



Lower Platte River Corridor Alliance

Public Opinion Research Report

May 2012

Presented by:



11915 P Street | Suite 100 | Omaha, Nebraska | 68137

www.lukaspartners.com | 402-895-2552

© 2012 Lukas Partners, Inc.

Contents

Introduction.....	3
Methodology.....	4
Telephone Survey Executive Summary	5
Summary of Key Findings from Telephone Survey	7
Focus Group Overview and Methodology	34
Focus Group Executive Summary	36
Overall Conclusions and Recommendations.....	40
Telephone Survey Instrument.....	42

Introduction

The Lower Platte River Corridor Alliance (LPRCA) is comprised of three Natural Resources Districts (NRDs) and six state agencies that are committed to protecting the long-term vitality of the Lower Platte River Corridor. The Corridor is generally defined as the Lower Platte River, the bluffs, and adjoining public and private lands located within the floodplain of the Lower Platte River from Columbus to the mouth of the river near Plattsmouth. Covering approximately 110 miles, this area supports a broad spectrum of biodiversity and serves as a valuable resource for Nebraskans.

The Alliance assists counties, communities, governments, resource management organizations, and the general public to meet Lower Platte River Corridor management challenges.

The Lower Platte River Corridor Alliance is interested in the thoughts and opinions of the citizens who live along the Corridor within three miles of the Platte River. Lukas Partners, an Omaha research and public relations firm, was invited by the LPRCA to conduct a quantitative and qualitative public opinion study to assess the following:

1. opinions and knowledge concerning floodplain management, land use, recreation and water quality;
2. specific ongoing or emerging issues, needs and concerns within the Corridor;
3. awareness of the LPRCA, its partners, programs and activities.

Methodology

For the quantitative study, Lukas Partners conducted a 10-minute telephone survey of residents who lived within three miles of the Platte River in the following Nebraska counties: Butler, Cass, Colfax, Dodge, Douglas, Platte, Saunders and Sarpy. The surveys were completed from April 15 through April 18, 2012. Residents were screened to ensure they were at least 18 years of age, and the majority of respondents are year-round residents. The goal of completing 269 interviews was achieved, which results in a maximum sampling error of +/- 5.96 percentage points at a 95-percent confidence level.

For the qualitative study, Lukas Partners conducted four focus groups. One focus group was comprised of government representatives, and it was conducted on May 2, 2012. The government officials represented these Nebraska areas: Ashland, Bellevue, Gretna, Louisville, Papillion, Plattsmouth, Schuyler and Valley.

The other three focus groups were comprised of residents who lived within three miles on either side of the Platte River. The resident focus group held on May 2, 2012 consisted of residents representing Ashland, Plattsmouth and Louisville. The May 8, 2012 focus group had residents representing Columbus and Schuyler, and the May 9, 2012 focus group was comprised of residents representing Fremont, North Bend and Valley.

The last public opinion survey the LPRCA conducted was in 1998, and it was handled by Leslie Associates, which is now called Lukas Partners. Where applicable there are comparisons between the current study and the 1998 study. Lukas Partners' owner and President Joan Lukas led the research study supported by Lukas Partners' Research Specialist Diane Knicky and Account Executive Trenton Albers.

This report includes a Telephone Survey Executive Summary, Summary of Key Findings, and Totals and Percentages. It also includes Focus Group Results, Overall Conclusions and Recommendations, and the telephone survey instrument.

Telephone Survey Executive Summary

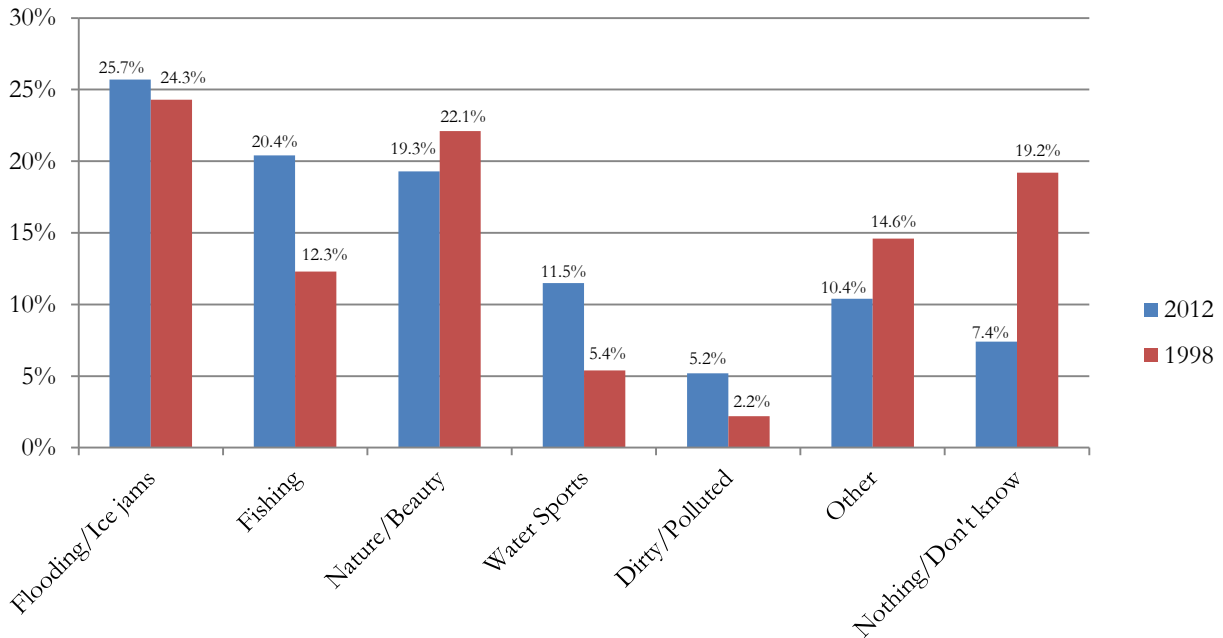
- When residents were asked what is the first thing that comes to mind when thinking about the Lower Platte River Corridor, the lead response was flooding and ice jams, which also was the lead response in 1998 (25.7% in 2012, 24.3% in 1998). Fishing was the second most popular response and a larger percentage said fishing in 2012 versus 1998 (20.4% in 2012, 12.3% in 1998). Another increase in a response in 2012 was water sports (11.5% in 2012, 5.4% in 1998). As in 1998, the answer choice dirty/polluted river still rated low in top-of-mind awareness, but increased slightly since the 1998 study (5.2% in 2012, 2.2% in 1998).
- When asked what concerned them most about the Lower Platte River Corridor, three-quarters of respondents, 74.7%, said water quality. The other top concerns were floodplain management and water supply. Water quality and floodplain management also were the top issues mentioned in 1998.
- Driving for pleasure and visiting parks was the favorite activity when asked if respondents had participated in a variety of River Corridor activities at least once during the past 12 months. However, it is noted in the General Key Findings that recreational activity is slightly down across almost all activities when compared to 1998.
- More than half of the respondents (56.1%) perceive that there are conflicts among the uses in the floodplain including sand and gravel mining, housing developments, agriculture, and wildlife and recreation interests. Close to 30 percent said there were no conflicts, and nearly 15 percent said they did not know.
- Only 20.1% of respondents (up from 15% in 1998) were aware of environmental or floodplain regulations that pertain to the River Corridor. Endangered or threatened species had the highest level of awareness among those who are aware of regulations. In 1998, building/construction permits had the highest level of awareness.
- Among those aware of regulations, a little more than half (51.9%) said they felt the regulations were about right.
- One-third of respondents in 2012 said they have a septic system. Of these respondents, close to 70% said they were not very (28.9%) or not at all interested (40%) in a cost-share program. A little more than 30% were interested.
- Respondents who said their drinking water comes from a private, domestic well increased to 36 percent from 25 percent in 1998. Of those with a well, nearly one-third have a sand-point well, which is about the same when compared to 1998. More than 60% of these respondents are not aware of the Abandoned Well Assistance Program.
- Regarding the quality of drinking water, 42.8% of all respondents in 2012 have no concern about the quality of their water, which is up 20% from the 1998 response.

- As in 1998, stream and river dumping is a great concern among all respondents (61.3% in 2012, 79.4% in 1998) followed by agricultural run-off (40.9% in 2012, 59.9% in 1998).
- When asked to rate three aspects of land use, 40 percent or more said it was about right when referring to Housing Development and Urbanization; Zoning; and Expansion of Cities into Rural Areas. Regarding Housing Development and Urbanization, 32.2% said it was too much, and 30.9% said Expansion of Cities into Rural Areas was too much.
- More than half of the respondents (53.5%) feel that public access to rivers is about right, while 21.2% feel it needs to increase. If access were to increase, 22.4% said very likely that they would use it, while 32.8% said somewhat likely that they would use the increased access.
- The majority of respondents (75.5%) said threatened and endangered fish and wildlife are adequately protected, up slightly from the 1998 response.
- Similar to the 1998 study, less than 10% of all respondents were concerned about additional issues regarding the Lower Platte River Corridor.

Summary of Key Findings from Telephone Survey

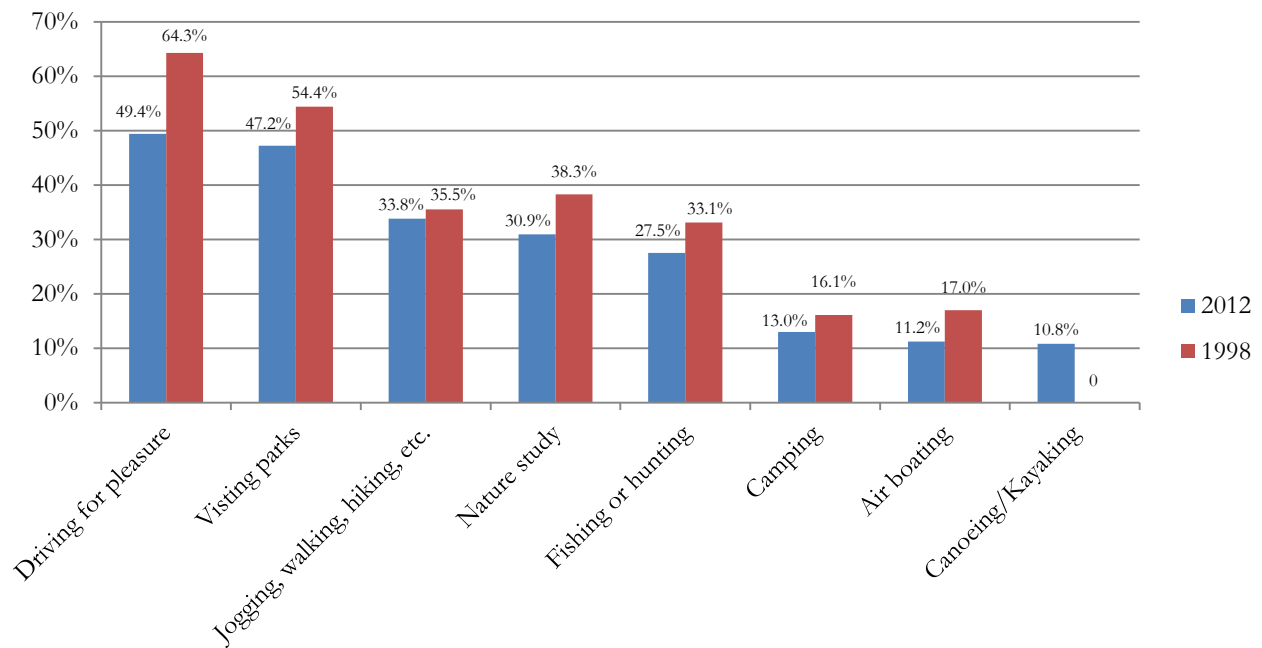
- When respondents were asked what was the first thing that comes to mind when they think about the Lower Platte River Corridor, flooding and ice jams (25.7% of respondents in 2012, 24.3% in 1998) was top-of-mind, followed by fishing (20.4% in 2012, 12.3% in 1998) and nature and beauty (19.3% in 2012, 22.1% in 1998). In the current 2012 study, the answer choice dirty/polluted rated low in top-of-mind awareness, but increased slightly since the 1998 study (5.2% in 2012, 2.2% in 1998). The following graph illustrates the responses.

