



LOWER PLATTE SOUTH natural resources district

3125 Portia Street | P.O. Box 83581 • Lincoln, Nebraska 68501-3581 | P: 402.476.2729 • F: 402.476.6454 | www.lpsnrd.org

Memorandum

Date: April 10, 2019
To: Each Director
From: Mike Mascoe, Public Information Specialist
Subject: Public Awareness Survey

Every four or five years, since 1982, LPSNRD has surveyed the constituency to learn perceptions about natural resources and LPSNRD efforts. We've also used the survey to track how the public prefers to learn about what we do. On March 21, we launched our first electronic Public Awareness Survey. Due to technology and cell phone use, it is no longer practical to gather our survey data via phone. The survey continued through April 5 and 902 people responded, compared to the 300 calls made during our telephone surveys.

Staff realized the need to go digital with our survey last year, when preparing the current Finance & Planning budget. Up to \$15,000 had been spent on the most recent surveys, but \$10,000 was budgeted for this year's survey, in anticipation that surveying online would be less expensive. It is! Staff expects the total cost to be less than \$5,000.

Staff formulated survey questions, using past surveys and the expertise of Red Thread. Our intent was to continue tracking responses to questions we've asked in surveys for decades and to gather potentially useful data about some of our current activities. Unanimous, which built our website, was instrumental in formatting the survey and presenting it to the public. The survey was promoted through our Facebook and Instagram accounts, on our website and by email. Online ads were placed promoting the survey and were targeted to potential respondents within the district. Red Thread tracked zip codes of respondents during the survey, to make sure the entire district was being represented. It was not necessary, but online advertising could have been adjusted during the survey toward areas of the district not being represented.

As added incentive, ten \$50 Amazon gift cards were given away in a random drawing of respondents who opted to give us their email address.

Red Thread will present an analysis of survey results at this month's board meeting.

MM/mm

2019 NRD PUBLIC AWARENESS SURVEY



LOWER PLATTE SOUTH
natural resources district

OVERVIEW

DIGITAL SURVEY

LINKED THROUGH

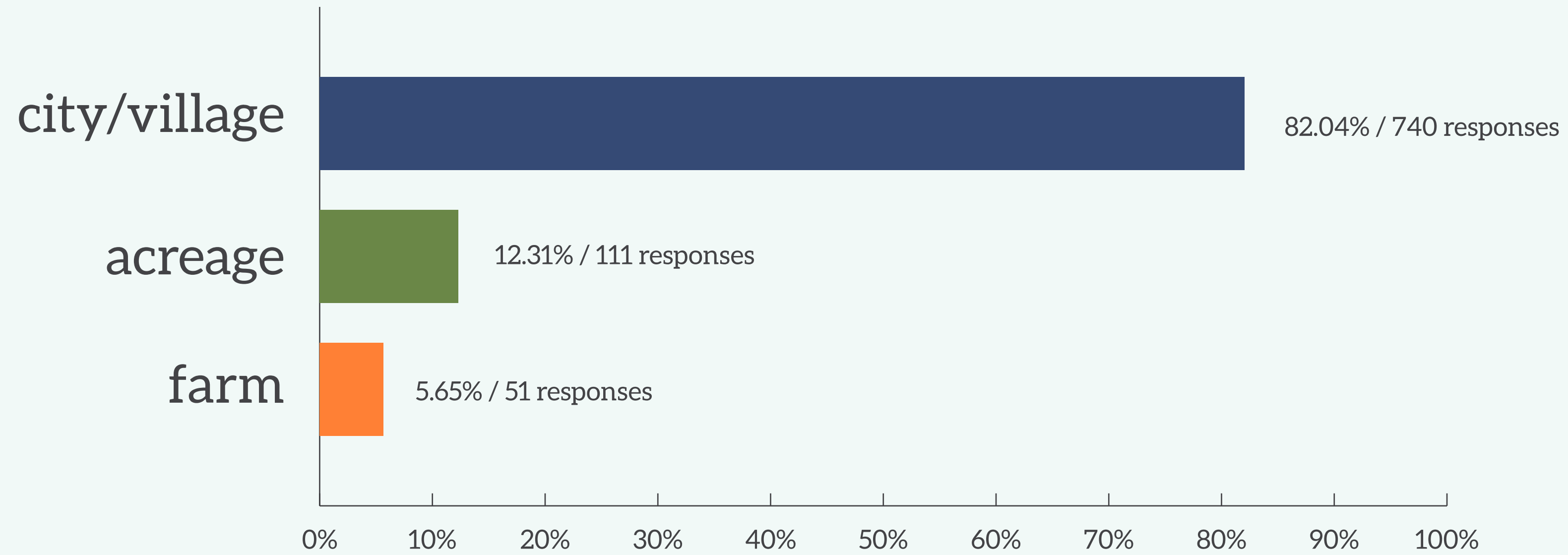
lpsnrd.org, Facebook, Instagram, newspapers & email

RESPONSE

902 total survey respondents

Q1

WHICH OF THE FOLLOWING BEST DESCRIBES WHERE YOU LIVE?



Q2 WHAT IS YOUR ZIP CODE?

