

# Water Quality Business Owner Survey

## Prepared by

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## On behalf of

Jo Colleran, Natural Resources Manager, City of Minnetonka

## With support from

The Resilient Communities Project

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**Resilient Communities Project**

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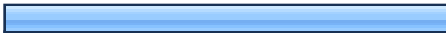


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## **Introduction**

This report was produced by students in COMM 5110: Environmental Communication, taught by Dr. Mark Pedelty during spring semester 2013 at the University of Minnesota. The project was part of the 2012–2013 Resilient Communities Project–City of Minnetonka partnership, which included work on 14 community-identified projects.

Many businesses and industries in Minnetonka use and discharge a significant amount of water and use large amounts of energy as part of their operations. The purpose of this project was to develop education and outreach strategies that assist businesses in the community to address water and energy conservation, as well as surface water protection, through their operations and site management. In collaboration with more than 10 Minnetonka-based businesses, students in COMM 5110 employed both ethnographic and survey methods to understand barriers and opportunities Minnetonka businesses face in pursuing strategies for improving water quality and conservation in their operations.

**1. Which local lake is your business closest to?**

		Response Percent	Response Count
Shady Oak Lake		0.0%	0
<b>Crane Lake</b>		<b>66.7%</b>	<b>4</b>
Glen Lake		16.7%	1
I don't know		16.7%	1
	Other (please specify)		4
	<b>answered question</b>		<b>6</b>
	<b>skipped question</b>		<b>10</b>

**2. Do you think your business benefits from its proximity to the nearby lake? If yes, how so?**

	Response Count
	16
<b>answered question</b>	<b>16</b>
<b>skipped question</b>	<b>0</b>







**3. Does your business currently participate in any community events or programming?  
Please specify**

	Response Count
	16
<b>answered question</b>	<b>16</b>
<b>skipped question</b>	<b>0</b>





**4. How much do you agree/disagree with the following statement: The actions of my business have an impact on the water quality of the local lake**

	I do not agree at all	I don't really agree	I agree somewhat	I completely agree	Rating Average	Rating Count
	12.5% (2)	0.0% (0)	37.5% (6)	50.0% (8)	3.25	16
	answered question					16
	skipped question					0





**5. Which, if any, of the following practices does your business currently implement? Please check all that apply**

		Response Percent	Response Count
Our downspouts are directed to grass or a garden		66.7%	10
We use minimal salt to remove ice		66.7%	10
We ensure lawn and parking lot maintenance staff/contractor attend professional training		53.3%	8
<b>We sweep our parking lot to remove sediment and debris</b>		80.0%	12
We capture runoff from our parking lot		53.3%	8
None of the above		13.3%	2
	Comments		9
	answered question		15
	skipped question		1




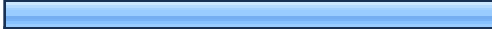


## 6. Where do you think runoff from your property goes after it enters the storm drain?

		Response Percent	Response Count
Mississippi River		25.0%	2
The local lake		12.5%	1
Water treatment plant		12.5%	1
<b>Not sure</b>		<b>50.0%</b>	<b>4</b>
	Other (please specify)		9
<b>answered question</b>			<b>8</b>
<b>skipped question</b>			<b>8</b>







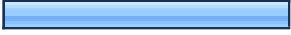
## 7. What do you think is the primary source of pollution in the local lake?

