Lake Champlain Basin
Public Awareness Survey

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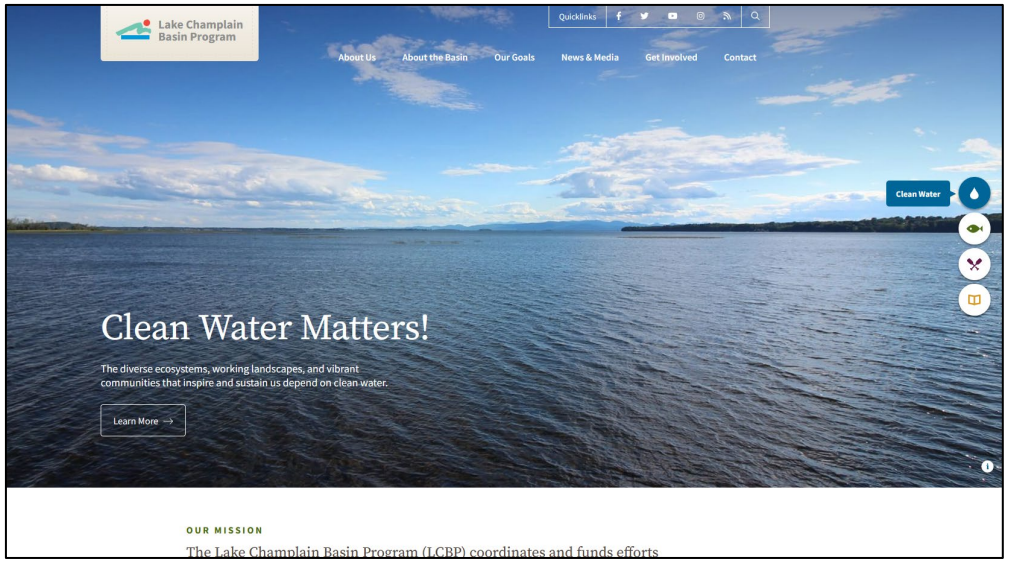
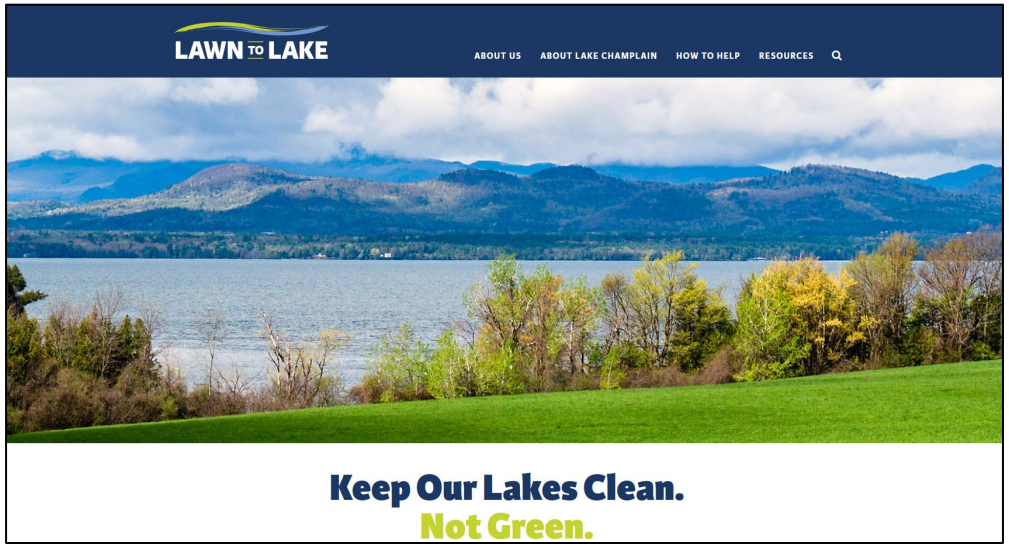
Why a survey?

Education and Outreach





Education and Outreach

How do we assess these efforts?

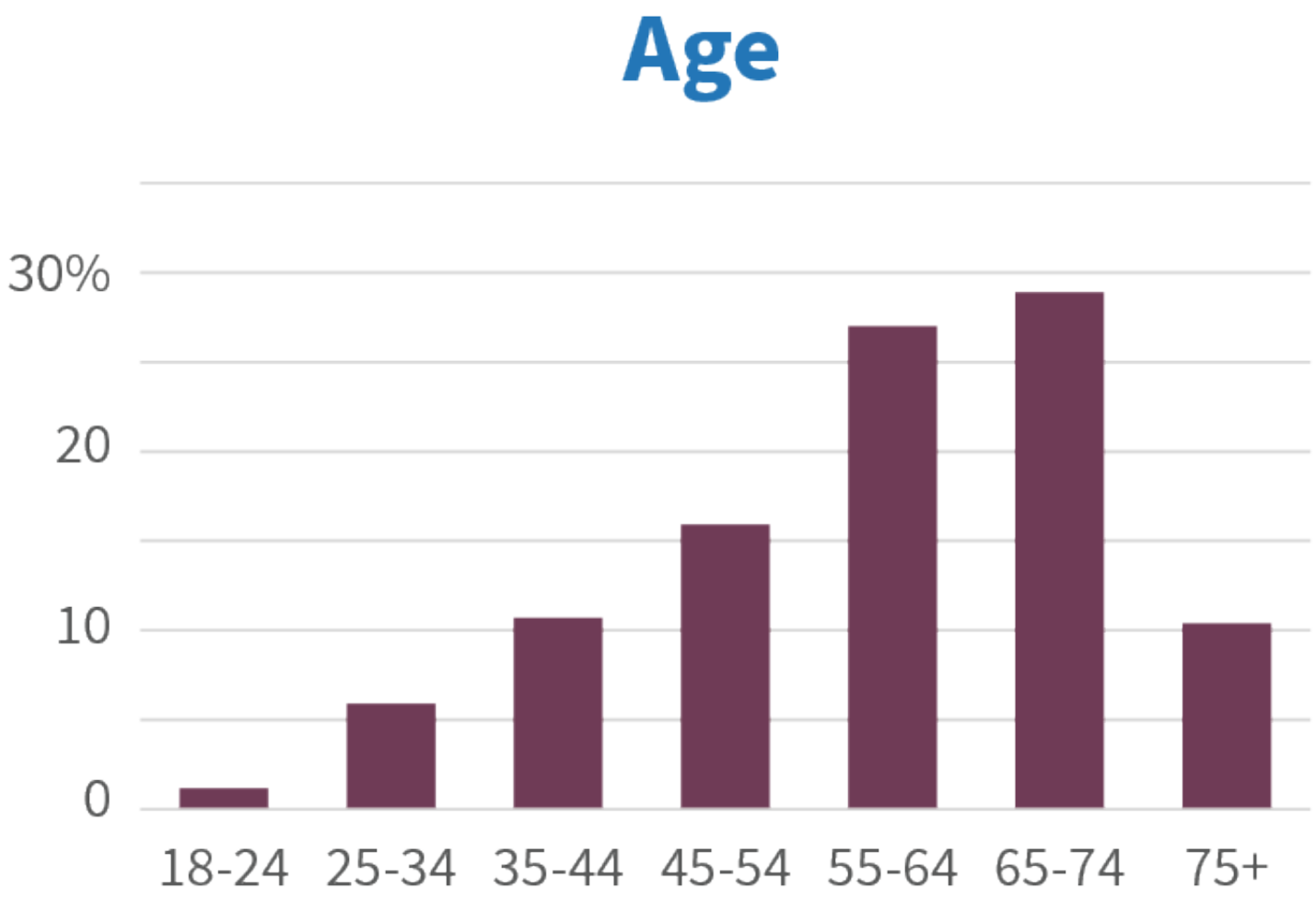
Survey Goals

- Knowledge, Attitudes and Engagement
- Information sources
- Target audiences & communication channels

Survey Vitals

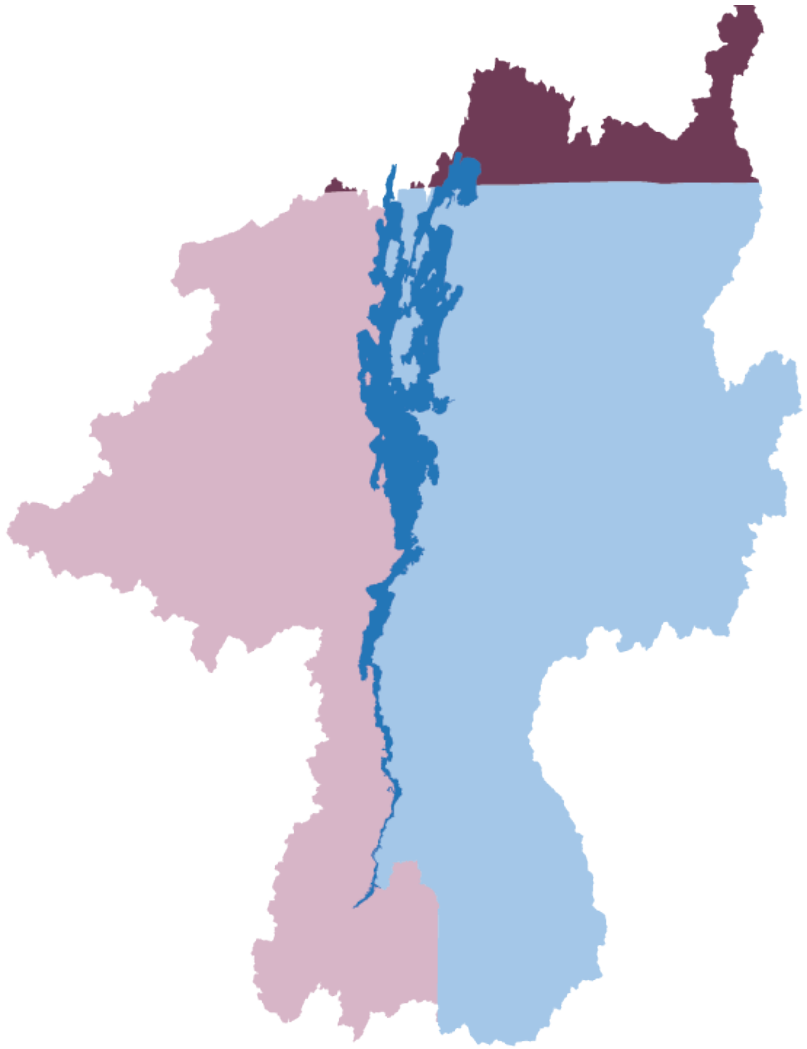
- June – October 2021
- 1,675 responses
- 36 questions
- 147-page Report