ALL LPSNRD COUNTIES WERE REPRESENTED

Lancaster / 686 responses

Cass / 62 responses

Saunders / 61 responses

Seward / 8 responses

Otoe / 8 responses

Butler / 2 responses

+ OTHER COUNTIES INCLUDED

Baldwin

Gage

Platte

Butler

Hall

Polk

Dawes

Hamilton

Pottawattamie

Dodge

Holt

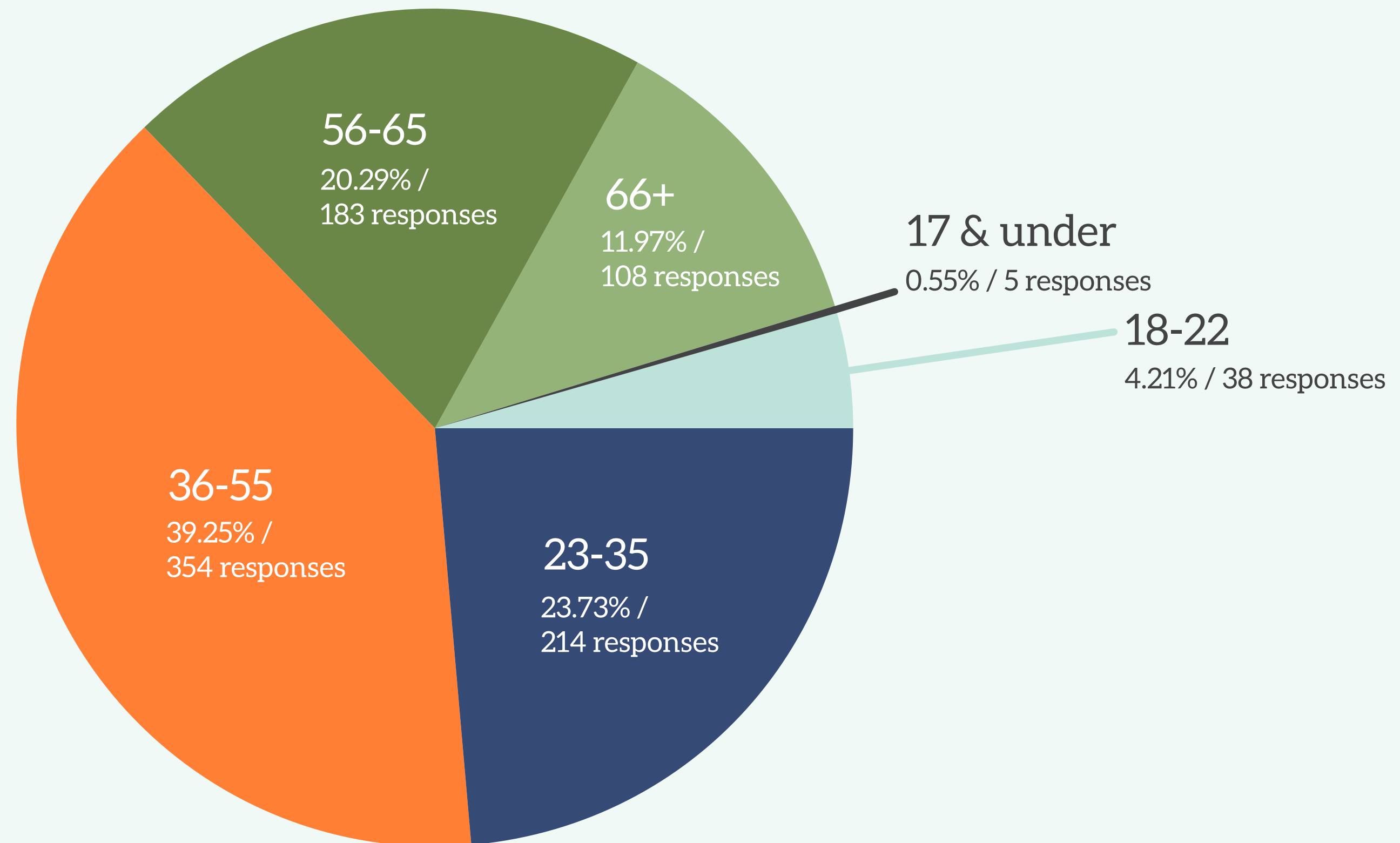
Saline

Douglas

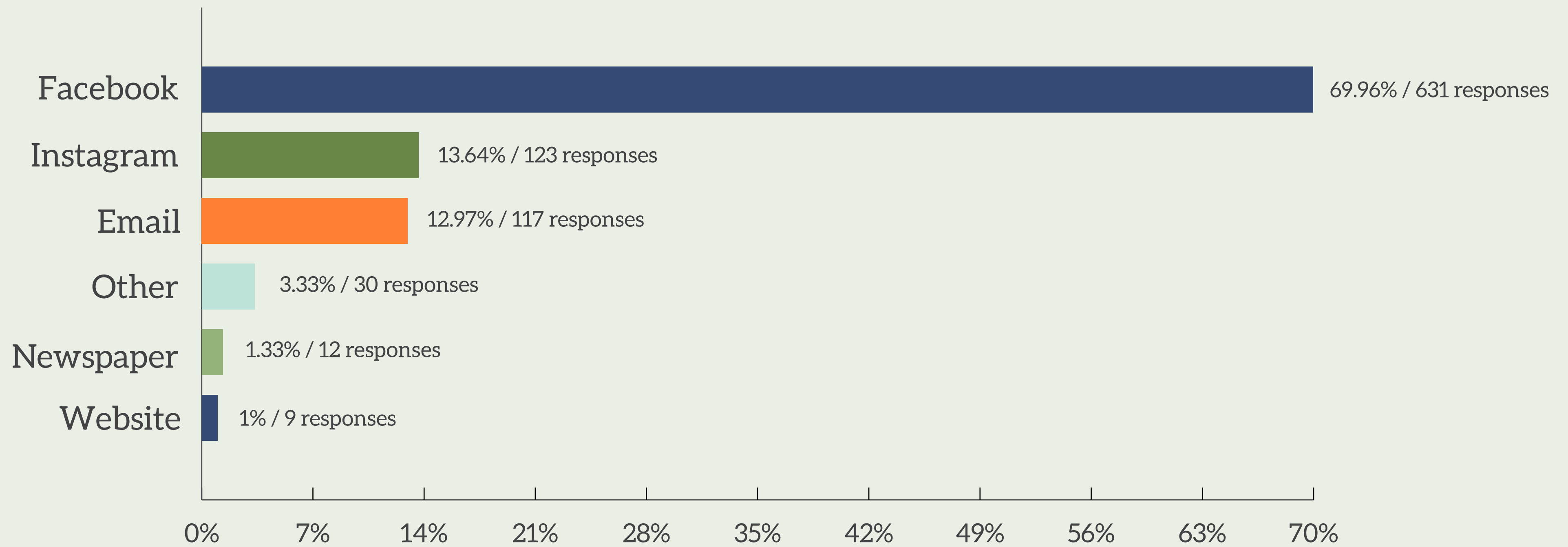
Johnson

Sarpy

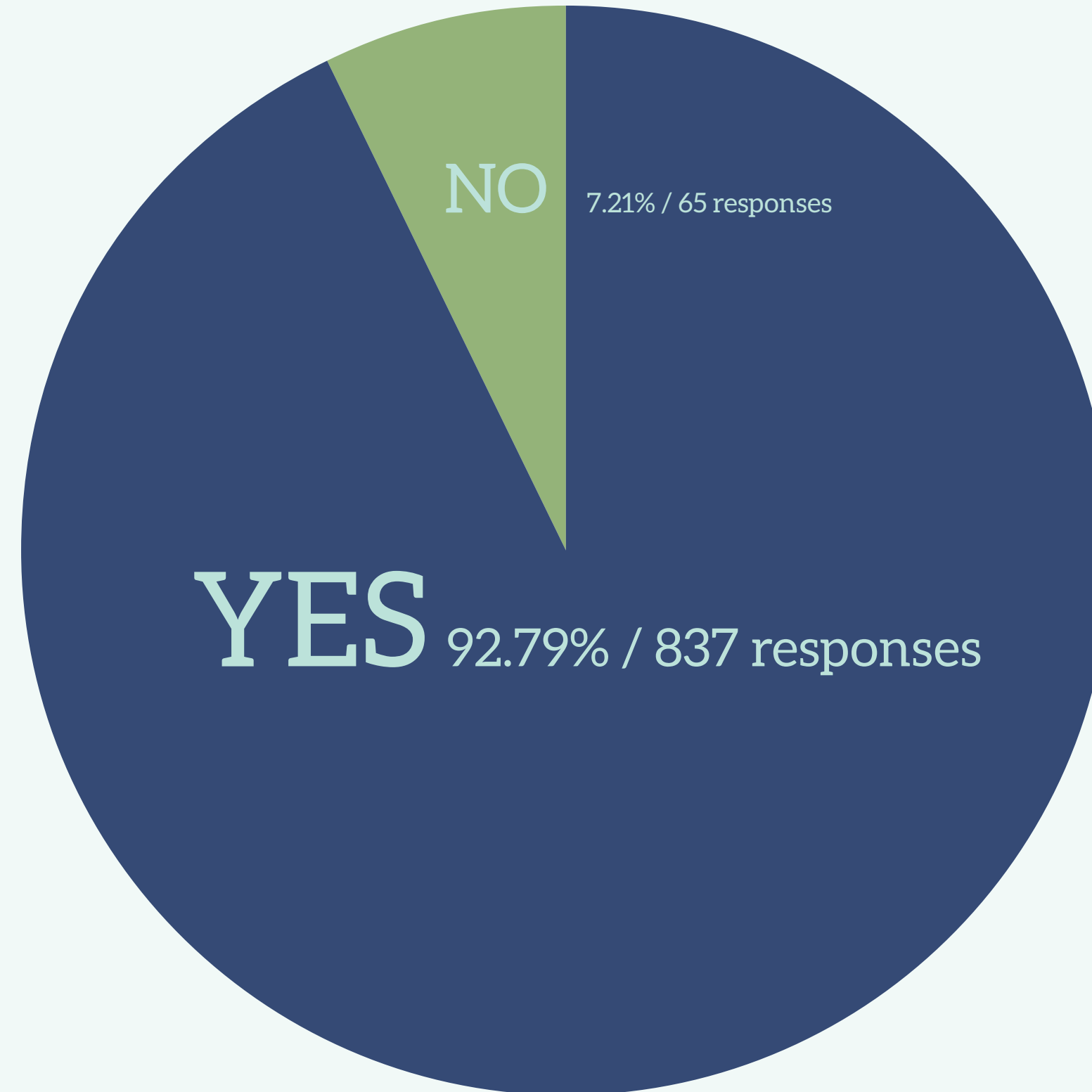
Q3 WHAT IS YOUR AGE RANGE?