**First Thing That Comes to Mind
When Thinking of the Lower Platte River Corridor**



- All respondents were asked if they had participated in a variety of activities at least once in the River Corridor during the past twelve months. The following table shows the level of participation. The table is arranged in descending order based on the percent of positive responses for each activity in the 2012 study. Comparisons with the 1998 results are noted where applicable. Note that participation is down across all categories when compared to 1998.

Participation Levels Among River Corridor Residents



- Among top-of-mind awareness, more than one-quarter of the respondents feel the most important issue facing the Platte River Corridor area is flooding (28.3%), followed by an equal number of respondents, 15.2%, who said the most important issue is the quality of groundwater or the quality of water in lakes and streams.

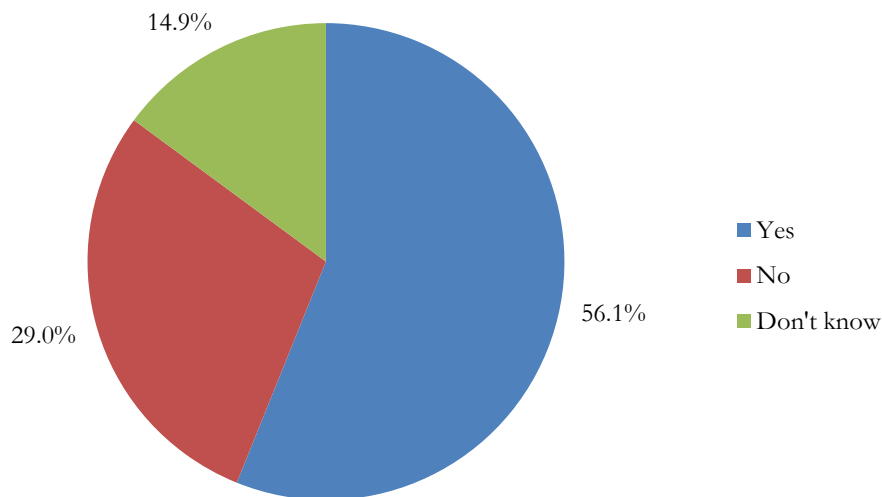
- When asked to rate the importance of several issues regarding the River Corridor, water quality was the most important issue, as it was in the 1998 study, followed by floodplain management and water supply. The following table shows the response for each issue. The table is arranged in descending order based on the percent of very important responses for each issue.

Rating of Corridor Issues

	Very Important	Somewhat Important	Not at all Important	No Opinion
Water quality	74.7%	16.7%	5.6%	3.0%
Floodplain management	66.2%	23.4%	6.3%	4.1%
Water supply	62.1%	27.9%	6.7%	3.3%
Threatened and endangered species	51.3%	29.4%	15.2%	4.1%
How land is used such as development/urbanization	42.0%	37.5%	15.6%	4.8%
Recreation	32.7%	36.1%	24.9%	6.3%

- More than two-thirds of the respondents (67.7%) are very (24.9%) or somewhat (42.8%) concerned with flooding along the Lower Platte River Corridor.
- Next, respondents were asked if they perceive there to be conflicts among the uses in the floodplain including sand and gravel mining, housing developments, agriculture, and wildlife and recreation interests. Their responses are illustrated in the following graph.

Perceived Conflicts Among Floodplain Uses



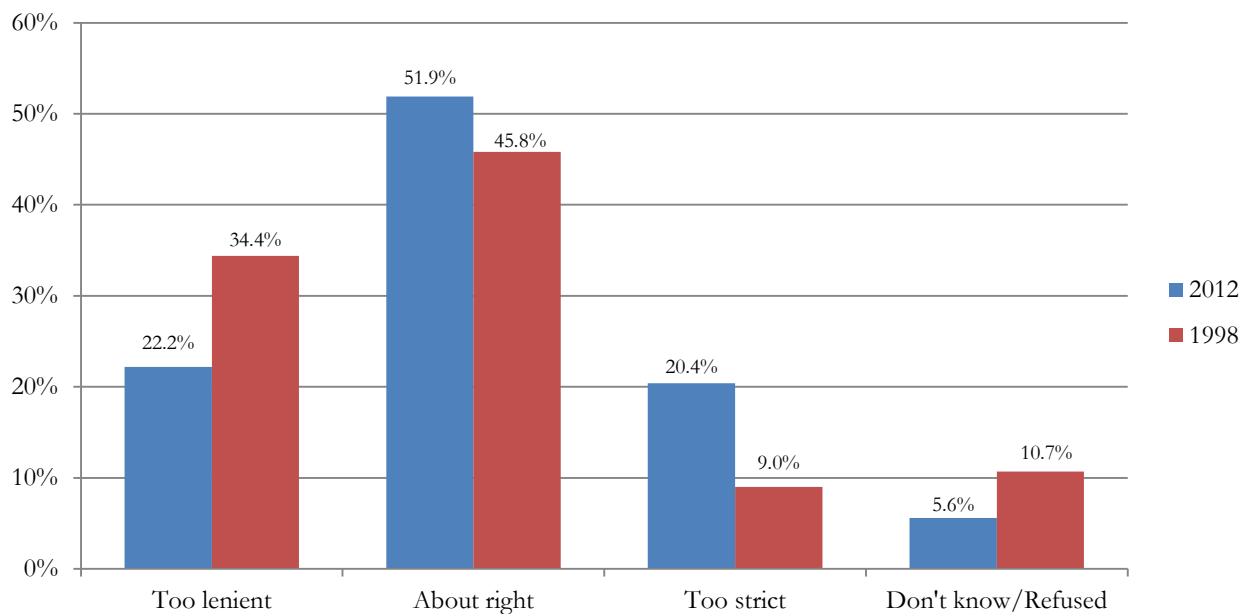
- When asked if they are aware of any environmental or floodplain regulations that pertain to the River Corridor, 20.1% of the respondents said they are aware of regulations, up from 15% in 1998. Another 72.1% said they are not aware of any regulations and the remaining 7.8% said they did not know.
- The following table, arranged in descending order, shows the responses among the 54 respondents who said they are aware of environmental or floodplain regulations. Multiple responses were allowed.

Types of Regulations

	n	%
Endangered or threatened species	19	35.2%
Building/Construction	16	29.6%
Septic systems	14	25.9%
Wells/Well water	14	25.9%
401 permits	4	7.4%
Other	6	11.1%
Don't know/Can't think of any	5	9.3%

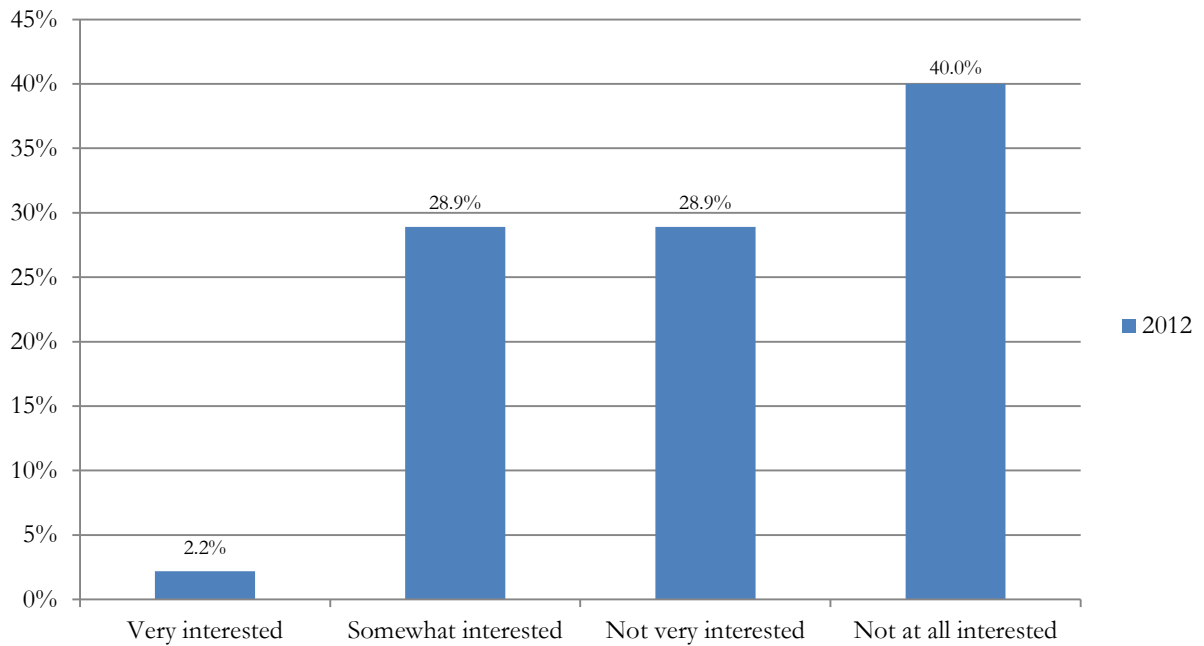
- Those aware of regulations were then asked if they felt the regulations were too lenient, about right or too strict. Their responses, along with those from the 1998 study, are illustrated in the following graph.

Regulations



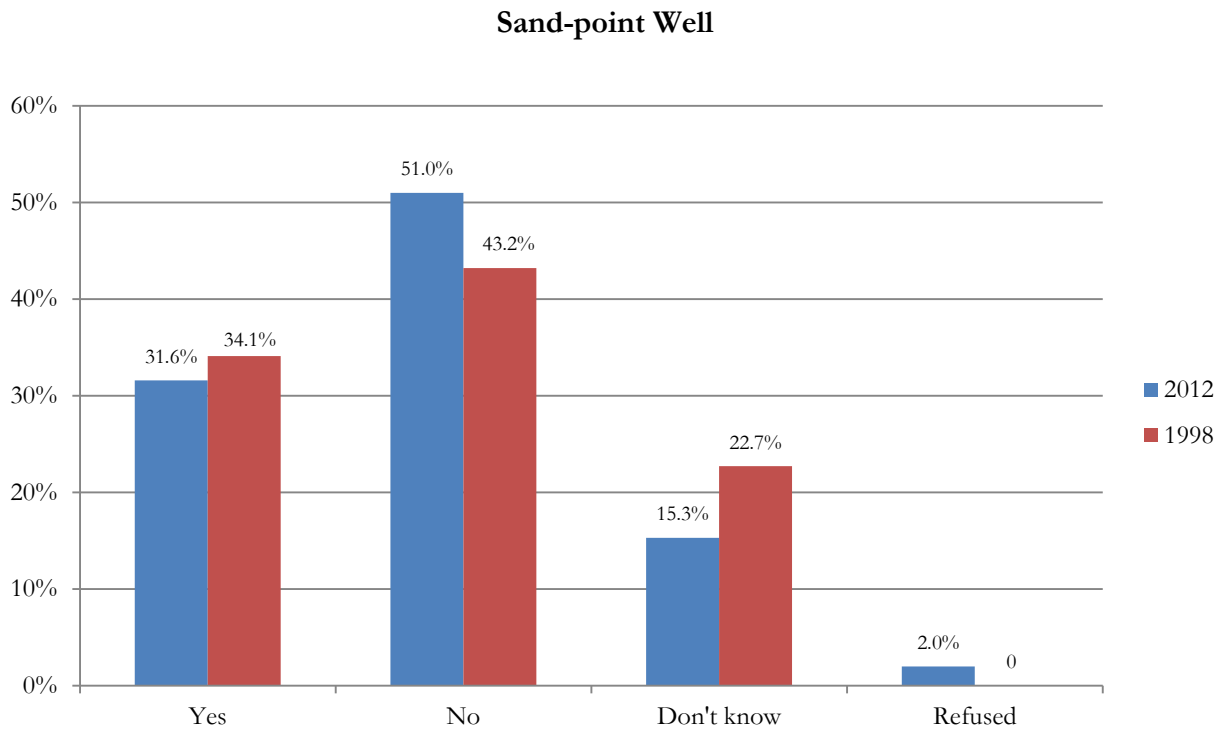
- One-third of all respondents (33.5%) said they have a septic system (25.3% in 1998), while 66.2% said they do not (74.1% in 1998). One respondent did not know if he or she has a septic system.
- More than one-half (58.9%) of the 90 respondents who have a septic system said their system was installed more than 10 years ago.
- The following graph shows the responses when those with septic systems were asked how interested they would be in a cost-share program to assist with inspection, maintenance and replacement of their septic system if one were available to them.