Demographic Summary



Demographic Summary

New York: 382
Vermont: 711
Québec: 582



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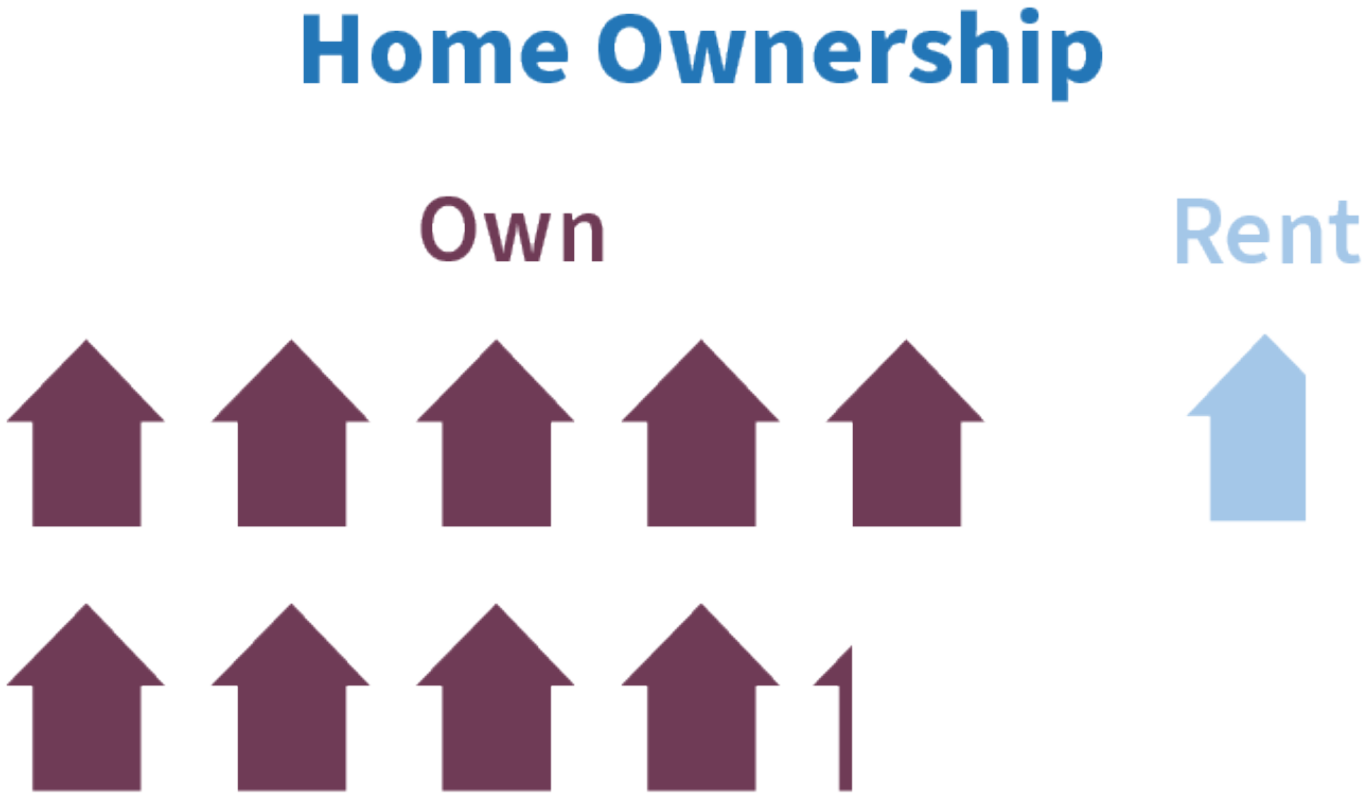
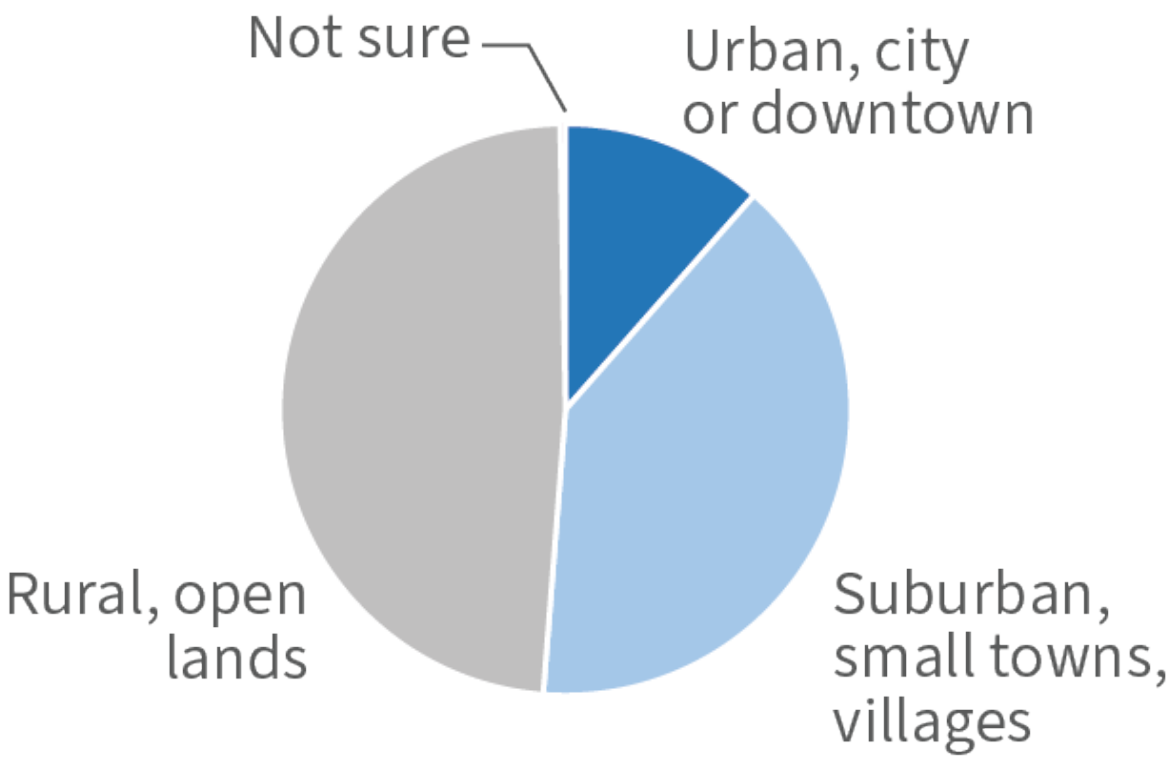