Q4 WHERE DID YOU HEAR ABOUT THIS SURVEY?



Q5 HAVE YOU HEARD ABOUT LPSNRD?





LIST WHAT YOU KNOW LPSNRD DOES. NOTE ANY RELEVANT SERVICES, PROJECTS, OR OTHER INFORMATION YOU ARE AWARE OF.

COMMON WORDS/PHRASES MENTIONED

water / 334 mentions

resource management / 184 mentions

flood / 162 mentions

conservation / 131 mentions

education / 97 mentions

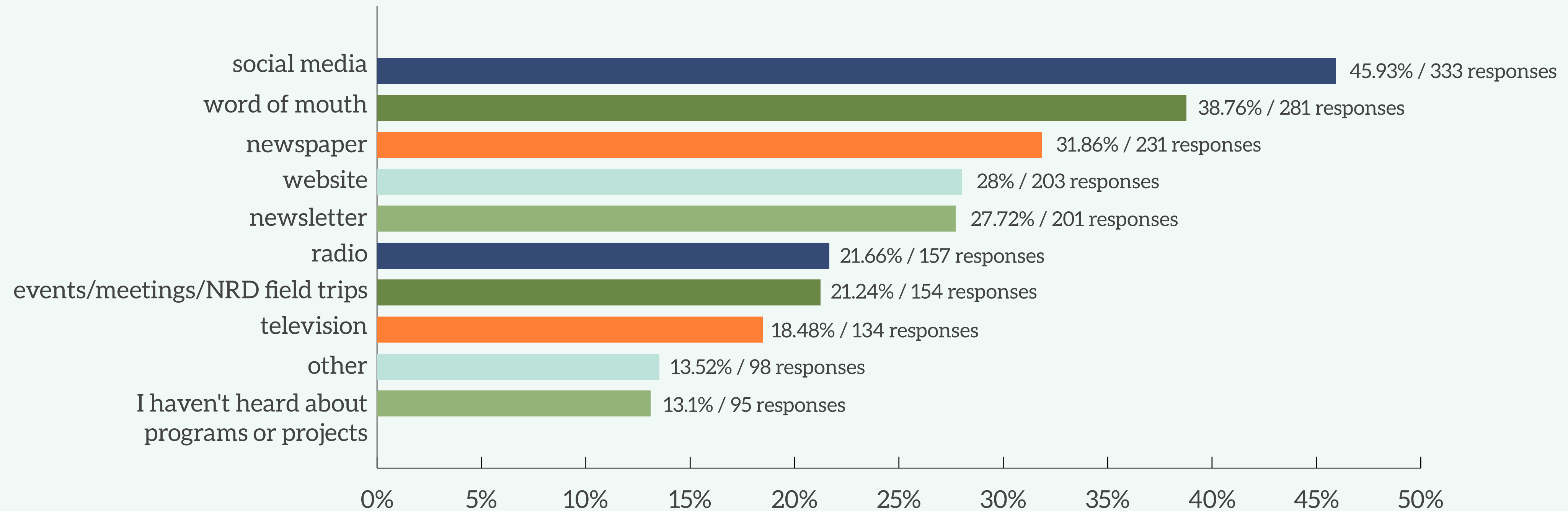
trails / 83 mentions

lakes / 52 mentions

trees / 51 mentions

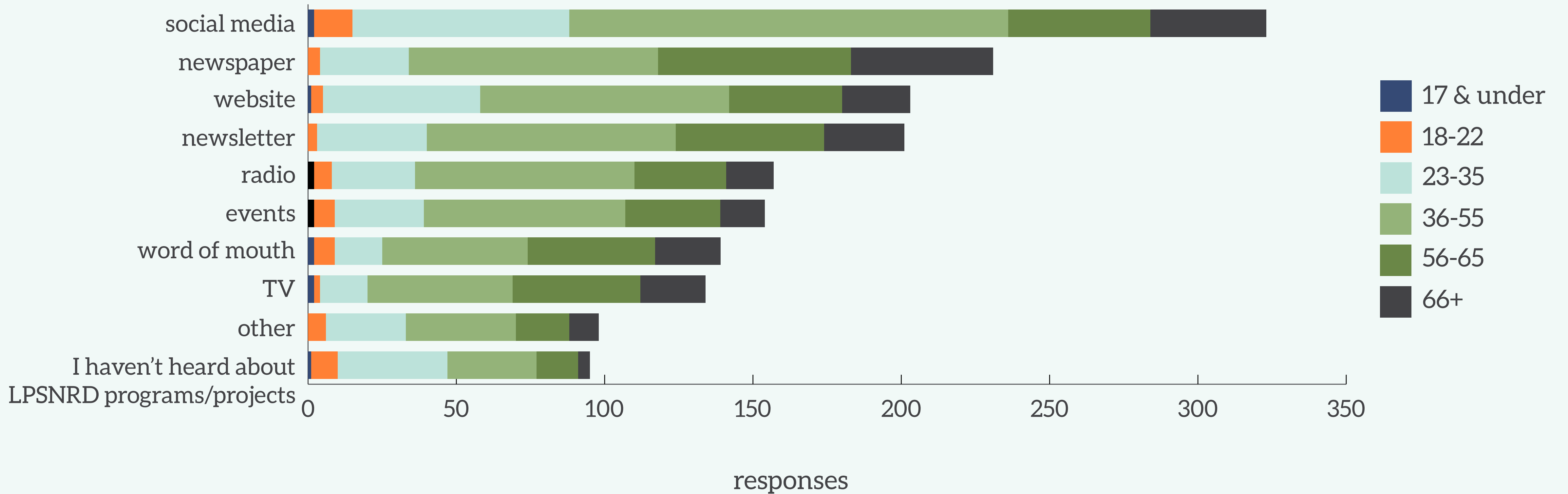
Q7

IN THE PAST, WHERE HAVE YOU HEARD ABOUT LPSNRD PROGRAMS OR PROJECTS?



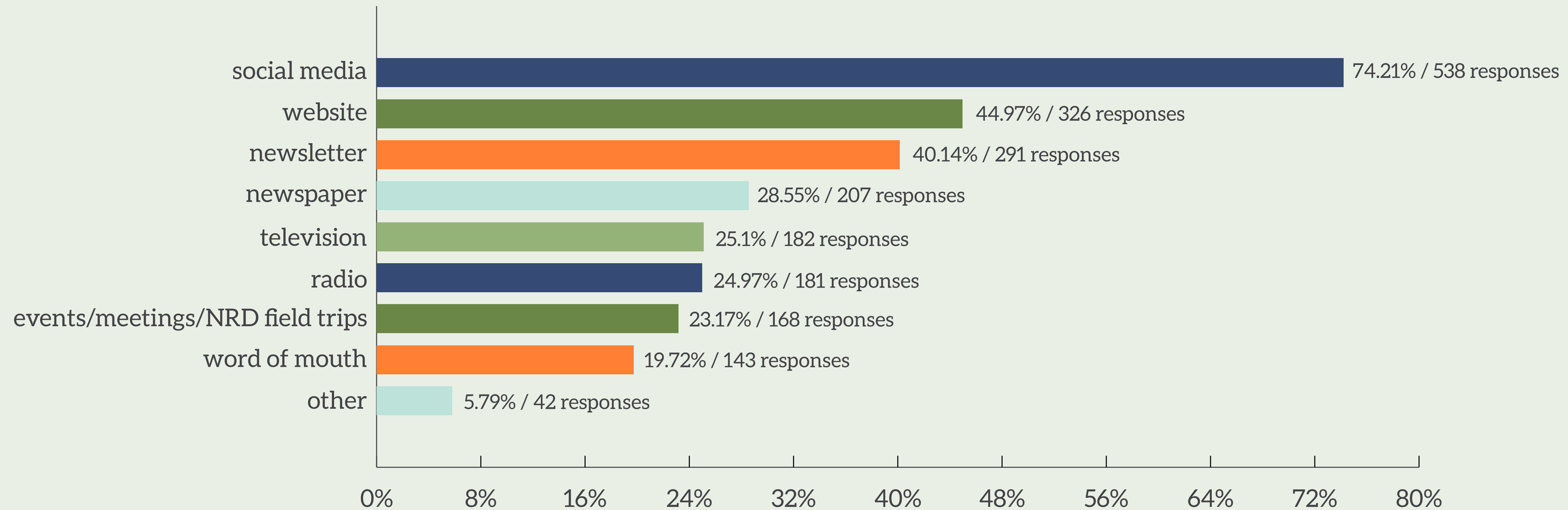
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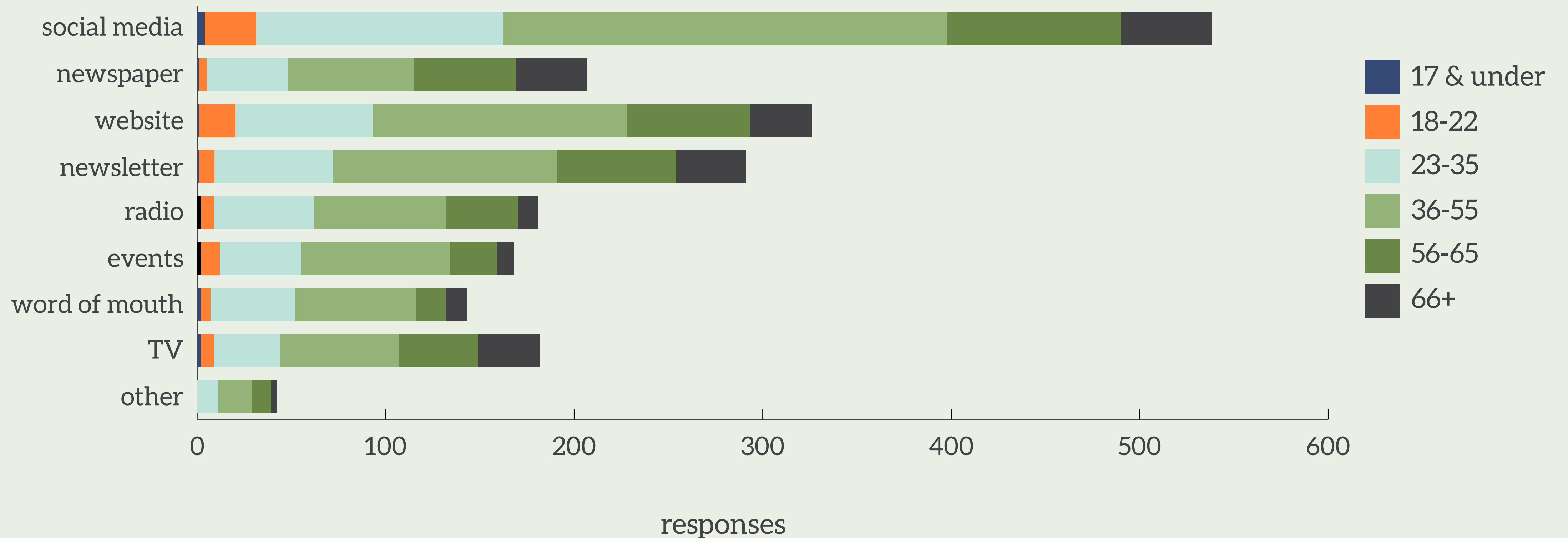