Interest in Cost-share Program



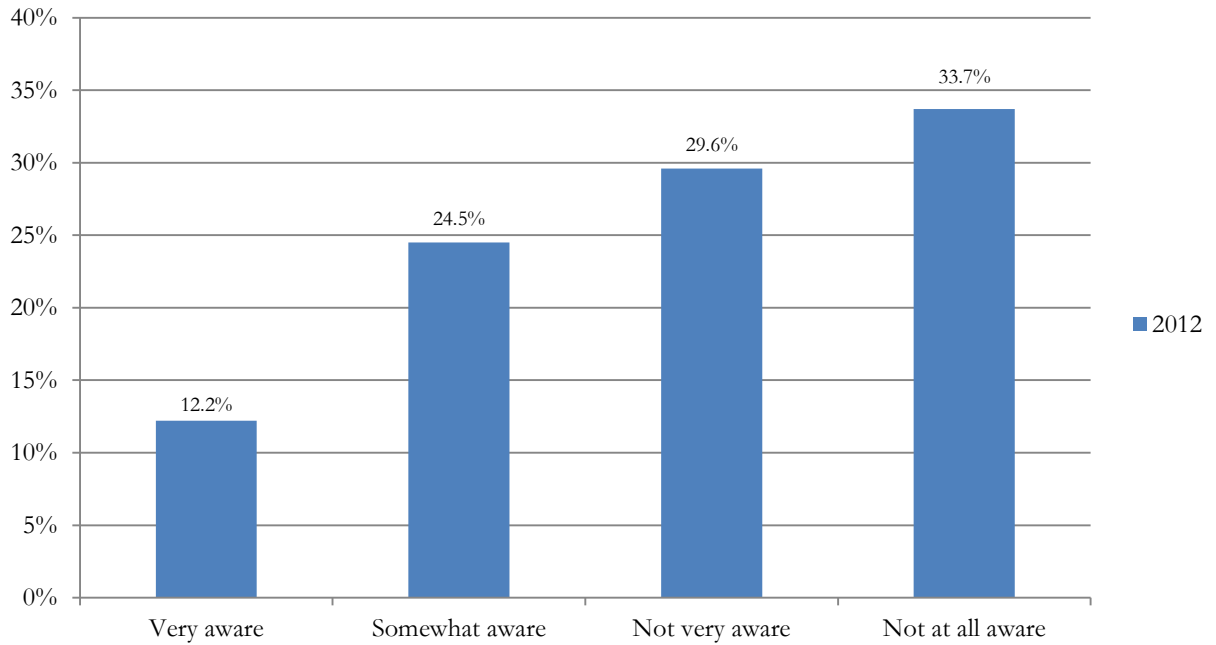
- More than one-third of respondents (36.4%) said their drinking water comes from a private, domestic well, up from 25.5% in the 1998 study. Another 60.2% said their drinking water does not come from a private, domestic well, down from 72.8% in 1998. The remaining 3.3% said they did not know if their drinking water comes from a private well.

- Of those with a well, nearly one-third have a sand-point well as shown in the following graph. The graph includes both 2012 and 1998 responses.



- As in the 1998 study, the majority of respondents with a well (82.7%) have had their well water tested. Another 13.3% have not had their well water tested and the remaining 4.1% said they did not know.
- Next, all respondents were asked their level of awareness with abandoned well assistance programs. Their responses are shown in the following graph.

Awareness of Abandoned Well Assistance Programs



- When asked what concern, if any, they have about the quality of their drinking water, 42.8% of all respondents have no concern about the quality of their water, up from 20% who had no concern in the 1998 study. The top five concerns among Corridor residents are shown in the following table.

Concerns About Quality of Drinking Water

	n	%
Pollution in general	68	25.3%
Pesticide contamination	53	19.7%
Nitrate contamination	50	18.6%
Taste	50	18.6%
High mineral content	46	17.1%

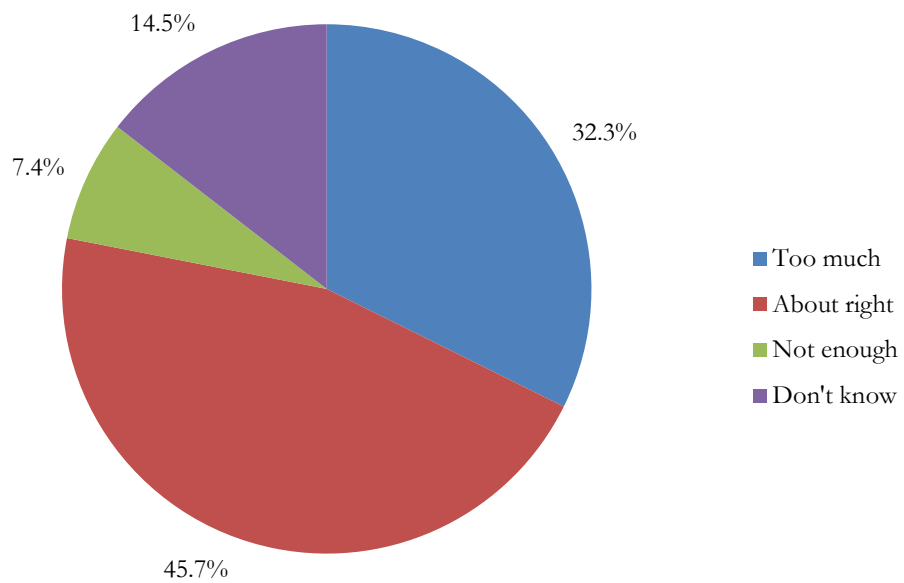
- Next, Corridor residents were asked their level of concern with specific ground and surface water issues. As in 1998, stream and river dumping was the issue they were most concerned about (61.3%), followed by agricultural run-off (40.9%). The following table shows the level of concern in descending order based on the percent of very concerned responses.

Level of Concern About Ground and Surface Water Issues

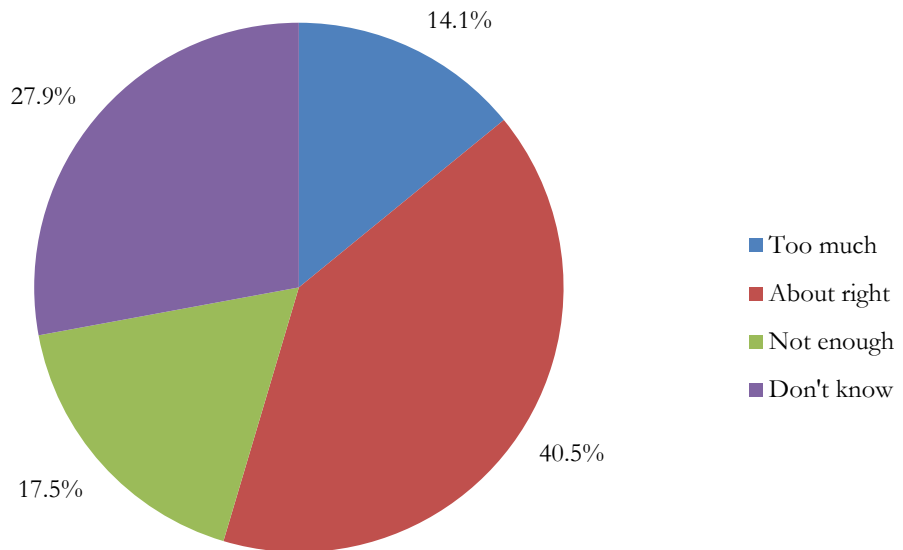
	Very Concerned	Somewhat Concerned	Not Very Concerned	Not At All Concerned	Don't Know
Stream and river dumping	61.3%	19.7%	5.2%	8.2%	5.6%
Agricultural run-off	40.9%	36.1%	10.8%	7.4%	4.8%
Stream bank erosion	24.5%	37.5%	17.8%	12.3%	7.8%
Septic systems	17.5%	33.5%	23.0%	20.1%	5.9%

- The following charts illustrate the responses when Corridor residents were asked to rate three aspects of land use in the Platte River Corridor.