		Response Percent	Response Count
Industrial pollution		6.3%	1
Road runoff (e.g. sand, salt)		37.5%	6
<b>Yard pollution (e.g. pet waste, lawn fertilizer, grass clippings, leaves)</b>		<b>50.0%</b>	<b>8</b>
Air pollution (e.g. acid rain, mercury)		0.0%	0
I don't know		6.3%	1
	Other (please specify)		8
<b>answered question</b>			<b>16</b>
<b>skipped question</b>			<b>0</b>

**8. Who should be responsible for maintaining clean water? Please check all that apply**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Neighborhood residents</b>		<b>80.0%</b>	<b>12</b>
Local businesses		73.3%	11
Environmental non-profits		66.7%	10
City of Minnetonka		73.3%	11
State government		60.0%	9
Watershed Districts		66.7%	10
I don't know		0.0%	0
	Other (please specify)		5
		<b>answered question</b>	<b>15</b>
		<b>skipped question</b>	<b>1</b>

**9. Which of the following would you be willing to add to your business's current practices to protect clean water? Please check all that apply**








		<b>Response Percent</b>	<b>Response Count</b>
<b>Minimize use of salt on the sidewalk and parking lot</b>		<b>78.6%</b>	<b>11</b>
Sweep debris from the walkway and parking lot and properly dispose of it		64.3%	9
Install a raingarden		42.9%	6
Direct downspouts towards a garden or grass		50.0%	7
Install permeable pavers		28.6%	4
Offer customers a discount if they participate in a community project to protect the local lake		28.6%	4
Ensure lawn and parking lot maintenance staff/contractor attend professional training		42.9%	6
None of the above		0.0%	0
<b>answered question</b>			<b>14</b>
<b>skipped question</b>			<b>2</b>






**10. What prevents you from taking action or additional action to protect clean water?  
Please check all that apply**

		Response Percent	Response Count
It's not important to my business		6.7%	1
Not enough physical space		53.3%	8
Legal issues		13.3%	2
I don't have the time		20.0%	3
<b>Too expensive</b>		<b>80.0%</b>	<b>12</b>
The actions of one business won't make a difference		0.0%	0
Nothing prevents me from taking action		13.3%	2
	Other (please specify)		4
<b>answered question</b>			<b>15</b>
<b>skipped question</b>			<b>1</b>








**11. What would help you to take action on your property to protect the water quality of the nearby lake? Please check all that apply**

		Response Percent	Response Count
On-site help from a landscape professional		46.2%	6
Learning more by attending a workshop		53.8%	7
Online resources		38.5%	5
<b>Monetary incentive</b>		<b>76.9%</b>	<b>10</b>
Help with installation		23.1%	3
If my business were advertised as a "clean water" business		23.1%	3
I'm not interested		15.4%	2
	Other (please specify)		6
<b>answered question</b>			<b>13</b>
<b>skipped question</b>			<b>3</b>

**12. The City of Minnetonka is working to prevent polluted runoff from entering area lakes. Would you be willing to participate in a project with your community to improve the water quality of local lakes?**

		Response Percent	Response Count
Yes		20.0%	3
No		20.0%	3
<b>Maybe, I'd like to know more</b>		<b>60.0%</b>	<b>9</b>
<b>answered question</b>			<b>15</b>
<b>skipped question</b>			<b>1</b>

**13. How do you prefer to receive information about activities and projects in the community? Please check all that apply**

		Response Percent	Response Count
Through social media (Facebook, Twitter, etc.)		12.5%	2
Local newspaper		12.5%	2
Neighborhood newsletter		31.3%	5
By mail		50.0%	8
<b>Through Email</b>		<b>81.3%</b>	<b>13</b>
In person (at events, workshops, etc.)		12.5%	2
By visiting a website		37.5%	6
	Other (please specify)		1
<b>answered question</b>			<b>16</b>
<b>skipped question</b>			<b>0</b>

**Page 1, Q1. Which local lake is your business closest to?**

1	N/A	Mar 28, 2013 12:07 PM
2	Medicine	Mar 28, 2013 12:05 PM
3	Lake Minnetonka	Mar 22, 2013 11:42 AM
4	Medicine	Mar 22, 2013 11:40 AM