Demographic Summary

Residential Setting



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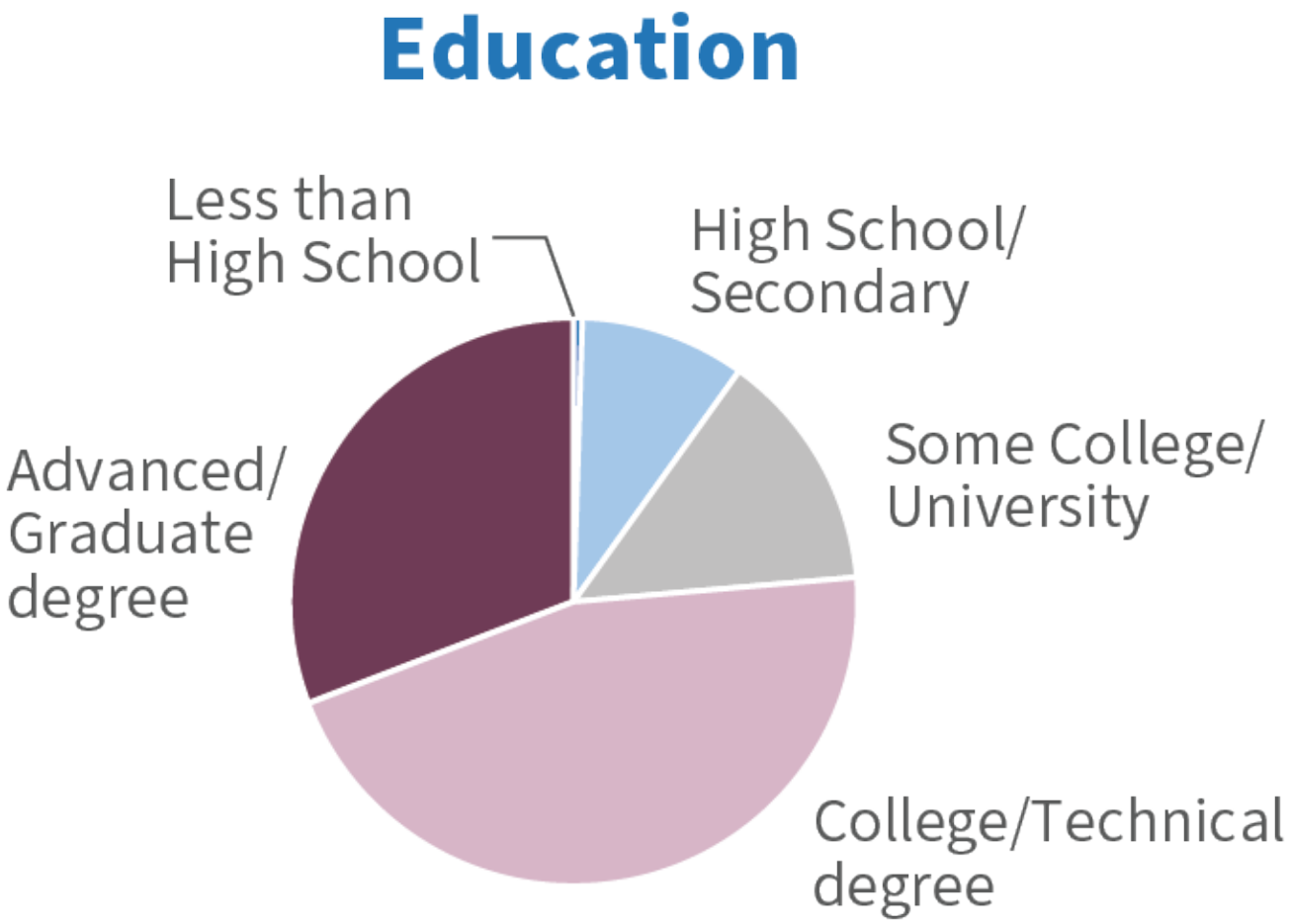


Values and Attitudes

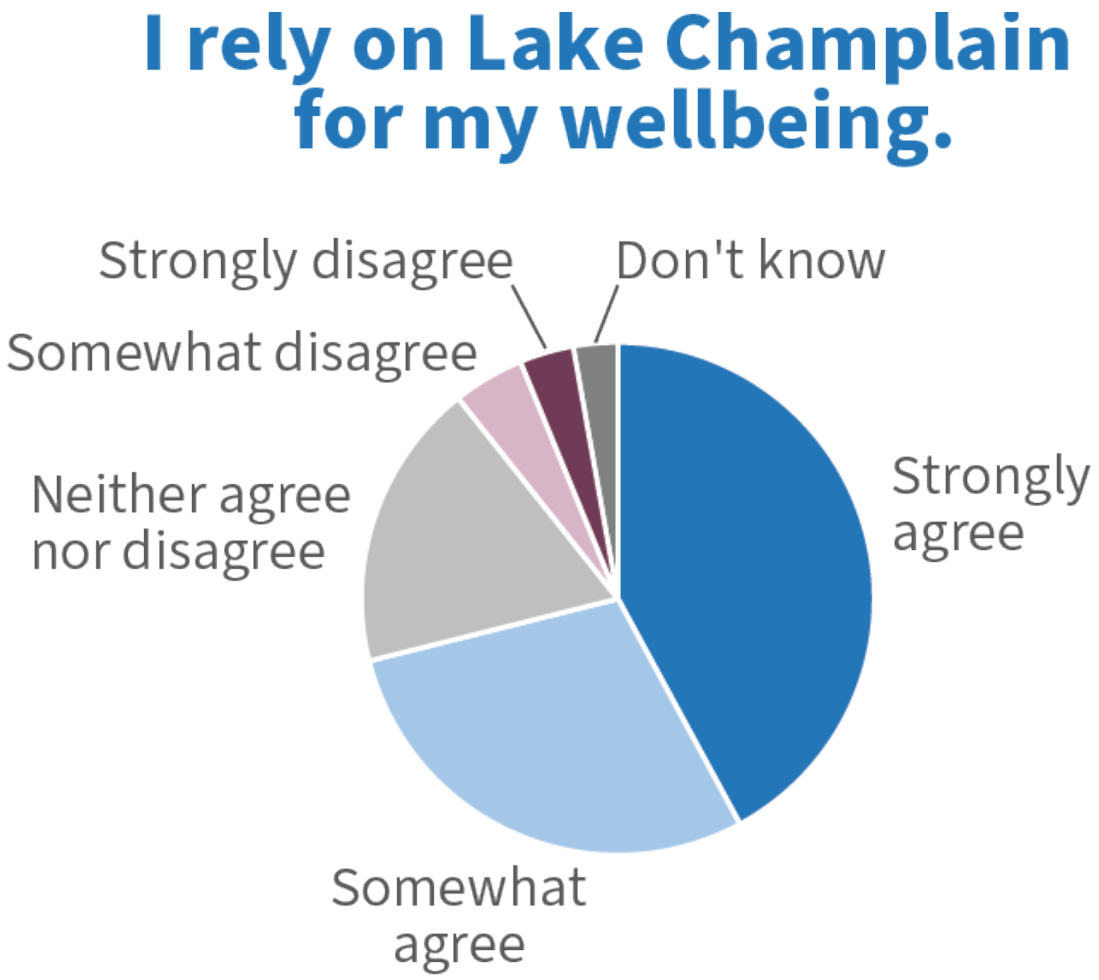
Values and Attitudes

85.8% Healthy waterways are a critical part of thriving communities.

96% Addressing water quality should be a priority for communities.

85% Town budgets should help pay for stormwater runoff management.

Values and Attitudes



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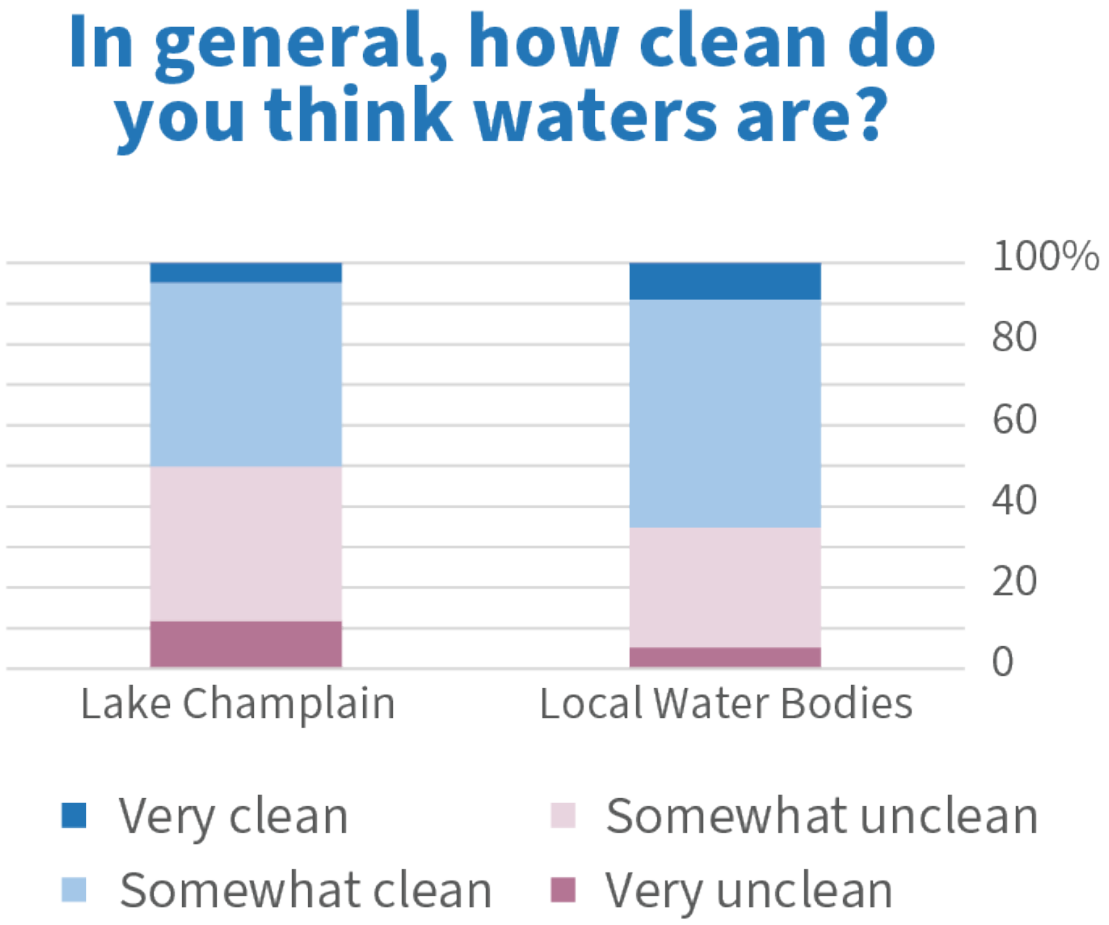
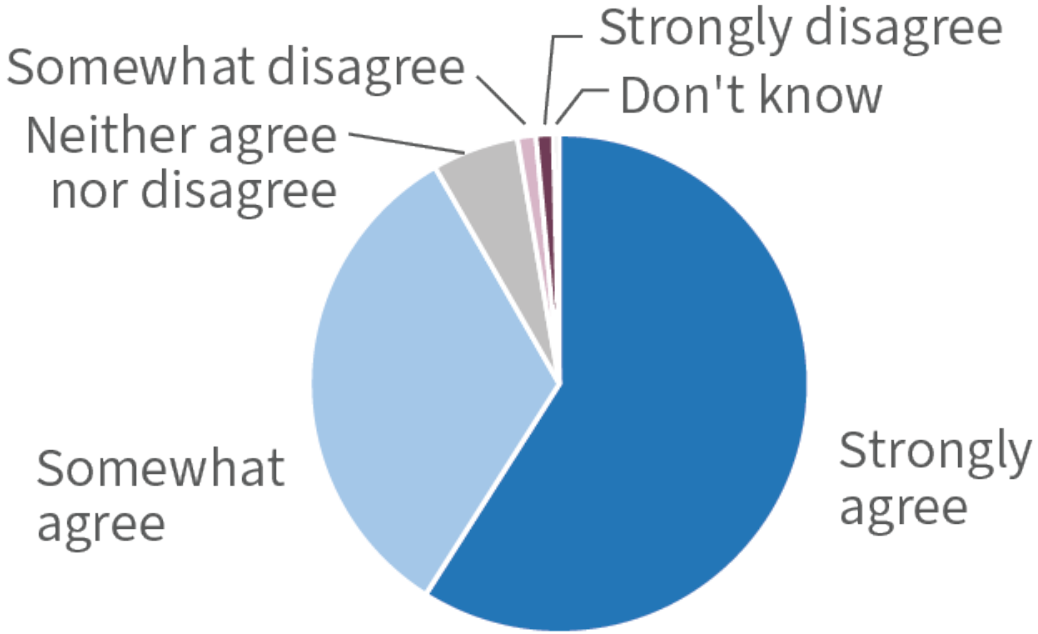