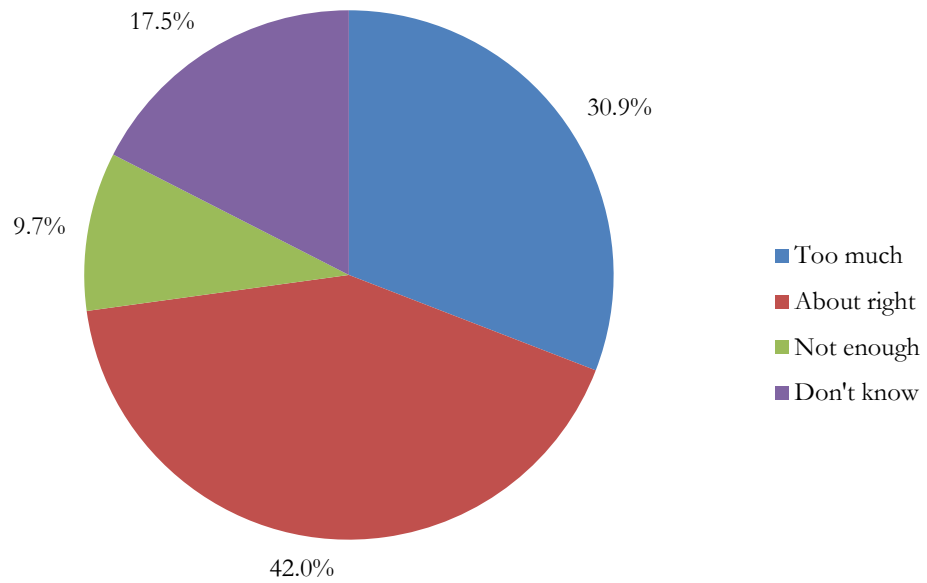
Housing Development and Urbanization



Zoning

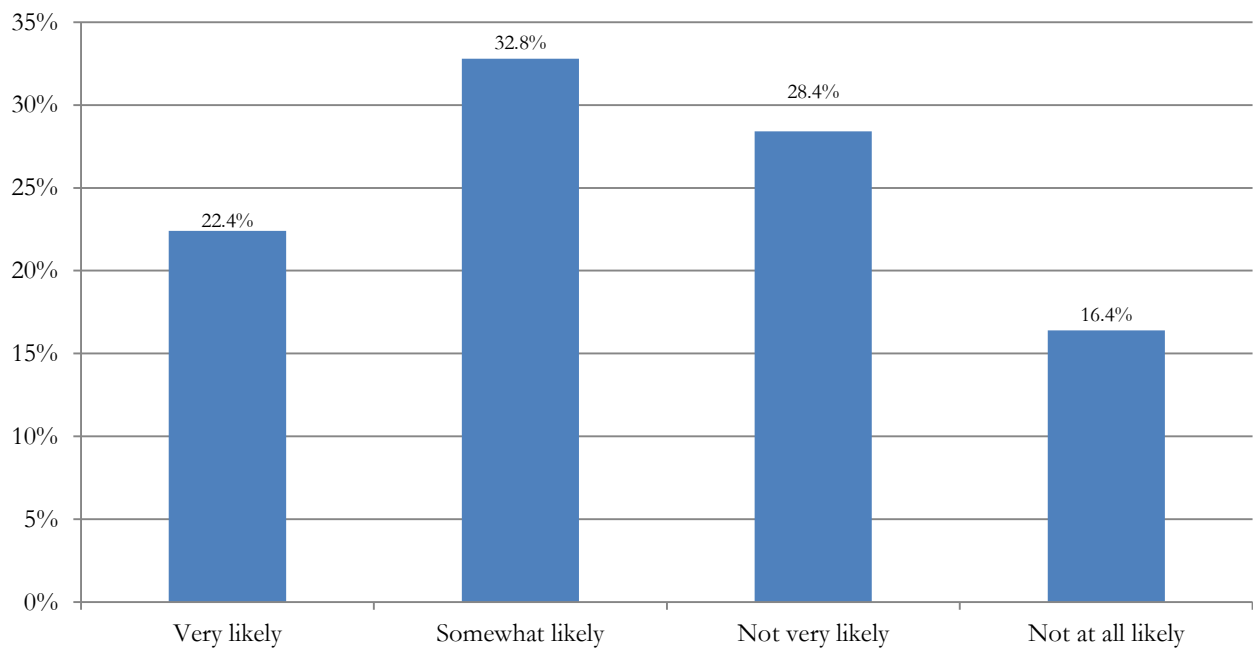


Expansion of Cities into Rural Areas



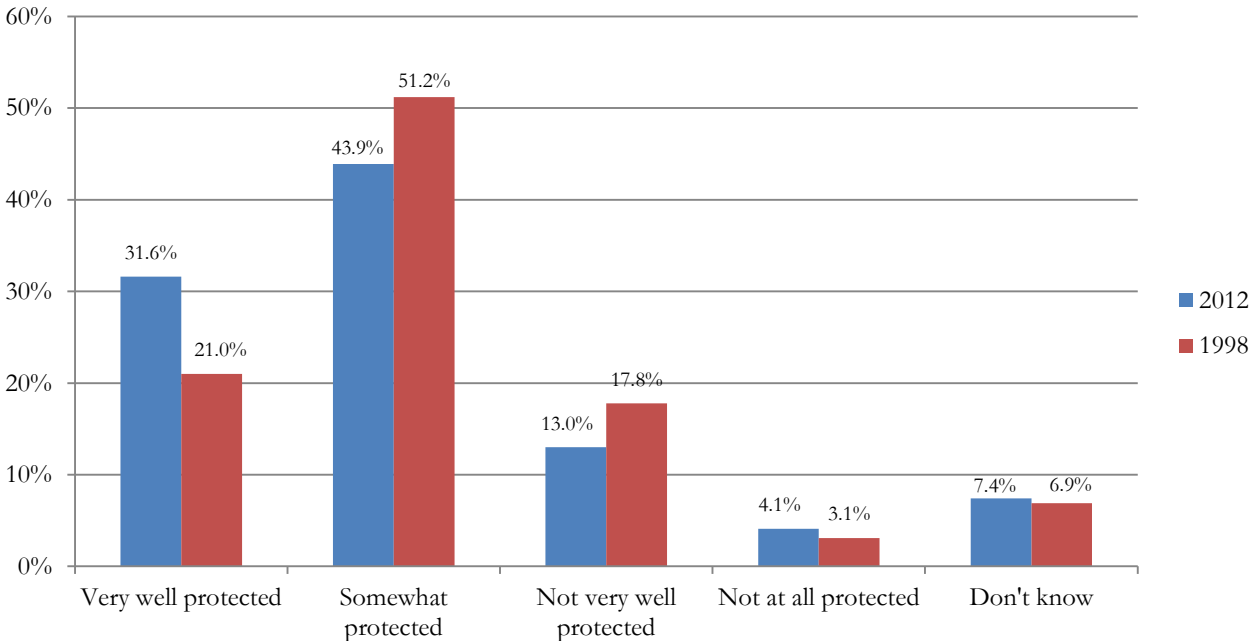
- When asked if there were any other issues associated with expanding housing development and urbanization in the Corridor that concern them, 79.6% of residents said there were not. Of the 16.7% of residents who said there were issues, the most mentioned issues were pollution (19 responses, 42.2%), loss of rural character (7 responses, 15.6%) and taxes (6 responses, 13.3%).
- More than one-half of the respondents (53.5%) feel that public access to rivers is about right, while 21.2% feel it needs to increase and another 14.9% feel it needs to be reduced. The remaining 10.4% did not know or refused to answer.
- Next, Corridor residents were asked how likely they would be to use public access to rivers if more were created. Their responses are illustrated in the following graph.

Likelihood of Using Public Access to Rivers



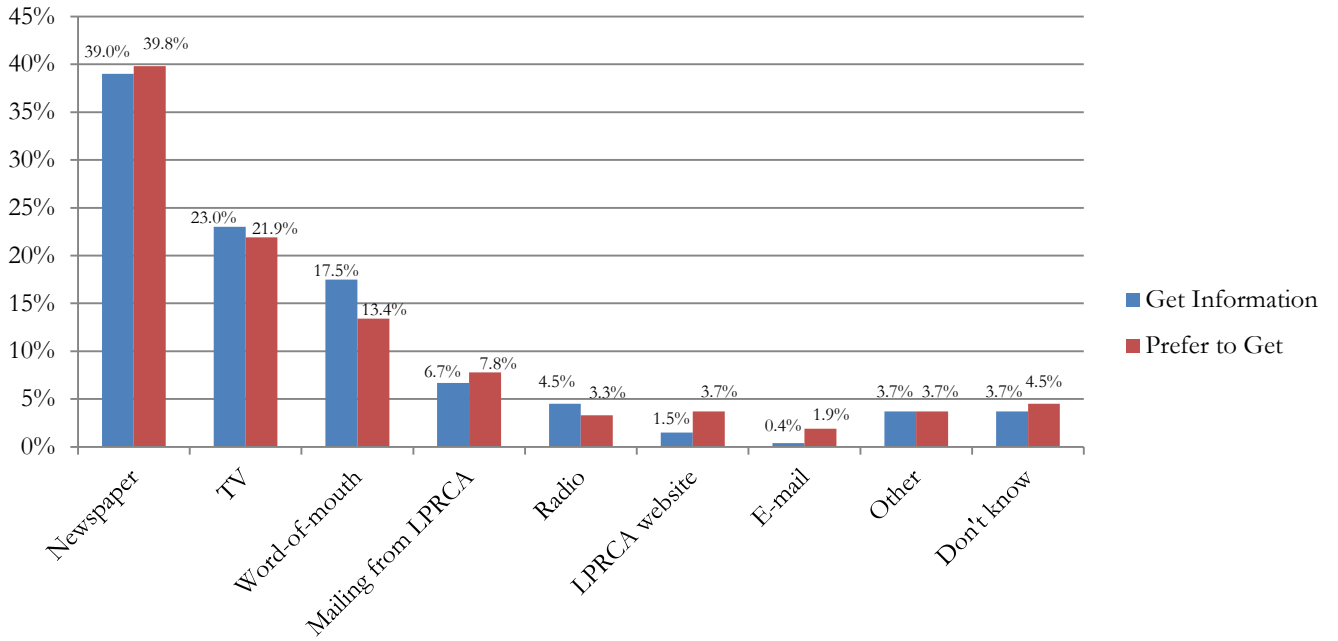
- Three-fourths of Corridor residents (75.5%) feel that threatened or endangered fish and wildlife are very well protected (31.6%) or somewhat protected (43.9%). The following graph shows the responses from 2012 and 1998.

Level of Protection of Threatened or Endangered Fish and Wildlife



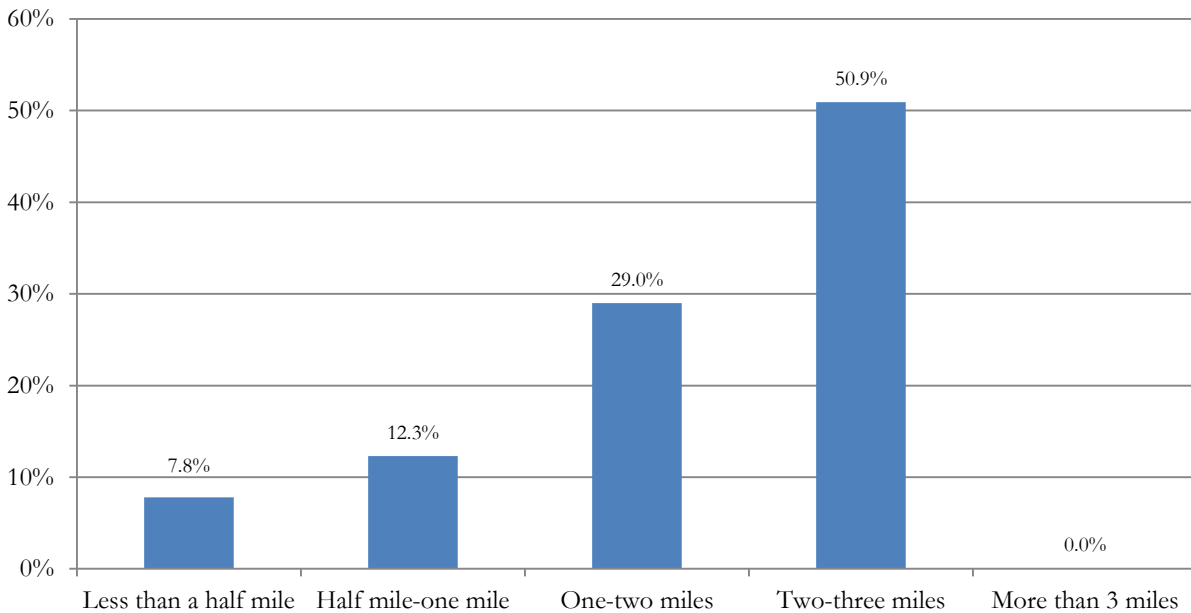
- Similar to the 1998 study, less than 10% of respondents were concerned about additional issues related to the Lower Platte River Corridor (7.8%, 21 respondents). A complete list of the additional concerns is included in the Totals and Percentages.
- When asked where they get most of their information regarding the Lower Platte River Corridor Alliance, the most mentioned responses were the newspaper (39%) and TV (23%). When asked where they prefer to get most of their information, the newspaper (39.8%) and TV (21.9%) were again the most mentioned responses. All responses are shown in the following graph.

Get Most Information and Prefer to Get Most Information



- The following graphs and tables show the responses to several demographic questions.
- As shown in the following graph, nearly 80% of the respondents live one to three miles from the Platte River.

Closeness to Platte River



- Many of the respondents described where their home is located as a rural area (31.2%) or a city of 10,000 or more (27.9%). All responses are shown in the following table.

Description of Home Location

	n	%
Rural area	84	31.2%
Sanitary Improvement District/SID	3	1.1%
Lake association	15	5.6%
Unincorporated town	5	1.9%
Town under 1,000	22	8.2%
Town of 1,000-5,000	40	14.9%
Town of more than 5,000 but less than 10,000	19	7.1%
City of 10,000 or more	75	27.9%
Other	0	0.0%
Refused	6	2.2%

- As in 1998, the majority of respondents' homes were located in or near Fremont or Columbus. The top towns are shown in the following table. Comparisons to the top towns from 1998 study are shown where applicable.

Town Where Home is in or Closest To

	2012	1998
Columbus	22.7%	25.3%
Fremont	21.2%	24.2%
North Bend	8.2%	N/A
Louisville	6.7%	N/A
Plattsmouth	6.3%	8.3%
Valley	6.3%	4.8%

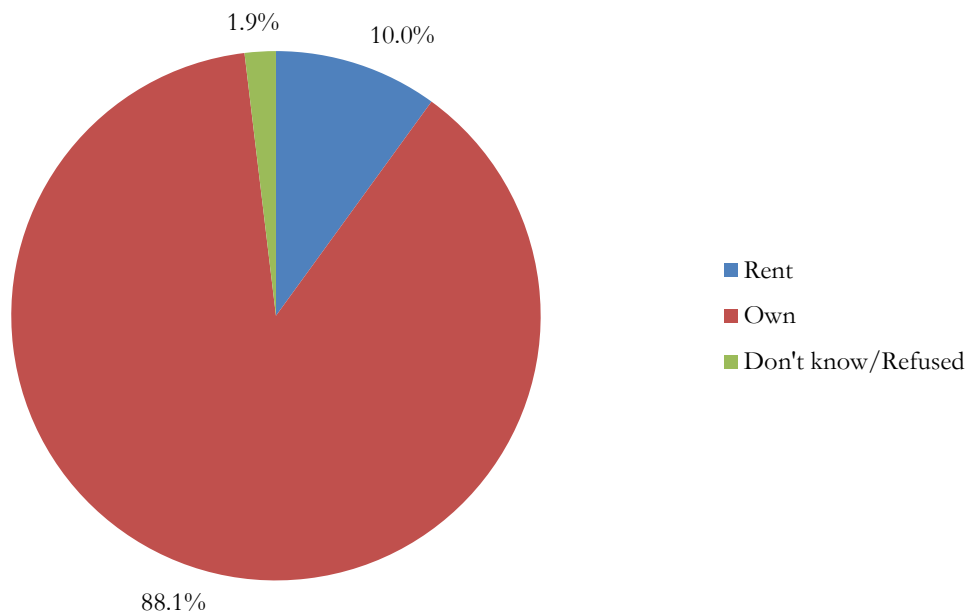
- Half of the respondents were from Dodge (28.6%) or Platte (22.7%) counties. The breakdown of resident counties is shown in the following table.