HOW WOULD YOU PREFER TO LEARN ABOUT LPSNRD PROGRAMS & PROJECTS?



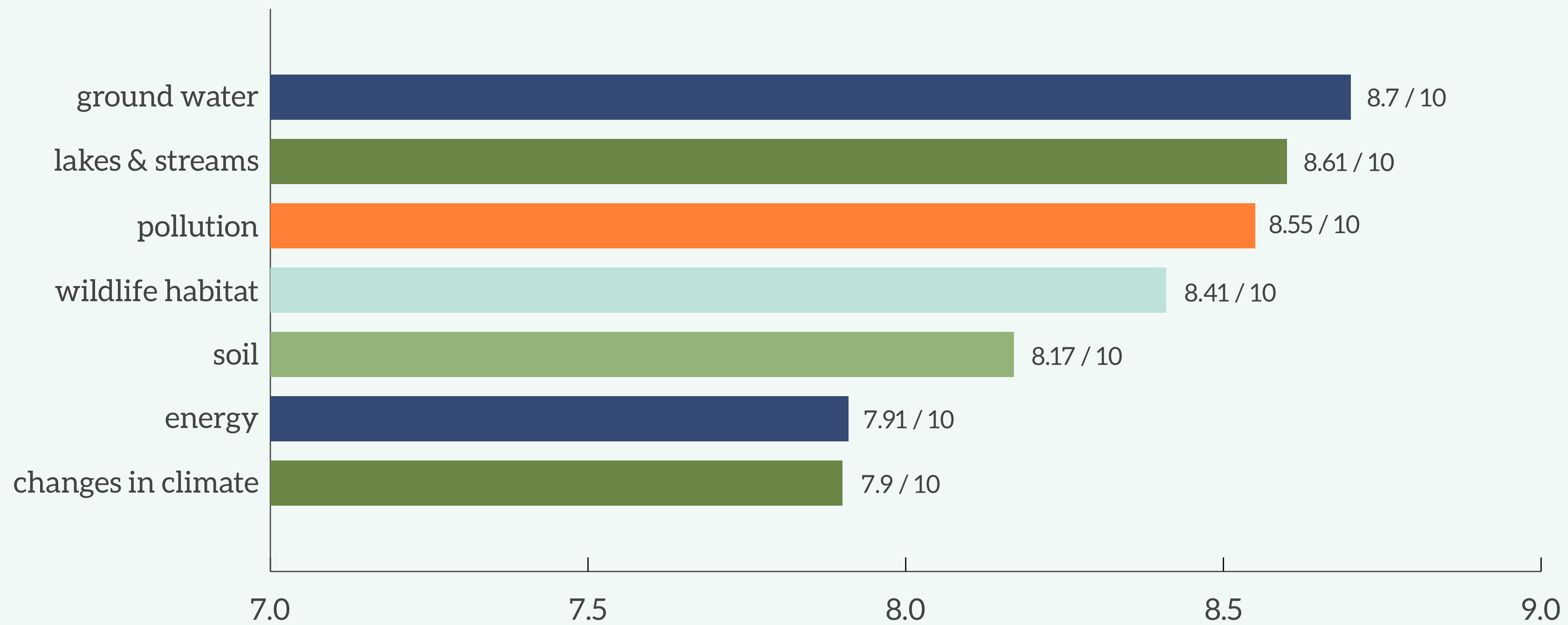


HOW WOULD YOU PREFER TO LEARN ABOUT LPSNRD PROGRAMS & PROJECTS?