Values and Attitudes

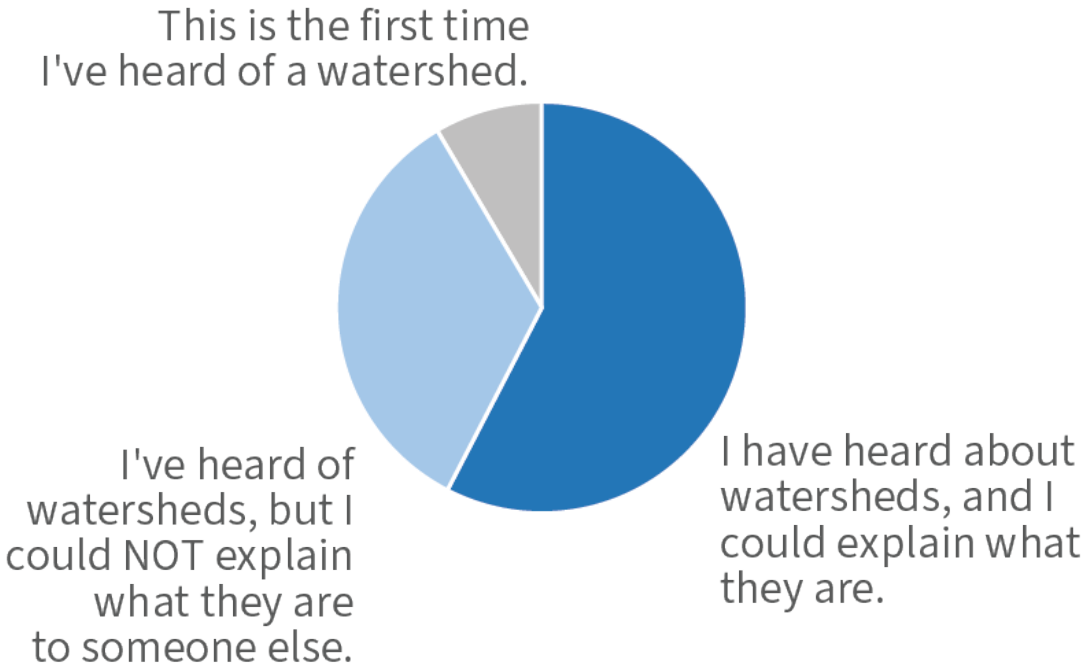
My personal actions affect the health of streams, rivers, ponds, and lakes



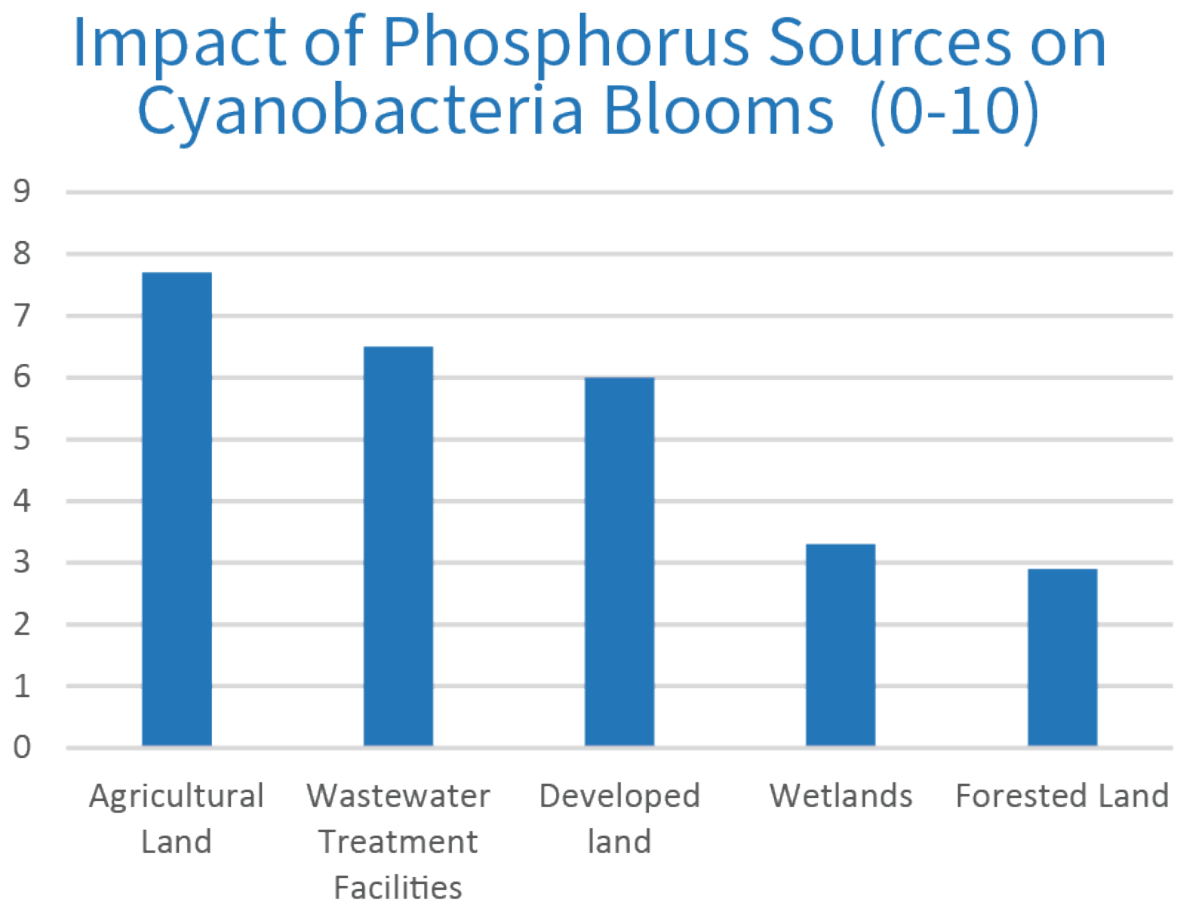
Knowledge and Awareness

Knowledge and Awareness

Which option best describes your personal familiarity with what a watershed is?