County

	n	%
Butler	8	3.0%
Cass	44	16.4%
Colfax	15	5.6%
Dodge	77	28.6%
Douglas	22	8.2%
Platte	61	22.7%
Saunders	18	6.7%
Sarpy	24	8.9%

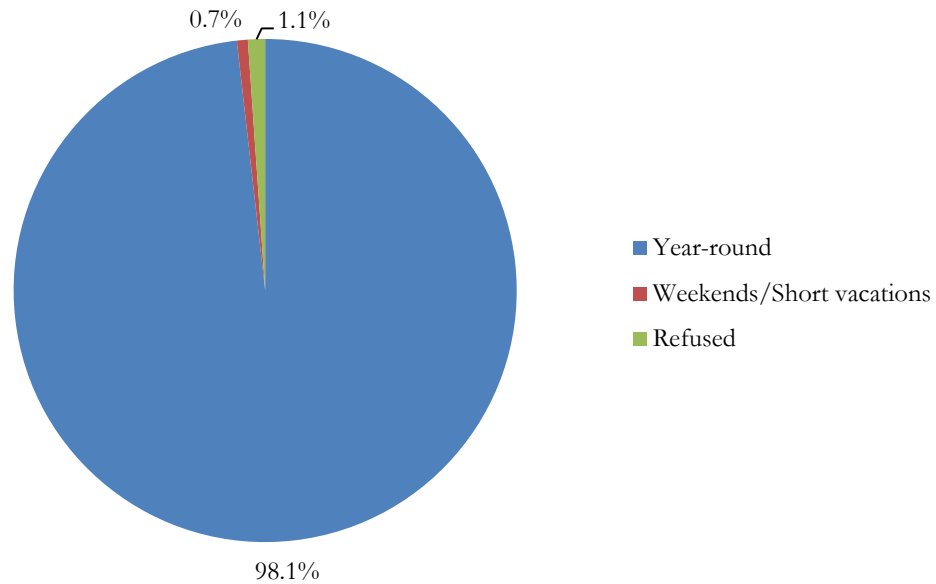
- Nearly 90% of Corridor residents own their home as illustrated in the following chart.

Rent or Own



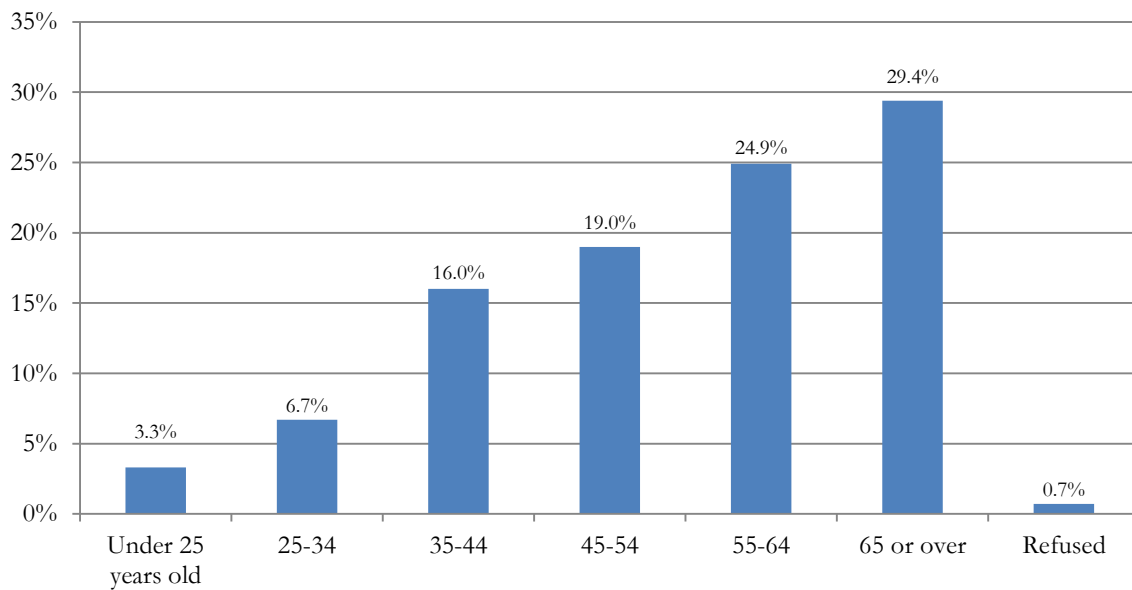
- As shown in the following chart, nearly all survey respondents live in their Corridor home on a year-round basis.

When Live at Home



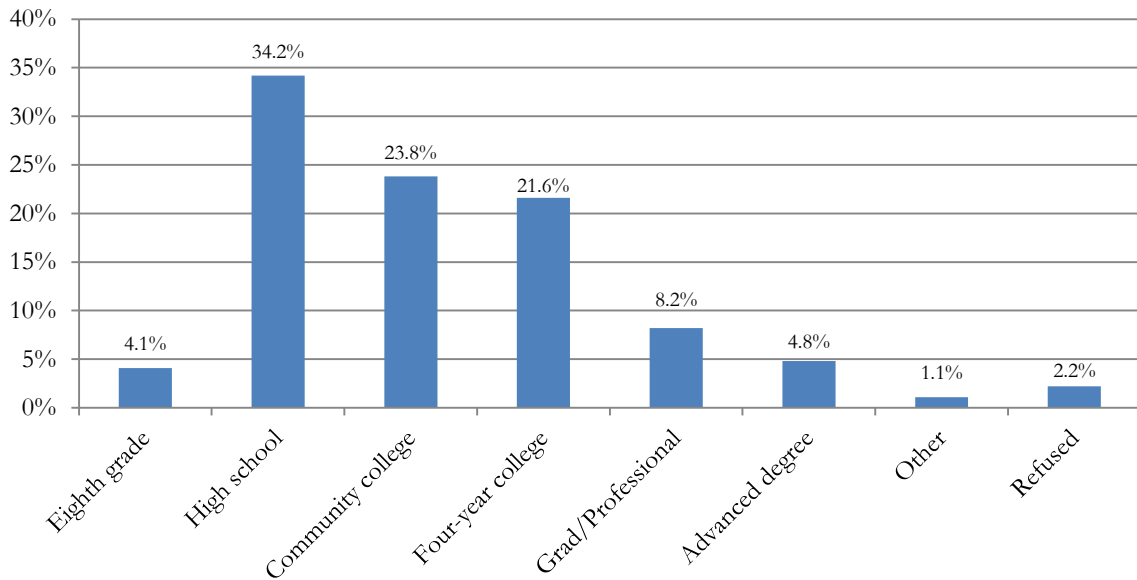
- Similar to the 1998 study, nearly one-third of the respondents were 65 years of age or older as illustrated in the following chart.

Respondent Age



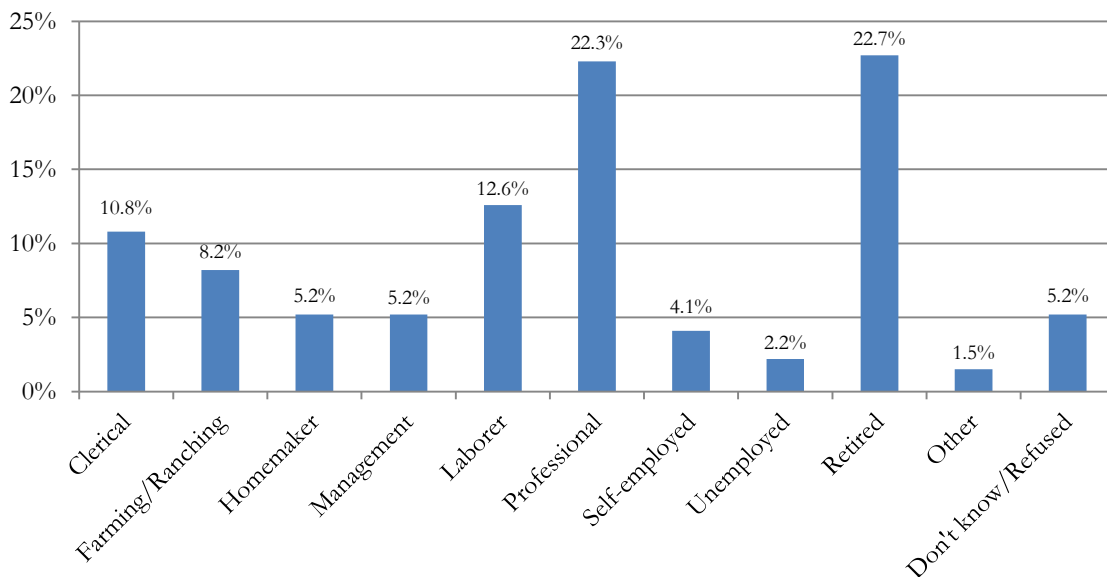
- Sixty percent of respondents (59.5%) have a college degree. The breakdown of respondents' education level is shown on the following graph.

Highest Level of Education Completed



- Nearly one-fourth of the respondents (22.7%) were retired. The most common occupations were professional (22.3%), laborer (12.6%) and clerical (10.8%). The breakdown in occupations is shown in the following graph.

Best Description of Occupation



- The male to female ratio of respondents was 48.7% to 51.3%.

**Lower Platte River Corridor Alliance
Corridor Telephone Opinion Survey
Totals and Percentages**

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
1. Do you live within three miles of the Platte River?			
Yes	269	100.0	
2. When you think of the Lower Platte River Corridor, what is the first thing that comes to mind? (Mark only ONE.)			
Boating/Skiing/Water sports/Canoeing/Kayaking	31	11.5	5.4
Fishing	55	20.4	12.3
Dirty/Polluted	14	5.2	2.2
Flooding/Ice jams	69	25.7	24.3
Nature/Beauty	52	19.3	22.1
Other	28	10.4	14.6
Water	5		
Drying up	4		
Unhealthy	3		
Omaha taking the water/Building a lake	2		
Hunting	2		
Farmlands	2		
Bridge	2		
Sand and gravel	1		
The lake	1		
Noise from boats	1		
Change	1		
Ag runoff	1		
Snakes	1		
Lewis and Clark	1		
State park	1		
Nothing/Don't know	20	7.4	19.2
3. Please tell me if you have participated in any of the following activities at least once in the River Corridor during the past twelve months. (Read and rotate a-h.)			
a. Camping			
Yes	35	13.0	16.1
No	231	85.9	
Don't know	3	1.1	
b. Air boating			
Yes	30	11.2	17.0
No	235	87.4	
Don't know	4	1.5	
c. Canoeing/Kayaking			
Yes	29	10.8	N/A
No	238	88.5	
Don't know	2	0.7	

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
d. Fishing or hunting			
Yes	74	27.5	33.1
No	193	71.7	
Don't know	2	0.7	
e. Nature study or wildlife viewing			
Yes	83	30.9	38.3
No	184	68.4	
Don't know	2	0.7	
f. Jogging, walking, hiking, skating or biking			
Yes	91	33.8	35.5
No	176	65.4	
Don't know	2	0.7	
g. Visiting parks			
Yes	127	47.2	54.4
No	140	52.0	
Don't know	2	0.7	
h. Driving for pleasure			
Yes	133	49.4	64.3
No	134	49.8	
Don't know	2	0.7	
4. What do you consider to be the most important issue facing the River Corridor area? (Mark only ONE.)			
Quality of groundwater	41	15.2	
Quality of water in lakes and streams	41	15.2	
Availability of outdoor recreation areas	16	5.9	
Solid waste disposal	14	5.2	
Soil conservation	11	4.1	
Fish and wildlife management	26	9.7	
Flooding	76	28.3	
Preservation of wetlands along rivers	9	3.3	
Recreational access to rivers and streams	4	1.5	
Housing development/Urbanization	1	0.4	
Noise pollution	4	1.5	
Air boat noise	1	0.4	
Sand and gravel mining	2	0.7	
Other	6	2.2	
Short water supply	2		
Protect natural beauty	2		
Four wheelers/ATVs	1		
NRD corruption	1		
Don't know/Refused	17	6.3	