Q9-15

WHEN YOU THINK ABOUT NATURAL RESOURCES & THE ENVIRONMENT, RANK YOUR CONCERN FOR . . .



Q16

**RANK THE NATURAL RESOURCE ISSUES/
AREAS IN ORDER OF IMPORTANCE**

#1 groundwater quality

#2 groundwater quantity

#3 preserving & protecting wetlands & wildlife

#4 flood control

#5 helping landowners conserve & protect soil

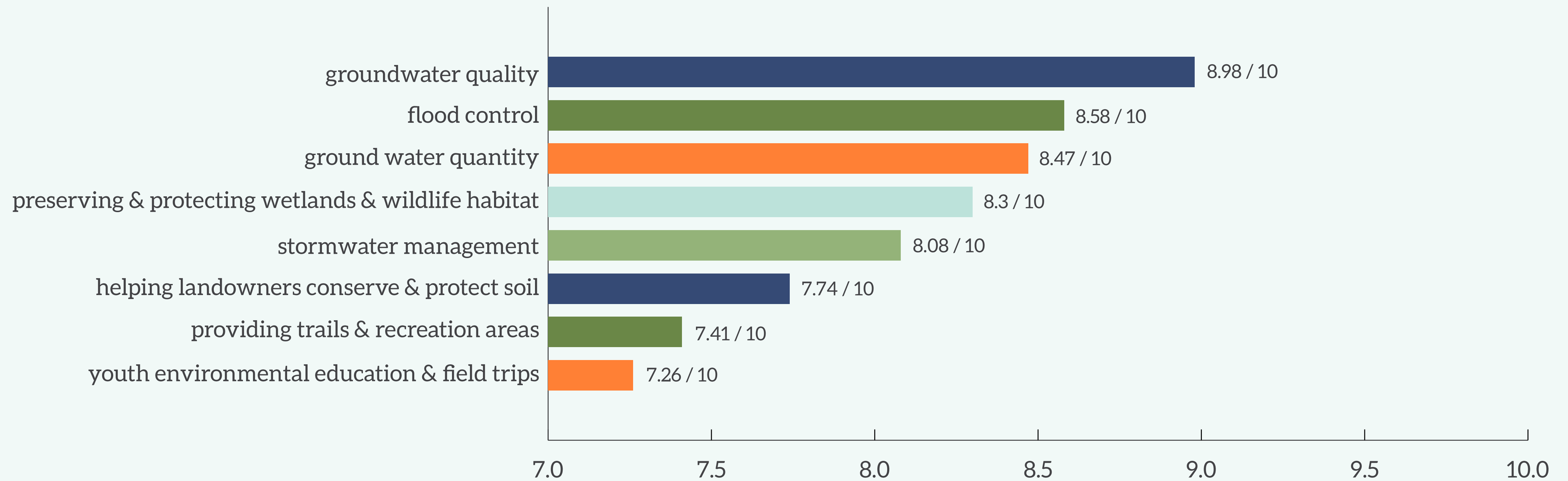
#6 stormwater management