Knowledge and Awareness



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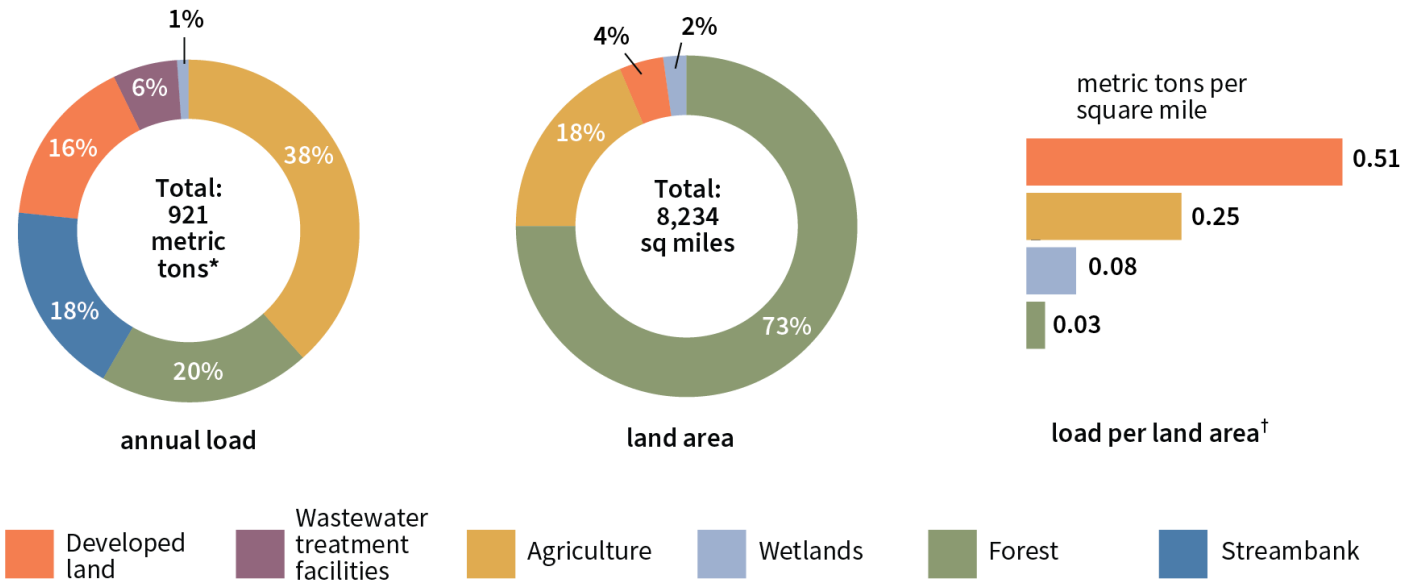


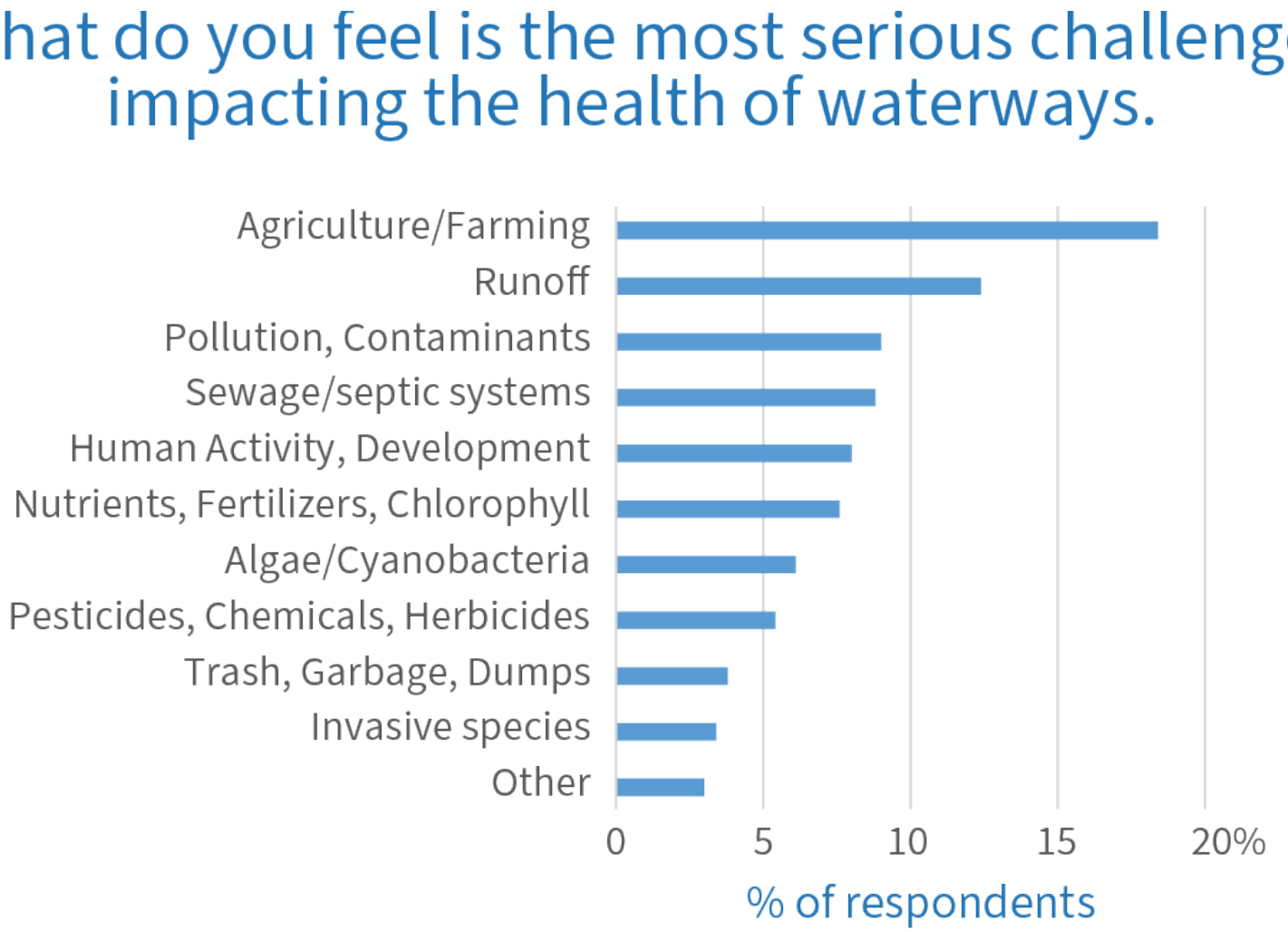
2016 Phosphorus TMDLs for Vermont Segments of Lake Champlain

Lake Champlain Basin Program

sol.lcbp.org

Figure 5 | Annual phosphorus loading to Lake Champlain by land cover

Knowledge and Awareness



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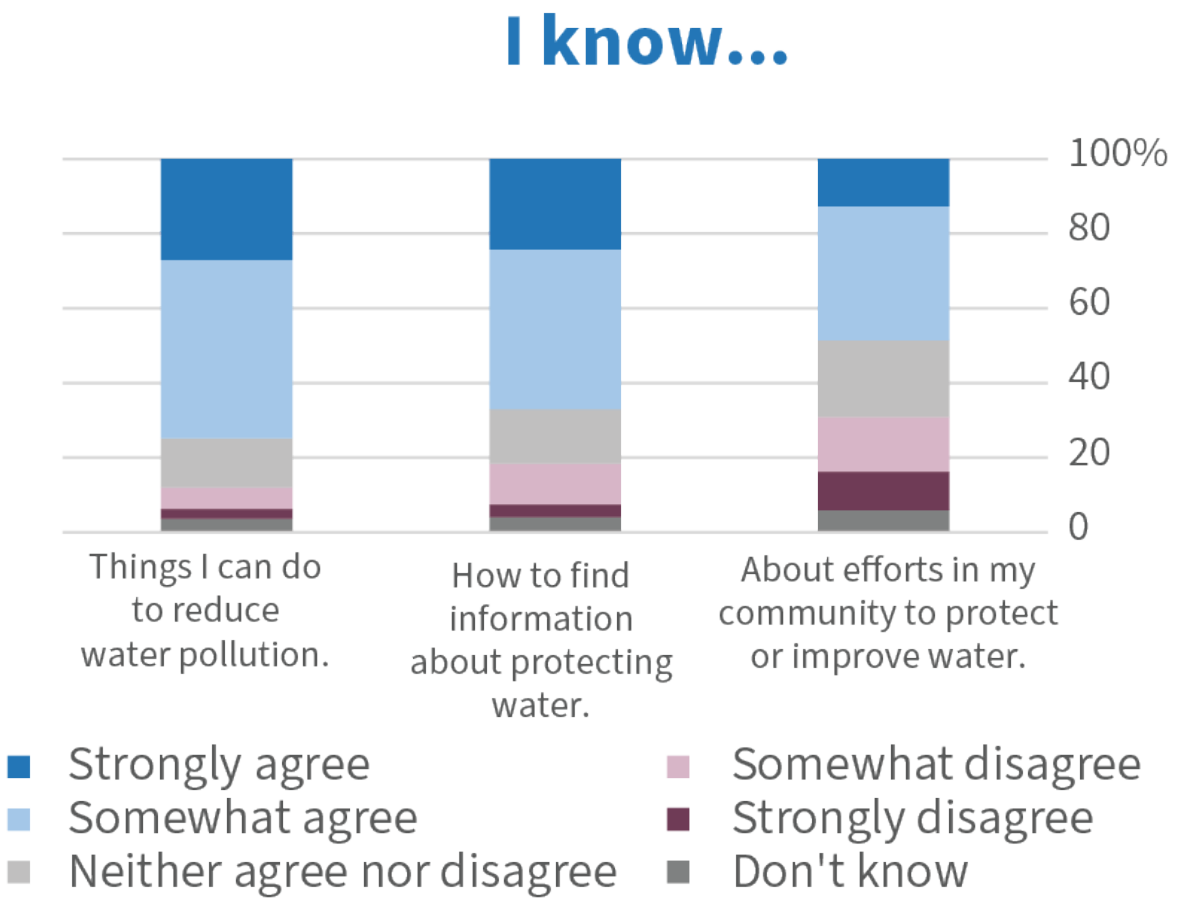