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
5. Please tell me if each of the following issues regarding the River Corridor is very important, somewhat important or not at all important to you. (Read and rotate a-f.)			
a. How land is used such as development/urbanization			
Very important	113	42.0	45.1
Somewhat important	101	37.5	39.9
Not at all important	42	15.6	12.6
No opinion	13	4.8	2.4
b. Floodplain management			
Very important	178	66.2	63.9
Somewhat important	63	23.4	29.7
Not at all important	17	6.3	5.3
No opinion	11	4.1	1.1
c. Water quality			
Very important	201	74.7	82.6
Somewhat important	45	16.7	12.4
Not at all important	15	5.6	4.5
No opinion	8	3.0	0.5
d. Recreation			
Very important	88	32.7	N/A
Somewhat important	97	36.1	
Not at all important	67	24.9	
No opinion	17	6.3	
e. Water supply			
Very important	167	62.1	N/A
Somewhat important	75	27.9	
Not at all important	18	6.7	
No opinion	9	3.3	
f. Threatened and endangered species			
Very important	138	51.3	N/A
Somewhat important	79	29.4	
Not at all important	41	15.2	
No opinion	11	4.1	
6. How concerned are you with flooding along the Lower Platte River Corridor? Are you:			
Very concerned	67	24.9	N/A
Somewhat concerned	115	42.8	
Not very concerned	69	25.7	
Not at all concerned	18	6.7	
7. Do you perceive there to be conflicts among the uses in the floodplain including sand and gravel mining, housing developments, agriculture, wildlife and recreation interests?			
Yes	151	56.1	N/A
No	78	29.0	
Don't know	40	14.9	

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
8. Are you aware of any environmental or floodplain regulations that pertain to the River Corridor?			
Yes	54	20.1	15.0
No	194	72.1	82.9
Don't know	21	7.8	0.8
9. What types of regulations? (Multiple choices allowed.)			
Septic systems	14	25.9	9.0
Wells/Well water	14	25.9	13.5
Endangered or threatened species	19	35.2	19.2
Building/Construction	16	29.6	30.4
404 permits	4	7.4	5.3
Other	6	11.1	
Flood insurance	2		
NDQ	1		
Wetlands classifications	1		
Wastewater	1		
Road management	1		
Don't know/Can't think of any	5	9.3	
10. Would you say the regulations are too lenient, about right or too strict?			
Too lenient	12	22.2	34.4
About right	28	51.9	45.8
Too strict	11	20.4	9.0
Don't know/Refused	3	5.6	10.7
11. Do you have a septic system?			
Yes	90	33.5	N/A
No (Skip to 14.)	178	66.2	
Don't know (Skip to 14.)	1	0.4	
12. When was it installed? (Read.)			
Within the last year	3	3.3	N/A
1 to 5 years	9	10.0	
6 to 10 years	13	14.4	
More than 10 years	53	58.9	
Don't know (Do not read.)	12	13.3	
13. How interested would you be in a cost-share program to assist with inspection, maintenance and replacement of your septic system if one were available to you? Would you be:			
Very interested	2	2.2	N/A
Somewhat interested	26	28.9	
Not very interested	26	28.9	
Not at all interested	36	40.0	
14. Does your drinking water come from a private, domestic well?			
Yes	98	36.4	25.5
No (Skip to 18.)	162	60.2	72.8
Don't know (Skip to 18.)	9	3.3	1.7

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
15. Do you have a sand-point well?			
Yes	31	31.6	34.1
No	50	51.0	43.2
Don't know	15	15.3	22.7
Refused	2	2.0	0.0
16. Have you ever had your well water tested?			
Yes	81	82.7	86.7
No	13	13.3	13.1
Don't know	4	4.1	0.2
17. How aware are you of abandoned well assistance programs?			
Very aware	12	12.2	N/A
Somewhat aware	24	24.5	
Not very aware	29	29.6	
Not at all aware	33	33.7	
18. What concern, if any, do you have about the quality of your drinking water? (Multiple responses allowed.)			
Pesticide contamination	53	19.7	11.1
E-coli/Bacteria contamination	41	15.2	
Nitrate contamination	50	18.6	10.9
High mineral content	46	17.1	
Odor	44	16.4	
Taste	50	18.6	8.0
Bad for health	43	16.0	10.0
Pollution in general	68	25.3	8.2
Other	3	1.1	
None	115	42.8	
Don't know/Refused	4	1.5	
19. There are a number of things that can have an impact on ground and surface water quality. Please tell me if you are very concerned, somewhat concerned, not very concerned, or not at all concerned with each of the following? (Read and rotate.)			
a. Septic systems			
Very concerned	47	17.5	24.8
Somewhat concerned	90	33.5	30.6
Not very concerned	62	23.0	18.6
Not at all concerned	54	20.1	23.3
Don't know	16	5.9	2.7
b. Stream and river dumping			
Very concerned	165	61.3	79.4
Somewhat concerned	53	19.7	15.3
Not very concerned	14	5.2	2.9
Not at all concerned	22	8.2	2.4
Don't know	15	5.6	0.0

	<u>n</u>	<u>%</u>	
c. Agricultural run-off			
Very concerned	110	40.9	59.9
Somewhat concerned	97	36.1	26.9
Not very concerned	29	10.8	7.5
Not at all concerned	20	7.4	4.9
Don't know	13	4.8	0.8
d. Stream bank erosion			
Very concerned	66	24.5	33.5
Somewhat concerned	101	37.5	38.3
Not very concerned	48	17.8	17.4
Not at all concerned	33	12.3	8.4
Don't know	21	7.8	2.4

20. Now I would like to ask you some questions about land use in the River Corridor. Would you say each of the following are too much, about right or not enough? **(Read and rotate.)**

a. Housing development and urbanization			
Too much	87	32.3	41.8
About right	123	45.7	45.8
Not enough	20	7.4	2.7
Don't know	39	14.5	9.7
b. Zoning			
Too much	38	14.1	12.5
About right	109	40.5	35.7
Not enough	47	17.5	14.7
Don't know	75	27.9	37.1
c. Expansion of cities into rural areas			
Too much	83	30.9	39.7
About right	113	42.0	46.5
Not enough	26	9.7	4.3
Don't know	47	17.5	9.5

21. Are there any other issues associated with expanding housing developments and urbanization in the Corridor that concern you?

Yes	45	16.7	N/A
No	214	79.6	
Don't know	10	3.7	

22. What kinds of issues? **(Multiple choices allowed. Do not read.)**

Pollution	19	42.2	N/A
Increased traffic	2	4.4	
Police/Schools/Roads/Fire response	1	2.2	
Loss of rural character	7	15.6	
Noise	2	4.4	
Taxes	6	13.3	
Other	14	31.1	
Don't know/Can't think of any	2	4.4	

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
23. Do you feel public access to rivers is about right, needs to increase or should be reduced?			
About right	144	53.5	60.4
Needs to increase	57	21.2	27.0
Be reduced	40	14.9	7.8
Don't know/Refused	28	10.4	4.7
24. How likely would you be to use public access to rivers if more were created?			
Very likely	45	22.4	N/A
Somewhat likely	66	32.8	
Not very likely	57	28.4	
Not at all likely	33	16.4	
25. Do you feel that threatened or endangered fish and wildlife are very well protected, somewhat protected, not very well protected, or not at all protected along the River Corridor?			
Very well protected	85	31.6	21.0
Somewhat protected	118	43.9	51.2
Not very well protected	35	13.0	17.8
Not at all protected	11	4.1	3.1
Don't know (Do not read.)	20	7.4	6.9
26. Are you concerned about any other issues related to the Lower Platte River Corridor that we have not addressed?			
Yes	21	7.8	N/A
Wells drying up lake	3		
Keep ATVs away from river	3		
Dumping	2		
Irrigation use	2		
Flooding	2		
Don't flood us	1		
Overbuilding on farmland	1		
Too many regulations	1		
Ice jams	1		
Dike maintenance	1		
Lack of public education on river	1		
Ag pollution	1		
Oil pipeline	1		
Boating traffic	1		
No	224	83.3	
Don't know	24	8.9	

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
27. Where do you get most of your information regarding the Lower Platte River Corridor Alliance? (Mark ONE only.)			
TV	62	23.0	N/A
Radio	12	4.5	
Newspaper	105	39.0	
Mailings from the Lower Platte River Corridor Alliance	18	6.7	
Lower Platter River Corridor Alliance website	4	1.5	
Email	1	0.4	
Facebook	0	0.0	
Twitter	0	0.0	
Word-of-mouth (family and friends)	47	17.5	
Other	10	3.7	
NRD	7		
Meetings	2		
Internet	1		
Don't know (Do not read.)	10	3.7	

28. Where you <u>prefer</u> to get most of your information regarding the Lower Platte River Corridor Alliance? (Mark ONLY one.)			
TV	59	21.9	N/A
Radio	9	3.3	
Newspaper	107	39.8	
Mailings from the Lower Platte River Corridor Alliance	21	7.8	
Lower Platter River Corridor Alliance website	10	3.7	
Email	5	1.9	
Facebook	0	0.0	
Twitter	0	0.0	
Word-of-mouth (family and friends)	36	13.4	
Other	10	3.7	
NRD	7		
Meetings	2		
State of Nebraska	1		
Don't know (Do not read.)	12	4.5	

The following questions are for demographic classification.

29. How close to the river do you live? (Read.)			
Less than a half mile	21	7.8	N/A
Half mile to one mile	33	12.3	
One to two miles	78	29.0	
Two to three miles	137	50.9	
More than three miles	0	0.0	

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
30. Which of the following best describes where your home is located? (Read.)			
Rural area	84	31.2	N/A
Sanitary Improvement District/SID	3	1.1	
Lake association	15	5.6	
Unincorporated town	5	1.9	
Town under 1,000	22	8.2	
Town of 1,000-5,000	40	14.9	
Town of more than 5,000 but less than 10,000	19	7.1	
City of 10,000 or more	75	27.9	
Other	0	0.0	
Refused (Do not read.)	6	2.2	
31. Which town is your home in or closest to?			
Ames	4	1.5	
Ashland	3	1.1	
Bellwood	5	1.9	
Cedar Bluffs	5	1.9	
Cedar Creek	9	3.3	
Columbus	61	22.7	25.3
Fremont	57	21.2	24.2
Inglewood	1	0.4	
Leshara	2	0.7	
Linwood	2	0.7	
Louisville	18	6.7	
Morse Bluff	3	1.1	
Octavia	0	0.0	
Oreapolis	0	0.0	
Plattsmouth	17	6.3	8.2
North Bend	22	8.2	
Rogers	3	1.1	
Schuyler	11	4.1	5.9
South Bend	3	1.1	
Valley	17	6.3	4.8
Venice	0	0.0	
Wann	0	0.0	
Yutan	5	1.9	
Other	20	7.4	
Springfield	13		
Bellevue	3		
La Platte	3		
Richland	1		
Refused (Do not read.)	1	0.4	

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
32. Which county is your home in? (Do not read.)			
Butler	8	3.0	N/A
Cass	44	16.4	
Colfax	15	5.6	
Dodge	77	28.6	
Douglas	22	8.2	
Platte	61	22.7	
Saunders	18	6.7	
Sarpy	24	8.9	
Other	0	0.0	
Refused	0	0.0	
33. Do you rent or own this residence?			
Rent	27	10.0	16.7
Own	237	88.1	82.6
Don't know/Refused	5	1.9	0.7
34. Do you live at this residence year-round, only on the weekends and short vacations, or seasonally?			
Year-round	264	98.1	N/A
Weekends/Short vacations	2	0.7	
Seasonally	0	0.0	
Other	0	0.0	
Refused	3	1.1	
35. What is your age? (Read.)			
Under 25 years old	9	3.3	N/A
25-34	18	6.7	
35-44	43	16.0	
45-54	51	19.0	
55-64	67	24.9	
65 or over	79	29.4	
Refused	2	0.7	
36. What is the highest level of education you have completed? (Read.)			
Eighth grade	11	4.1	N/A
High school	92	34.2	
Community college or trade school	64	23.8	
Four-year college	58	21.6	
Graduate or professional school	22	8.2	
Advanced degree	13	4.8	
Other	3	1.1	
Refused (Do not read.)	6	2.2	

	2012		1998
	<u>n</u>	<u>%</u>	<u>%</u>
37. Which of the following best describes your occupation? (Read.)			
Clerical	29	10.8	N/A
Farming or ranching	22	8.2	
Homemaker	14	5.2	
Management	14	5.2	
Laborer	34	12.6	
Professional	60	22.3	
Self-employed	11	4.1	
Unemployed	6	2.2	
Retired	61	22.7	
Other	4	1.5	
Don't know/Refused (Do not read.)	14	5.2	
38. Gender (Recorded, not asked.)			
Male	131	48.7	47.0
Female	138	51.3	53.0

Focus Group Overview and Methodology

Lukas Partners conducted four focus groups on behalf of the Lower Platte River Corridor Alliance from May 2 to May 9, 2012.

