



Municipal Insight Survey

Understanding municipal audiences to facilitate a unified approach to water management

Jessica Lindemyer
Engagement Coordinator
Coon Creek Watershed District

Mary Pat McNeil
Owner
MP+G Marketing Solutions

Danie Watson
President
Watson Marketing Group

Survey Objective:

This survey will guide CCWD in determining the best methods for engaging with the District's municipal partners. The survey will identify their needs, values and priorities, what their perceptions are regarding water management (quality/quantity) and the TMDL.

Survey Objective:

This survey will guide CCWD in determining the best methods for engaging with the District's municipal partners. The survey will identify their needs, values and priorities, what their perceptions are regarding water management (quality/quantity) and the TMDL.

District Goal:

- » Improve our engagement and public information strategy by crafting our efforts in a way that speaks to the values and interests of the individuals who share the responsibility of achieving the TMDL
- » Communicate with these audiences in a language in which they understand and in terms that that are of interest to them.

Target Audiences



**City Councils/
Decision Makers**



**City
Staff**



**General
Public**

Methods & Implementation

Project Phases



1:1 Interviews



Survey



Phase One
City Councils & Staff



1:1 Interviews



Survey



Phase Two
General Public

Methods & Implementation

Phase One Preliminary Outcomes

Participation

- » 13/14 Municipal Interviews
(~2 per city | 92% response)
- » 25/82 Municipal Survey Responses
(30% response)

Preliminary Outcomes



Factors that Support/Justify Water Management Funding and Programs

Supporting Water Mgmt Funding/Actions	Discouraging Water Mgmt Funding/Actions
- Mitigating Risk	- Lack of trust in state/fed regulators
- Preventing Loss	- Lack of perceived benefits
- Public Health/Safety	- Belief that water mgmt. is a problem for others
- Getting Regular Updates	> Problem for future staff/council to address
	> Problem for other cities, not them
	> Problem not within their control



Meaningful differences

Key difference: Ownership and shared responsibility for the problem

Participants who viewed the problem as something to be addressed by other communities or people in the future, or who did not perceive that water quality was a problem needing attention, were less ready to invest in water management than participants who conveyed a sense of ownership or shared responsibility for the problem.

"I think almost everyone involved can acknowledge needing to do it. It's just not having the confidence in other cities to also do their part."

Interview participant

Preliminary Outcomes



Actionable Recommendations

- City specific reports & progress updates
- Explainer resources for staff to utilize when presenting information to decision-makers
- More public outreach events, particularly in partnerships with Cities, engage decision-makers at events when possible

Other Insights

- Inter-city competition is a motivator, but could hinder a unified approach
- There are concerns that not all cities are well represented at the watershed level
- The most frequent concern reported by the general public relates to water quality and public health

Preliminary Outcomes



Next Steps:

- »» **Public Survey Development**
- »» **Public Survey Distribution**
- »» **Analysis of Public Responses**
- »» **Final Insights & Report**



Next Steps

Next Steps:

- »» **Public Survey Development**
- »» **Public Survey Distribution**
- »» **Analysis of Public Responses**
- »» **Final Insights & Report**

Your Feedback:

Questions, Comments, Concerns?



Next Steps