how likely are you to contact or refer someone to LPSNRD for more information?





22. Please provide additional information about your needs, opinions, and concerns about natural resources in our area and/or LPSNRD's programs and projects. (Optional)

See Appendix for complete responses.



SUMMARY OF KEY INSIGHTS



SUMMARY OF KEY INSIGHTS

- Almost 3 times more responses were captured in 2023 than in 2019.
- Over half of the respondents reside in a city. *(see question #1)*
- Approximately $\frac{1}{3}$ of those surveyed are between 25-34 years of age, and 60% of respondents are between the ages of 25-54. *(see question #3)*
- Approximately 50 respondents were under the age of 17. *(see question #3)*
- The majority of respondents learned of the survey through email (34%) or Facebook (23%). *(see question #4)*
- 78% of those surveyed had heard of LPSNRD prior to taking the survey. *(see question #5)*



SUMMARY OF KEY INSIGHTS

- Planting trees and tree planting programs was one of the most common responses when asked to list what they know LPSNRD is involved in. *(see question #6)*
- The top three topics important to those surveyed are climate change, environmental education, and wildlife habitat. *(see question #7)*
- 85% of respondents are concerned about water issues, with water pollution being the top concern. *(see question #8 & #9)*
- The top three projects respondents report knowing about are the Antelope Valley Project, MoPac East Trail, and Salt Creek Levee. Closely following are Family Nature Nights and the Marsh Wren Wetland. *(see question #10)*
- MoPac East Trail and the Lincoln Saline Wetland Nature Center are the top choices for respondents to visit. *(see question #11)*
- The activity most enjoyed at a LPSNRD natural area is walking/jogging/running. *(see question #12)*



SUMMARY OF KEY INSIGHTS

- Maintaining lakes and trails for recreation is the most important natural resource area issue for respondents. *(see question #15)*
- 64% of respondents are aware of cost-share programs. *(see question #16)*
- The Conservation Tree Program is the most well-known cost-share program. *(see question #17)*
- 36% of the respondents report being not aware or unsure of cost-share programs before seeing examples. After reviewing programs, only 18.7% report a lack of awareness of cost-share programs. *(see question #16 & 17)*



SUMMARY OF KEY INSIGHTS

- The top two efforts respondents support to improve flood resiliency are **voluntary buyouts or relocated flood-prone buildings and low-impact development regulation.** *(see question #19)*
- The top four LPSNRD programs that interest respondents to learn more about are **flood reduction projects, recreation trails and lakes, groundwater, and conservation easements.** *(see question #20)*
- The two preferred methods of how respondents prefer to learn about LPSNRD programs and projects are **by email and the newsletter.** *(see question #21)*
- **84.73% of respondents are very likely or somewhat likely to contact or refer someone to LPSNRD for more information on natural resources.** *(see question #22)*



APPENDIX



APPENDIX

The complete participant responses can be found in the full report.



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