#7 providing trails & recreation areas

#8 youth environmental education & field trips

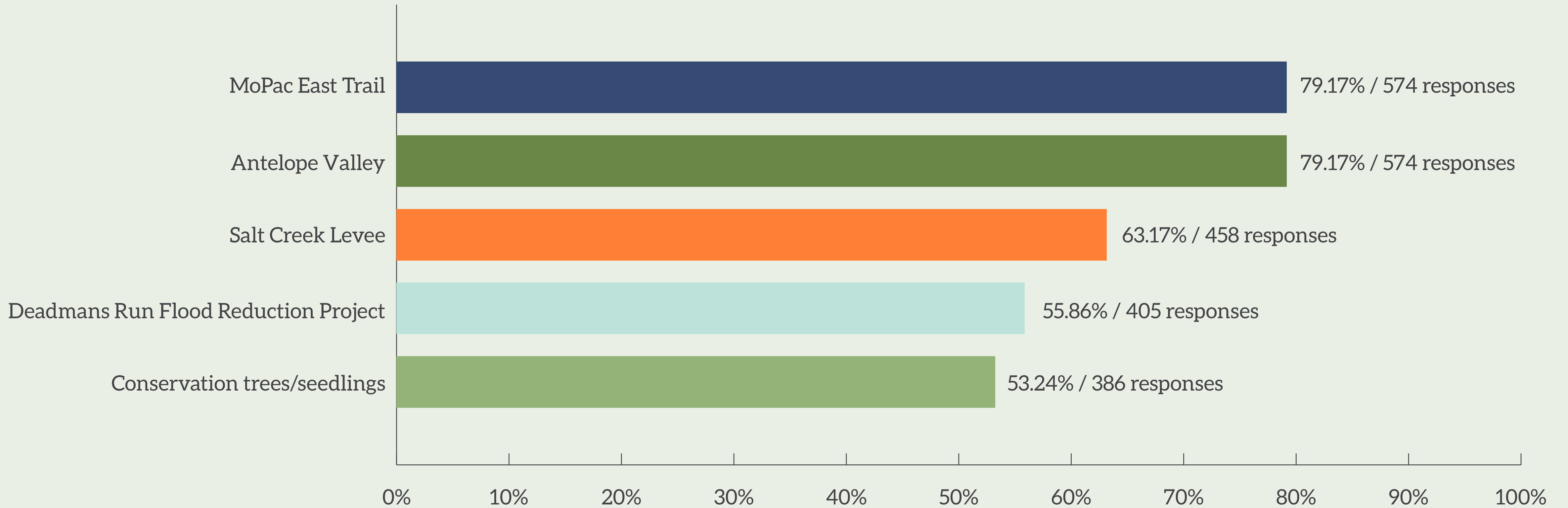
Q17-24

INDICATE HOW IMPORTANT IT IS FOR LPSNRD TO CONTINUE WORK IN ...



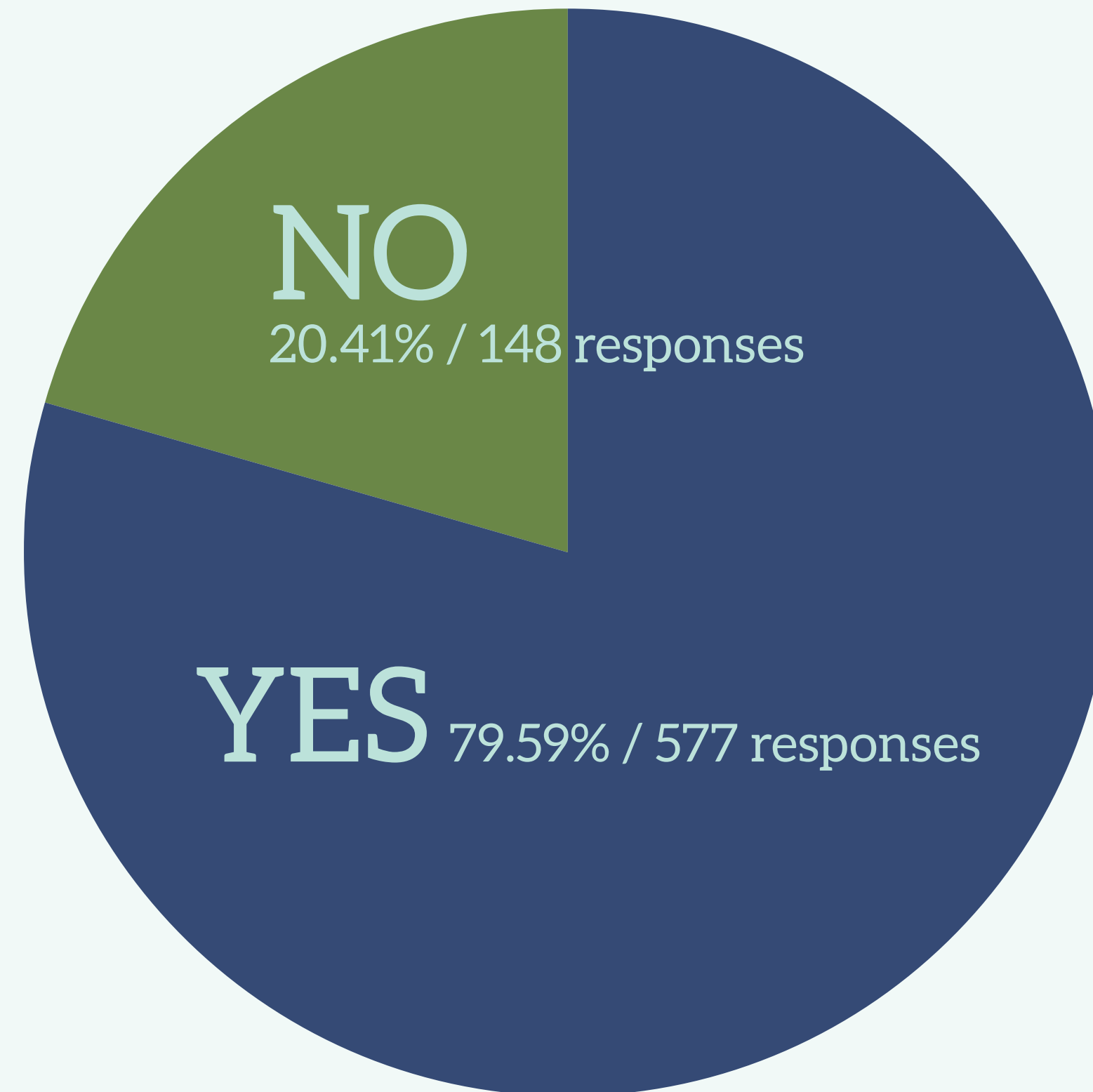
Q25

CHECK ALL THE LPSNRD PROGRAMS & PROJECTS YOU HAVE HEARD OF.



Q27

WOULD YOU LIKE TO RECEIVE OUR "KNOW YOUR NRD" EMAIL NEWSLETTER?



Q&A



2019 NRD PUBLIC AWARENESS SURVEY