Engagement and Action

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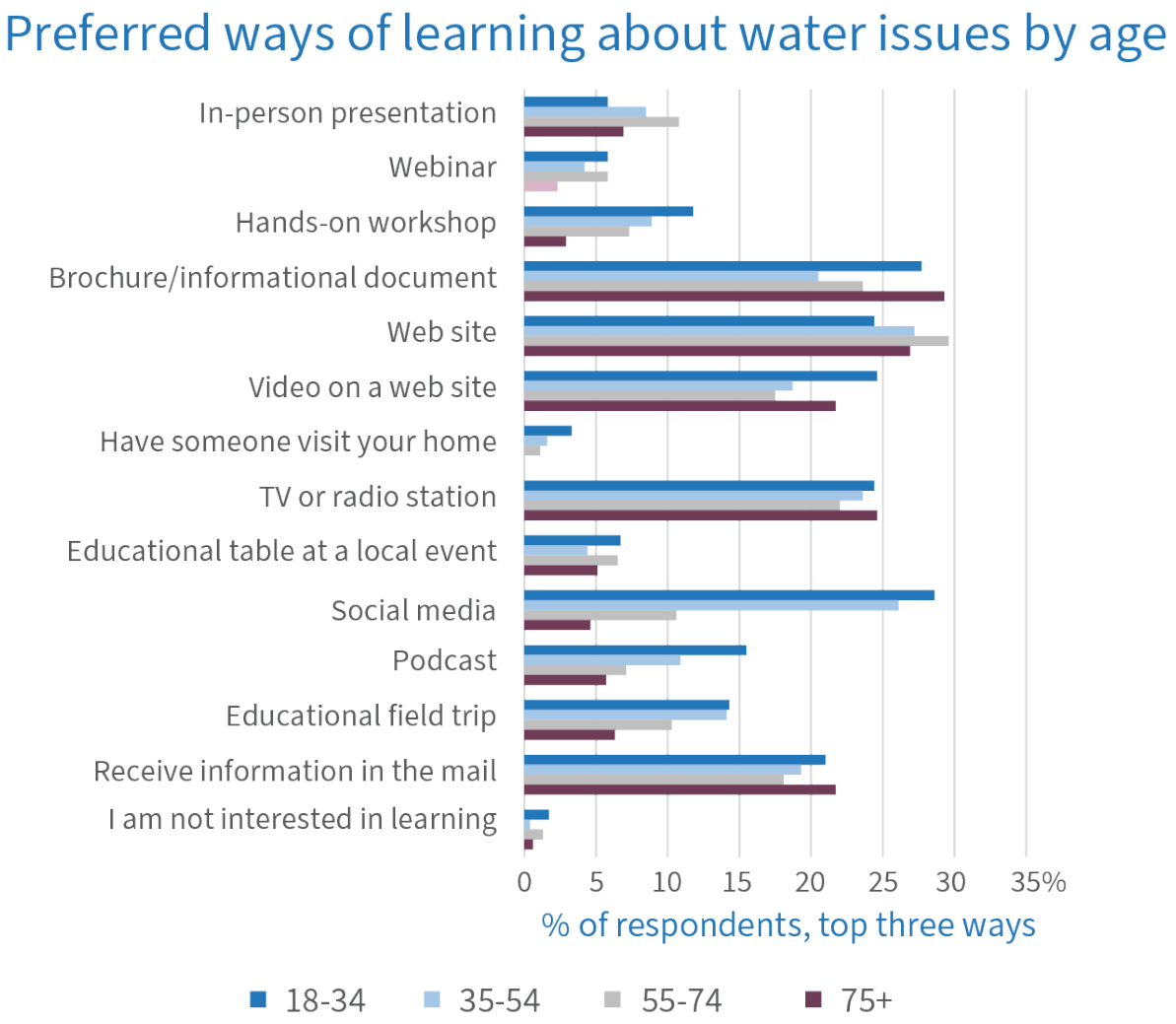

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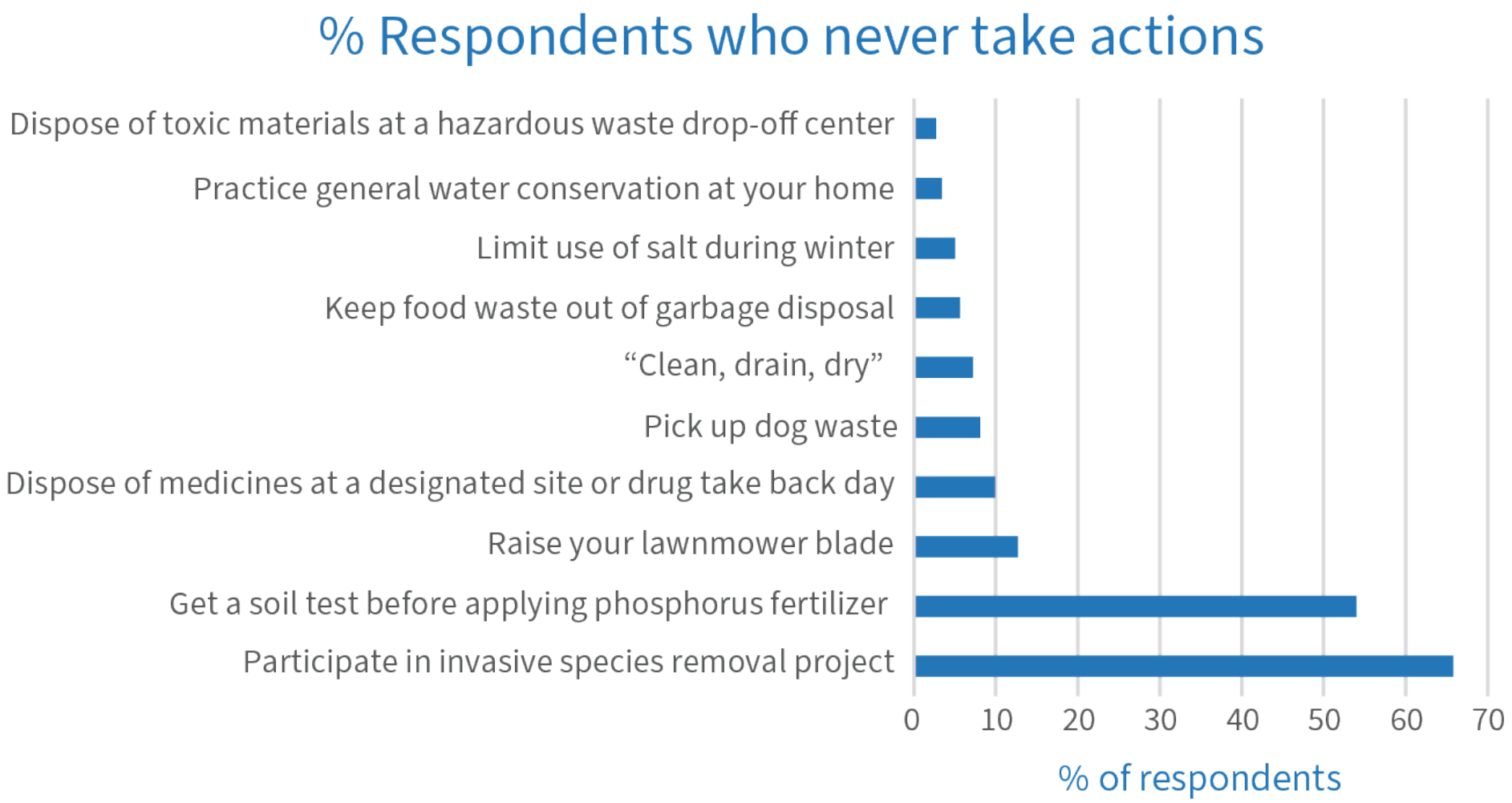
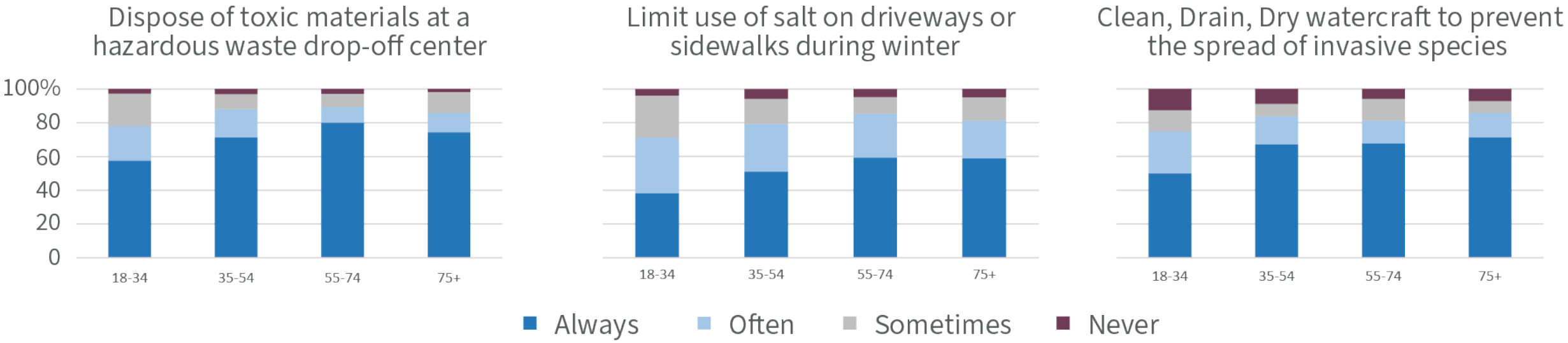