Government representatives from cities along the Lower Platte River Corridor were invited to a government officials' focus group at Mahoney State Park on May 2, 2012. The Lower Platte River Corridor Alliance provided Lukas Partners with a list of randomly selected government representatives. Government representatives, such as city administrators, zoning administrators, and planning commissioners, were recruited; 8 attended representing Ashland, Bellevue, Gretna, Louisville, Papillion, Plattsmouth, Schuyler, and Valley.

The resident focus group participants were randomly recruited using a calling list that targeted participants who live within three miles on either side of the Platte River. Fifteen individuals were recruited for each resident focus group session, were sent a reminder letter and contacted again by phone prior to the group discussion.

Ashland, Louisville and Plattsmouth area residents were invited to a focus group at Mahoney State Park on May 2, 2012; 9 participants.

Columbus and Schuyler area residents were invited to a focus group at the Columbus Public Library on May 8, 2012; 4 participants.

Fremont, North Bend and Valley area residents were invited to a focus group at the Fremont City Auditorium on May 9, 2012; 3 participants.

The focus groups were moderated by Joan Lukas, owner and President of Lukas Partners, and Trenton Albers, Account Executive at Lukas Partners. The discussion outline was based off the questions from the Corridor Telephone Survey discussed in this report. Focus group questions included:

- What is top-of-mind regarding the Lower Platte River Corridor?
- What is the most important issue facing the Platte River Corridor area?
- What concerns, if any, do you have regarding zoning and planning issues?
- How concerned are you with flooding along the Lower Platte River Corridor?
- Do you perceive there to be conflicts among the uses in the floodplain including sand and gravel mining, housing developments, agriculture, wildlife and recreation interests?
- What do you think about environmental or floodplain regulations?
- What concern, if any, do you have about the quality of your drinking water?
- What is your opinion about public access to the river?
- Do you feel that threatened or endangered fish and wildlife are protected or not protected at all?
- Are there other issues related to the Lower Platte River Corridor that we have not addressed?

The findings from the focus groups represent the opinions of a small number of people and one should not interpret the comments as being statistically representative of the targeted population.

Focus Group Executive Summary

- As in 1998, flooding and ice jams were the top concerns in all four groups.
- The government representatives group said that the ice jams are the biggest concern but that the NRDs have done a lot to deal with the ice jams.
- There was much discussion in all groups regarding FEMA’s changes in floodway and floodplain designations—these designations were a major concern in the resident focus groups. The government representatives group said that the criteria on which floodplain and floodway maps are based is changing because there are more accurate methods and modeling. But they said at times you cannot tell if the floodplain maps will change and when—that happened in Fremont and some citizens were affected positively and some negatively.
- Similar to the 1998 focus groups, there were mixed feelings regarding whether there should be more river access. Most of the current resident focus group participants said their areas had little to no access to the river, with exception of those from Louisville.
 - Residents from the Columbus and Fremont focus groups suggested adding access near major highways along the river.
- Airboat noise garnered mixed opinions, again similar to the findings in 1998: current residents in Columbus and Louisville said it was a major issue while those in the Fremont area, Plattsmouth and Ashland said it was not a problem. Concerned residents suggested stricter rules to cut down noise pollution, such as time restrictions and airboat muffler requirements.
- Urbanization and loss of rural character in the Corridor was a concern in all groups like it was in 1998. Each group felt there could be better regulation regarding housing developments near the river.
- Weeds, such as Phragmites and Purple loosestrife, were a concern for each of the resident groups. Residents in Columbus and Fremont were already dealing with the weeds. This was not a concern expressed in the 1998 study.
- Each of the groups said they would like to be aware of the water quality testing in their area, though none had major issues with their water’s current quality.
- The government representatives said the NRDs have done a good job in being aggressive in maintaining groundwater quality. They said the NRDs have been very responsive to problems.
- All groups felt that there was adequate protection for threatened and endangered species.
- The government representatives said that the Platte River has great potential for more tourism and recreation.
- Each of the groups said regular updates would be welcomed from the Lower Platte River Corridor Alliance. Government officials preferred email, while residents preferred mail.

Government Officials Focus Group - May 2, 2012

—Representatives were from Ashland, Bellevue, Gretna, Louisville, Papillion, Plattsmouth, Schuyler, Valley

- Flooding and ice jams were a major concern for the officials. Officials also discussed concerns about the challenges of removing obstructions from private drainage ways.
- The group raised FEMA's floodway and floodplain designations as a challenging issue regarding the Platte River. The designations continue to change for different areas, and officials said they are not sure how they may change again in the future.
- The group agreed that the Platte River has tremendous potential for recreation and tourism.
- The group said water quality was a concern, mainly in relation to runoff from farms and livestock operations. They said requirements already exist to attempt to prevent water contamination, but that farmers and livestock operators need to be aware of and follow the requirements.
- The group said they had favorable opinions of sand and gravel mines because the mine operators follow the rules and regulations. They commented that the mines also help create housing developments that attract high-value homes, which create tax revenues.
- The group agreed that proper steps were being taken to protect threatened and endangered wildlife, though regulations have caused some land development conflicts.
- Several government representatives felt there was a lack of regulation for housing developers around the Platte River. Officials raised concerns about developments that have been built near the river without much oversight.
- Government officials were familiar with their local NRDs, but not very familiar with the Lower Platte River Corridor Alliance.
- Government officials said they would like regular updates from the Lower Platte River Corridor Alliance and that email would be the most effective line of communication.

Mahoney State Park Residents Focus Group – May 2, 2012

— Residents were from Ashland, Louisville, Plattsmouth

- Flooding was the first thing that came to mind for the group regarding the Platte River.
- For residents near Louisville, noise from airboats was a major issue. Residents in other areas like Plattsmouth and Ashland, however, said they didn't see many airboats, or much other activity on the river.
- Other major issues brought up by the group were maintaining the Platte River's natural beauty, managing the water flow and controlling runoff.
- This group feared more urbanization in their area, which they said is creating a loss of rural character. They did not like the fact that the developments have created more paved streets and lights, which detracts from the scenic countryside.

- Farmers in the group raised concerns that funds that promoted environmental conservation practices were soon to expire.
- Louisville residents said access to the river in their area was used frequently, attracting Omaha and Lincoln residents.
- Weed control was a concern. Residents said they do not want to face the same problems with the Phragmites and Purple loosestrife plants that others along the Platte River have experienced.
- The group said their quality of drinking water is fine and that they want to know about the water testing. They said they know tests are done for nitrate and bacteria levels in the water.
- Residents in this group were not familiar with the Lower Platte River Corridor Alliance.
- Residents said a newsletter in the mail once or twice a year would be a good way to update them on the Lower Platte River Corridor Alliance. They said they were appreciative that the Alliance provided a platform to discuss their opinions about the Lower Platte River Corridor.

Columbus Focus Group – May 8, 2012

— Residents were from Columbus, Schuyler

- Flooding was the first thing that came to mind regarding the Platte River. The group said flooding and fighting ice jams were major issues.
- Illegal dumping was raised as a major issue:
 - Some members of the group said they perceive that some livestock operators take advantage of loopholes that allow them to dump into the river and adjoining creeks legally.
 - Members of the group had also experienced individuals dumping trash and junk on their property near the river, including vehicles and campers.
- Airboat noise was raised as a concern. Residents said airboat use time restrictions might help because the noise is common during early morning and late night hours.
- The residents said there was not much public access to the river near them, but that new access should be confined to patrolled areas like Mahoney State Park.
- The group discussed the inevitable urbanization and said they were concerned it would erode the rural character and beauty of the area. They said some developments are mindful of the area and do it “right,” while other developments are not as mindful of preserving the beauty of the area.
- Floodplain designations and FEMA regulations were an issue for this group. One resident said FEMA’s new regulations caused his subdivision to make costly improvements to a dike. Other residents said there is confusing information about what ground is designated to be in the floodplain or floodway.
- The group said they did not have issues with the quality of the area’s drinking water.
- Each group member felt that the endangered fish and wildlife are very well protected.
- The group said they are concerned about encroaching weeds like the Phragmites and Purple loosestrife plants.
- The residents were familiar with their local NRDs but not the Lower Platte River Corridor Alliance.
- Residents said a newsletter mailed to them at home would be a good way to update them on the Lower Platte River Corridor Alliance.

Fremont Focus Group – May 9, 2012

— Residents were from Fremont, North Bend, Valley

- Flooding and ice jams were the first things that came to mind regarding the Platte River.
- Residents said too much urbanization was the biggest issue facing the Platte River where they lived, along with having enough water supply for all of the new development.
- The residents said they hoped that the farmers and livestock operators operate under the law and work to control runoff.
- The group said there should be more access and recreation opportunities near the river. According to one resident, Fremont has one ramp on the river that no one knows about. The resident suggested incorporating river access with the new Highway 92 bridge.
- None of the residents expressed concern over the water quality—they said it was fine.
- Residents in the group said threatened and endangered wildlife was well protected though public sentiment for the protections was negative. They said the Highway 92 bridge was delayed because of some of the protections.
- Residents were not familiar with the Lower Platte River Corridor Alliance but they would welcome updates from the Alliance via newsletters that are mailed to them.

Overall Conclusions and Recommendations

- Respondents from the telephone survey and focus groups said flooding and ice jams are the first things that come to mind when thinking about the Lower Platte River Corridor. This top concern has not changed since 1998. Regular updates could be provided to residents along the Corridor on what is being done to manage these issues. LPRCA has an excellent website—updates could be placed on the website and email blasts to the Alliance’s email database could provide a link to the website. The Alliance could also purchase opt-in email lists in targeted zip codes to create even more awareness.
- The telephone survey results showed that recreational activity is slightly down across all activities when compared to 1998. It could mean residents lead busier lives, or the increased price of gas over the past several months has curtailed activity. Even though actual activity is slightly down from the 1998 study, interest in fishing and water sports has increased. A broad-based communication campaign promoting all the different aspects of the Lower Platte River Corridor and inviting Nebraska residents to try it could help increase activity and awareness. The communication campaign can coincide with the launch of the Platte River Water Trails Guide, which will be an excellent addition to the Corridor that will raise awareness of new water points of access and points of interest.
- Half of the telephone respondents perceive there to be conflicts among the uses in the floodplain including sand and gravel mining, housing developments, agriculture, wildlife and recreation interests. Focus group respondents said they fear that continued urbanization would reduce the rural character of the Corridor area. Continued public-private partnerships, increased communication about zoning regulations and land stewardship will keep the Lower Platte River Corridor intact as a pristine nature destination.
- Awareness of environmental and floodplain regulations has improved since 1998, but there is still opportunity for increased education as only 20% of telephone respondents were aware of the regulations.
- For those respondents who said they have a septic system, there also is great opportunity to educate owners on the benefits of a cost-share program.
- The perception among the telephone survey respondents regarding the quality of drinking water has improved from the 1998 study. This can be attributed to the fact that the LPRCA has made

water quality a primary focus along with drinking water protection. Focus group members mentioned that they are aware that there is ongoing testing with the water, and they said they appreciated that the water quality is continually monitored.

- Stream and river dumping continue to be a problem in the Columbus and Fremont areas. Adopt-A-River program and communication programs about where people can safely discard their items could help mitigate this issue.
- The telephone survey respondents said they receive most of their information regarding the Lower Platte River Corridor Alliance from the newspaper and TV.
- When asked how telephone respondents would prefer to receive information from the Alliance, they said the newspaper and TV. Focus group participants said they would like to know more about what the Alliance is doing and suggested bi-annual updates via newsletters mailed to their homes (residents) and emailed (government representatives). The LPRCA publishes an excellent newsletter on its website. As mentioned earlier, the LPRCA could send email blasts with a link to the newsletter to drive people to the online publication. Those who wished to receive the news via mail could receive a cost-effective postcard from LPRCA announcing when the latest newsletter is posted to the website. Proactive outreach regarding the newsletter would help the Alliance educate constituents versus depending on the news media to carry the messages of the LPRCA. However, regarding the news media, a consistent news media relations program (supplying the news media with updates on events, activities and programs) would also help reinforce LPRCA messages and education outreach.
- The majority of the respondents in the focus groups did not have a clear idea of the Lower Platte River Corridor Alliance. They were familiar with their local NRD, but not the Alliance. This public opinion research study created more awareness of the Alliance and its partners, events, activities and education outreach. The focus group respondents said they appreciated that the Alliance invited them to share their opinion about Corridor activities and issues. This study also has provided insight into where there are opportunities to create additional communication outreach to residents and government officials in the Corridor. The overarching theme that emerged from this study is a consensus that Corridor residents and government officials believe that the Lower Platte River Corridor is a treasure that should be enjoyed by current and future generations.