Engagement and Action

Frequency of Action by Age



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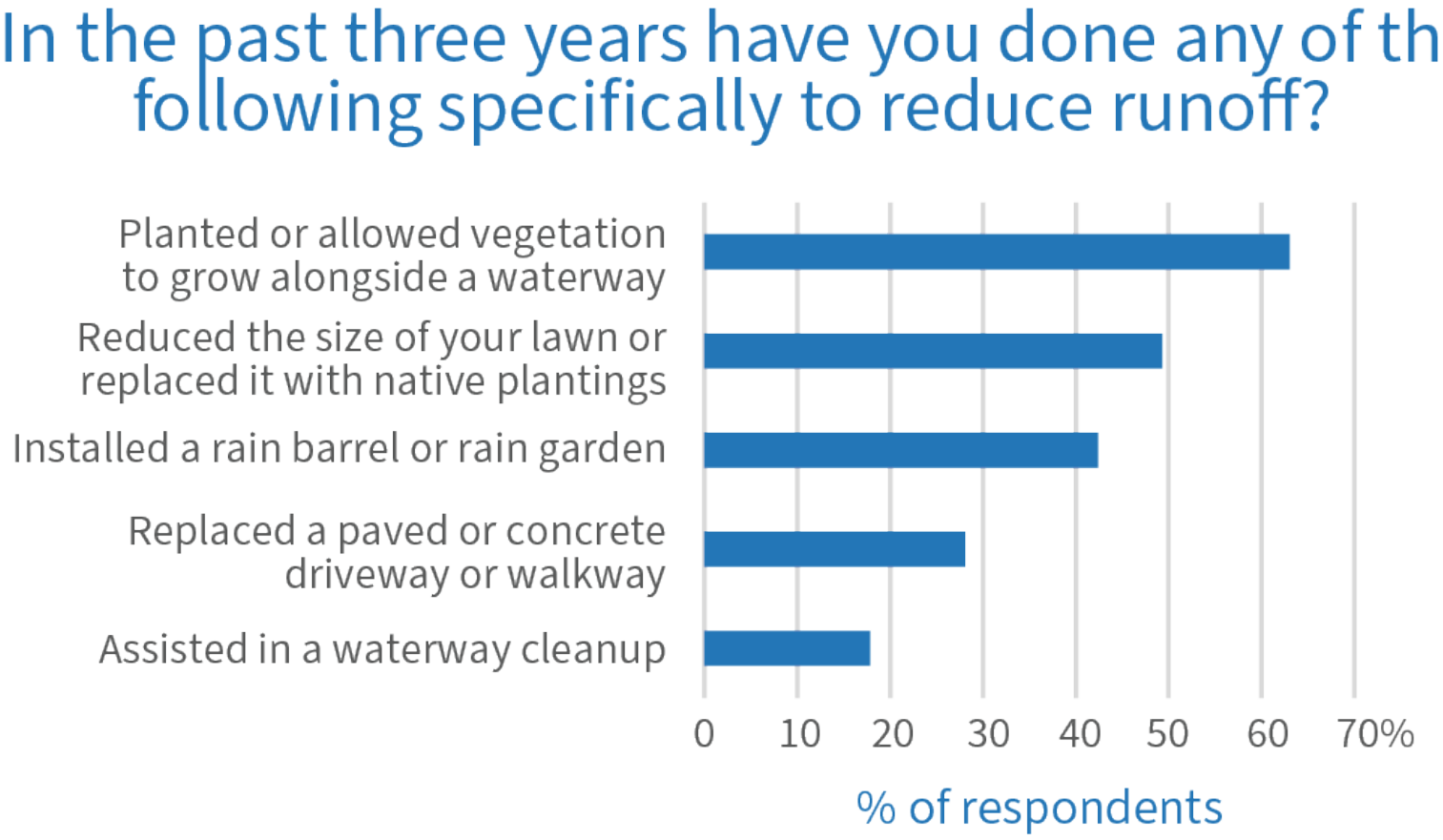

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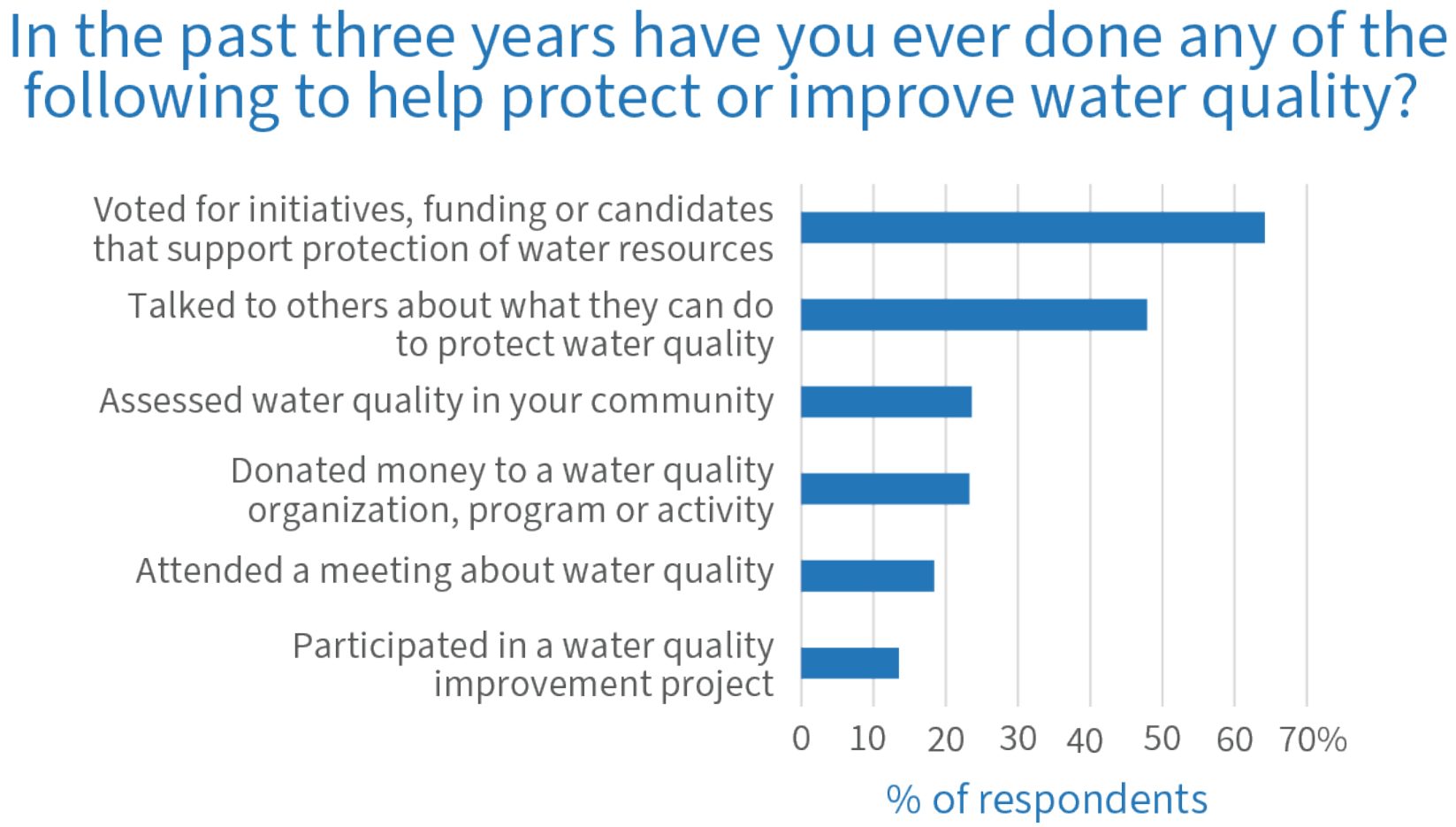

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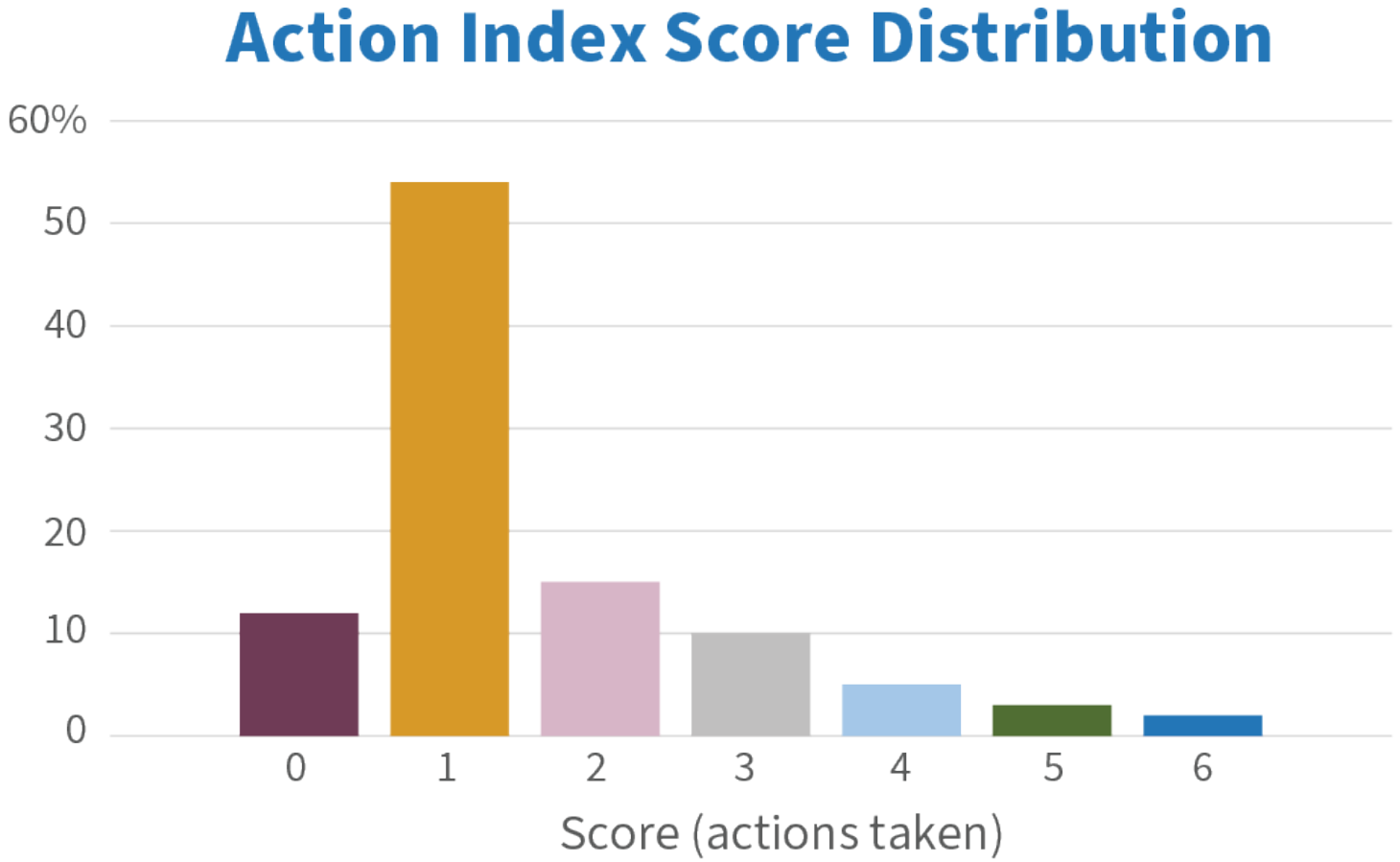