Telephone Survey Instrument

Lower Platte River Corridor Alliance Corridor Opinion Survey

Hello, this is _____ calling for Lukas Partners in Omaha. We are an opinion research firm conducting a brief survey about natural resources issues along the Platte River. It just takes a few minutes and all individual responses are kept completely confidential.

- A. Are you 18 years of age or older?
 ____ (1) Yes
 ____ (2) No (**Ask if head of household is there. Repeat introduction to that person. If not available, thank and terminate.**)

1. Do you live within three miles of the Platte River?
 ____ (1) Yes
 ____ (2) No
 ____ (3) Don't know

The area along the Platte River is defined as the Lower Platte River Corridor. It extends three miles along either side of the river from Columbus to Plattsmouth. The following questions pertain to this area.

2. When you think of the Lower Platte River Corridor, what is the first thing that comes to mind? (**Mark only ONE.**)
- ____ (1) Boating/Skiing/Water sports/Canoeing/Kayaking
 - ____ (2) Fishing
 - ____ (3) Dirty/Polluted
 - ____ (4) Flooding/Ice jams
 - ____ (5) Nature/Beauty
 - ____ (6) Other (specify) _____
 - ____ (7) Nothing/Don't know

3. Please tell me if you have participated in any of the following activities at least once in the River Corridor during the past twelve months. (**Read and rotate a-h.**)

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>
a. Camping	1	2	3
b. Air boating	1	2	3
c. Canoeing/Kayaking	1	2	3
d. Fishing or hunting	1	2	3
e. Nature study or wildlife viewing	1	2	3
f. Jogging, walking, hiking, skating or biking	1	2	3
g. Visiting parks	1	2	3
h. Driving for pleasure	1	2	3

4. What do you consider to be the most important issue facing the River Corridor area? (**Mark only ONE.**)
- ____ (01) Quality of groundwater
 - ____ (02) Quality of water in lakes and streams

- ___ (03) Availability of outdoor recreation areas
- ___ (04) Solid waste disposal
- ___ (05) Soil conservation
- ___ (06) Fish and wildlife management
- ___ (07) Flooding
- ___ (08) Preservation of wetlands along rivers
- ___ (09) Recreational access to rivers and streams
- ___ (10) Housing development/Urbanization
- ___ (11) Noise pollution
- ___ (12) Air boat noise
- ___ (13) Sand and gravel mining
- ___ (14) Other (specify)_____
- ___ (15) Don't know/Refused

5. Please tell me if each of the following issues regarding the River Corridor is very important, somewhat important or not at all important to you. **(Read and rotate a-f.)**

	Very <u>Imp.</u>	Somewhat <u>Imp.</u>	Not At All <u>Imp.</u>	No <u>Opinion</u>
a. How land is used such as development/urbanization	1	2	3	4
b. Floodplain management	1	2	3	4
c. Water quality	1	2	3	4
d. Recreation	1	2	3	4
e. Water supply	1	2	3	4
f. Threatened and endangered species	1	2	3	4

6. How concerned are you with flooding along the Lower Platte River Corridor? Are you:

- ___ (1) Very concerned
- ___ (2) Somewhat concerned
- ___ (3) Not very concerned
- ___ (4) Not at all concerned

7. Do you perceive there to be conflicts among the uses in the floodplain including sand and gravel mining, housing developments, agriculture, wildlife and recreation interests?

- ___ (1) Yes
- ___ (2) No
- ___ (3) Don't know

8. Are you aware of any environmental or floodplain regulations that pertain to the River Corridor?

- ___ (1) Yes
- ___ (2) No **(Skip to 11.)**
- ___ (3) Don't know **(Skip to 11.)**

9. What types of regulations? **(Multiple choices allowed.)**

- ___ (1) Septic systems
- ___ (2) Wells/Well water
- ___ (3) Endangered or threatened species
- ___ (4) Building/Construction
- ___ (5) 404 permits
- ___ (6) Other (specify)_____
- ___ (7) Don't know/Can't think of any

10. Would you say the regulations are too lenient, about right or too strict?
- (1) Too lenient
 - (2) About right
 - (3) Too strict
 - (4) Don't know/Refused
11. Do you have a septic system?
- (1) Yes
 - (2) No **(Skip to 14.)**
 - (3) Don't know **(Skip to 14.)**
12. When was it installed? **(Read.)**
- (1) Within the last year
 - (2) 1 to 5 years
 - (3) 6 to 10 years
 - (4) More than 10 years
 - (5) Don't know **(Do not read.)**
13. How interested would you be in a cost-share program to assist with inspection, maintenance and replacement of your septic system if one were available to you? Would you be:
- (1) Very interested
 - (2) Somewhat interested
 - (3) Not very interested
 - (4) Not at all interested
14. Does your drinking water come from a private, domestic well?
- (1) Yes
 - (2) No **(Skip to 18.)**
 - (3) Don't know **(Skip to 18.)**
15. Do you have a sand-point well?
- (1) Yes
 - (2) No
 - (3) Don't know
 - (4) Refused
16. Have you ever had your well water tested?
- (1) Yes
 - (2) No
 - (3) Don't know
17. How aware are you of abandoned well assistance programs?
- (1) Very aware
 - (2) Somewhat aware
 - (3) Not very aware
 - (4) Not at all aware

18. What concern, if any, do you have about the quality of your drinking water? **(Multiple responses allowed.)**

- (01) Pesticide contamination
- (02) E-coli/Bacteria contamination
- (03) Nitrate contamination
- (04) High mineral content
- (05) Odor
- (07) Taste
- (08) Bad for health
- (09) Pollution in general
- (10) Other (specify) _____
- (11) None
- (12) Don't know/Refused

19. There are a number of things that can have an impact on ground and surface water quality. Please tell me if you are very concerned, somewhat concerned, not very concerned, or not at all concerned with each of the following? **(Read and rotate.)**

	<u>Very Concerned</u>	<u>Somewhat Concerned</u>	<u>Not Very Concerned</u>	<u>Not At All Concerned</u>	<u>Don't Know</u>
a. Septic systems	1	2	3	4	5
b. Stream and river dumping	1	2	3	4	5
c. Agricultural run-off	1	2	3	4	5
d. Stream bank erosion	1	2	3	4	5

20. Now I would like to ask you some questions about land use in the River Corridor. Would you say each of the following are too much, about right or not enough? **(Read and rotate.)**

	<u>Too Much</u>	<u>About Right</u>	<u>Not Enough</u>	<u>Don't Know</u>
a. Housing development and urbanization	1	2	3	4
b. Zoning	1	2	3	4
c. Expansion of cities into rural areas	1	2	3	4

21. Are there any other issues associated with expanding housing developments and urbanization in the corridor that concern you?

- (1) Yes
- (2) No **(Skip to 23.)**
- (3) Don't know **(Skip to 23.)**

22. What kinds of issues? **(Multiple choices allowed. Do not read.)**

- (1) Pollution
- (2) Increased traffic
- (3) Police/Schools/Roads/Fire response
- (4) Loss of rural character
- (5) Noise
- (6) Taxes
- (7) Other (specify) _____
- (8) Don't know/Can't think of any

23. Do you feel public access to rivers is about right, needs to increase or should be reduced?
- (1) About right
 - (2) Needs to increase
 - (3) Be reduced **(Skip to 25.)**
 - (4) Don't know/Refused **(Skip to 25.)**
24. How likely would you be to use public access to rivers if more were created?
- (1) Very likely
 - (2) Somewhat likely
 - (3) Not very likely
 - (4) Not at all likely
25. Do you feel that threatened or endangered fish and wildlife are very well protected, somewhat protected, not very well protected, or not at all protected along the River Corridor?
- (1) Very well protected
 - (2) Somewhat protected
 - (3) Not very well protected
 - (4) Not at all protected
 - (5) Don't know **(Do not read.)**
25. Are you concerned about any other issues related to the Lower Platte River Corridor that we have not addressed?
- (1) Yes (specify) _____
 - (2) No
 - (3) Don't know
26. Where do you get most of your information regarding the Lower Platte River Corridor Alliance?
(Mark ONE only.)
- (1) TV
 - (2) Radio
 - (3) Newspaper
 - (4) Mailings from the Lower Platte River Corridor Alliance
 - (5) Lower Platter River Corridor Alliance website
 - (6) Email
 - (7) Facebook
 - (8) Twitter
 - (9) Word-of-mouth (family and friends)
 - (10) Other (specify) _____
 - (11) Don't know **(Do not read.)**
27. Where do you prefer to get most of your information regarding the Lower Platte River Corridor Alliance? **(Mark ONLY one.)**
- (1) TV
 - (2) Radio
 - (3) Newspaper
 - (4) Mailings from the Lower Platte River Corridor Alliance
 - (5) Lower Platter River Corridor Alliance website
 - (6) Email
 - (7) Facebook
 - (8) Twitter
 - (9) Word-of-mouth (family and friends)

- ___ (10) Other (specify)_____
- ___ (11) Don't know **(Do not read.)**

The following questions are for demographic classification.

28. How close to the river do you live? **(Read.)**

- ___ (1) Less than a half mile
- ___ (2) Half mile to one mile
- ___ (3) One to two miles
- ___ (4) Two to three miles
- ___ (5) More than three miles

29. Which of the following best describes where your home is located? **(Read.)**

- ___ (01) Rural area
- ___ (02) Sanitary Improvement District/SID
- ___ (03) Lake association
- ___ (04) Unincorporated town
- ___ (05) Town under 1,000
- ___ (06) Town of 1,000-5,000
- ___ (07) Town of more than 5,000 but less than 10,000
- ___ (08) City of 10,000 or more
- ___ (09) Other (specify)_____
- ___ (10) Refused **(Do not read.)**

30. Which town is your home in or closest to?

- ___ (01) Ames
- ___ (02) Ashland
- ___ (03) Bellwood
- ___ (04) Cedar Bluffs
- ___ (05) Cedar Creek
- ___ (06) Columbus
- ___ (07) Fremont
- ___ (08) Inglewood
- ___ (09) Leshara
- ___ (10) Linwood
- ___ (11) Louisville
- ___ (12) Morse Bluff
- ___ (13) Octavia
- ___ (14) Oreapolis
- ___ (15) Plattsmouth
- ___ (16) North Bend
- ___ (17) Rogers
- ___ (18) Schuyler
- ___ (19) South Bend
- ___ (20) Valley
- ___ (21) Venice
- ___ (22) Wann
- ___ (23) Yutan
- ___ (24) Other (specify)_____
- ___ (25) Refused **(Do not read.)**

31. Which county is your home in? **(Do not read.)**

(01) Butler

(02) Cass

(03) Colfax

(04) Dodge

(05) Douglas

(06) Platte

(07) Saunders

(08) Sarpy

(09) Other (specify) _____

(10) Refused

32. Do you rent or own this residence?

(1) Rent

(2) Own

(3) Don't know/Refused

33. Do you live at this residence year-round, only on the weekends and short vacations, or seasonally?

(1) Year-round

(2) Weekends/Short vacations

(3) Seasonally

(4) Other (specify) _____

(5) Refused

34. What is your age? **(Read.)**

(1) Under 25 years old

(2) 25-34

(3) 35-44

(4) 45-54

(5) 55-64

(6) 65 or over

(7) Refused **(Do not read.)**

35. What is the highest level of education you have completed? **(Read.)**

(1) Eighth grade

(2) High school

(3) Community college or trade school

(4) Four-year college

(5) Graduate or professional school

(6) Advanced degree

(7) Other (specify) _____

(8) Refused **(Do not read.)**

36. Which of the following best describes your occupation? **(Read.)**

(01) Clerical

(02) Farming or ranching

(03) Homemaker

(04) Management

(05) Laborer

(06) Professional

(07) Self-employed

(08) Unemployed

(09) Retired

(10) Other (specify) _____

(11) Don't know/Refused **(Do not read.)**

37. Gender **(Recorded, not asked.)**

(1) Male

(2) Female

**These are all the questions I have for you.
Thank you for your time.**