Relationships of Multiple Factors

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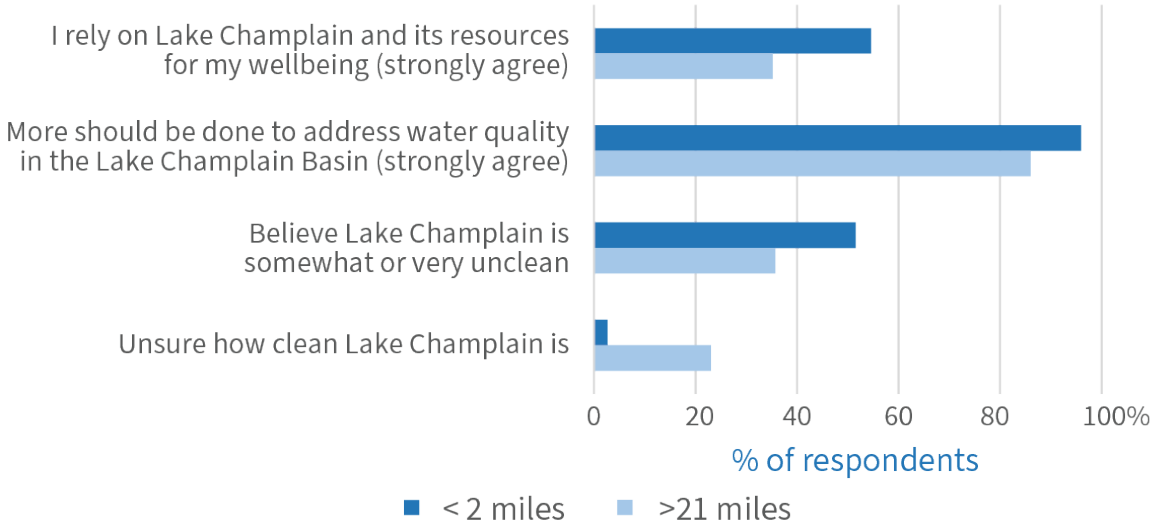
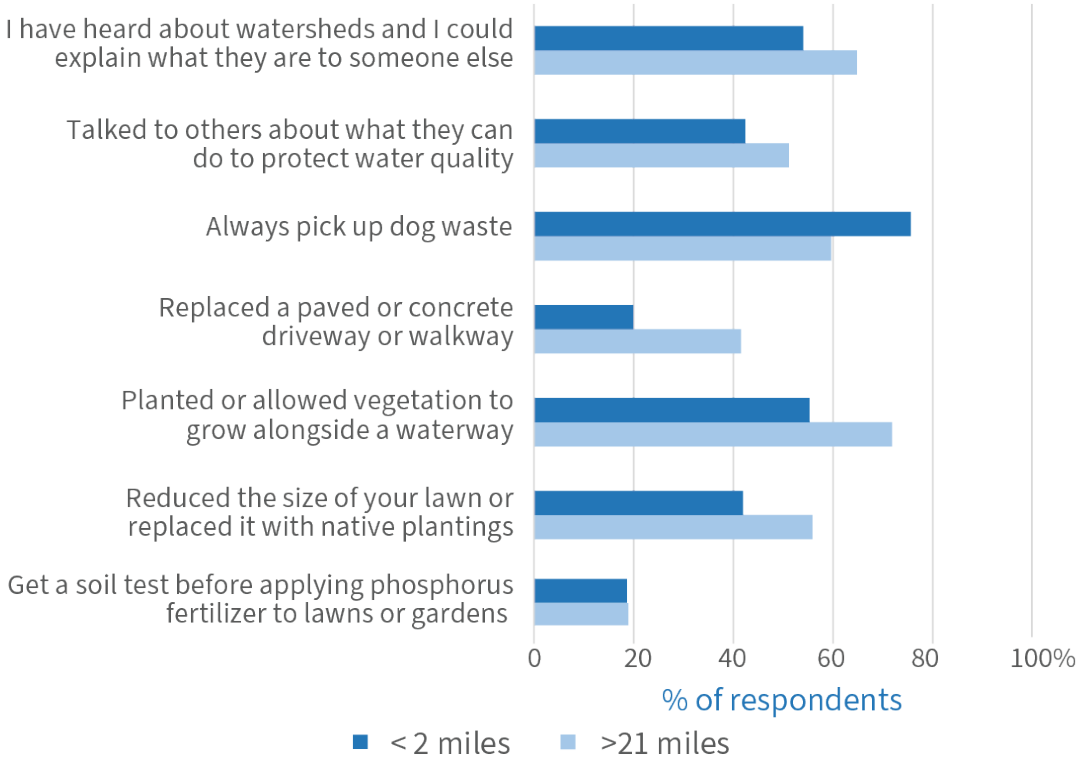
Difference in Attitudes with Distance from Lake



Difference in Action/Knowledge with Distance from Lake



Québec Connection

Strongly agreed or agreed they knew what actions to take to reduce water pollution

80%	Québec
68%	Vermont
66%	New York

Québec Connection

Likeliness to take actions to address water quality in the future

12/15 QC > VT and NY

Survey Applications

Survey Applications

			MISSISQUOI BAY		NORTHEAST ARM*		MALLETTS BAY		MAIN LAKE		SOUTH LAKE	
		Trend Start	STATUS	TREND	STATUS	TREND	STATUS	TREND	STATUS	TREND	STATUS	TREND
CLEAN WATER	Phosphorus in Lake (p. 13)	1990	🔴	~	🔴	👎	🟡	~	🔴	~	🟡	~
	Phosphorus from rivers (p. 14)	1991	🔴	👎	⊘	⊘	🔴	~	🔴	~	⊘	~
	Phosphorus from WWTFs† § (p. 15)	1995	🔵	👍	🔵	👍	🔵	👍	🔵	👍	🔵	👍
	Cyanobacteria blooms (p. 11)	2013	🔴	~	🟡	👎	🟡	~	🟡	~	🟡	~
	Fish consumption advisories† (p. 7)	2018	🟡	~	🟡	~	🟡	~	🟡	~	🟡	~
HEALTHY ECOSYSTEMS	Sea lamprey wounding† (p. 24)	2003	🟡	👍	🟡	👍	🟡	👍	🟡	👍	🟡	👍
	New aquatic invasive species (p. 22)	2018	🟡	👎	🟡	👎	🟡	👎	🟡	👎	🟡	👎
	Invasive water chestnut coverage (p. 26)	2018	🟡	👍	🟡	👎	🔵	~	🟡	~	🔴	👍
CLIMATE IMPACTS	Lake Champlain freeze-over (p. 21)	1906	Trend: Lake surface freezing over less frequently.									

** Northeast Arm indicator statuses and trends for in-lake phosphorus concentrations, tributary phosphorus loading to the Lake, and cyanobacteria blooms do not include data from St. Albans Bay.*

† These lake-wide indicators are the same for all segments.

§ Wastewater treatment facilities

Some trends may be impacted by year-to-year differences in data collection and reporting. This is especially true for cyanobacteria bloom data, which is collected by a network of volunteer community scientists.

Survey Applications

70%
Healthy waterways are a critical part of thriving communities.

27%
I know things I can do to reduce water pollution.

5%
Scored 5 or 6 in Action Index

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Recommendations

- Partner with local TV and radio news shows
- Partner with newspapers
- Developing short informational documents from *State of the Lake*
- Highlight efforts in local communities
- Reinvigorate “Don’t P on the Lawn”
- Select a suite of critical practices that are predicted to have the biggest environmental benefits.

Thank you

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