**Page 1, Q2. Do you think your business benefits from its proximity to the nearby lake? If yes, how so?**

1	Metro Blooms - makes it easier for business to be conducted because of close location to lots of lakes	Apr 17, 2013 12:04 PM
2	Nokomis Hardware - Not necessarily, perhaps as a draw for homeowners.	Apr 17, 2013 12:02 PM
3	Energy Savers Insulation - No	Apr 17, 2013 12:00 PM
4	School - yes, kids have more interest in environment	Apr 17, 2013 11:58 AM
5	5-8 Club - Yes, because of pond hockey, triathlon, baseball teams and a lot of softball teams come after their events.	Apr 17, 2013 11:56 AM
6	RCP in regards to Mississippi River - Cross college effort - spans 7 colleges on TC campus. Draws on breadth and depth. Mississippi as a whole benefits from national park through campus. Lot of projects deal with river specifically, stormwater.	Apr 17, 2013 11:52 AM
7	As a city, any business would benefit because the natural features are an attraction for people to want to be close or to live nearby.	Apr 16, 2013 2:42 PM
8	No	Mar 28, 2013 12:07 PM
9	No	Mar 28, 2013 12:05 PM
10	Wild life, lake look	Mar 22, 2013 12:02 PM
11	No	Mar 22, 2013 12:01 PM
12	yes, for customers(those that live on/near the lake-aka "they're rich")	Mar 22, 2013 11:46 AM
13	Indirect relation, long range plans would help sales at the mall.	Mar 22, 2013 11:45 AM
14	no	Mar 22, 2013 11:43 AM
15	No, doesn't foresee benefits. All land is nondeveloped, so there are no distractions.	Mar 22, 2013 11:42 AM
16	No	Mar 22, 2013 11:40 AM



**Page 1, Q3. Does your business currently participate in any community events or programming? Please specify**

1	Community volunteer events and MPRB clean up day at Lake Nokomis	Apr 17, 2013 12:04 PM
2	Not directly related to Lake Nokomis	Apr 17, 2013 12:02 PM
3	no, none	Apr 17, 2013 12:00 PM
4	School family events	Apr 17, 2013 11:58 AM
5	Yes, donate gift cards to church and school raffles	Apr 17, 2013 11:56 AM
6	Sort of the purpose - connect university with community, make scale of project commensurate with scale of university.	Apr 17, 2013 11:52 AM
7	The city hosts a number of community events and programs. Festivals to natural resource information. Recreation dept. has rec programs throughout the city during the year. Summer festival in June and open house in the fall involving whole community. Volunteers and senior citizen activities. Residents are allowed to volunteer to inspect storm drains and work on habitat restoration.	Apr 16, 2013 2:42 PM
8	No	Mar 28, 2013 12:07 PM
9	Earth Day event every year where vendors come in and do things such as electronic recycling	Mar 28, 2013 12:05 PM
10	yes, Natural resource department	Mar 22, 2013 12:02 PM
11	Kids Fest, Williston Open House, Summer Festival, Fall Family Festival, City of Minnetonka Open House, Citizen Academy	Mar 22, 2013 12:01 PM
12	Yes, charities, international charity/giving	Mar 22, 2013 11:46 AM
13	Minnetonka business, community events in the mall, center court	Mar 22, 2013 11:45 AM
14	yes, on a store level	Mar 22, 2013 11:43 AM
15	yes, this business is involved in many community events. Farmers market	Mar 22, 2013 11:42 AM
16	Earth Day event each year where vendors come and do like electronic recycling	Mar 22, 2013 11:40 AM



**Page 2, Q5. Which, if any, of the following practices does your business currently implement? Please check all that apply**

1	Sweep every spring; Raingardens around city building	Apr 16, 2013 2:43 PM
2	Sweep 5x per week	Mar 28, 2013 12:08 PM
3	Sweep at least 2x per year, runoff drain to pond/swamp	Mar 28, 2013 12:06 PM
4	Capture runoff in Rain gardens, sump manholes	Mar 22, 2013 12:02 PM
5	Sweep as required, capture runoff in east and south retention ponds	Mar 22, 2013 11:46 AM
6	Independent contractor not affiliated with business does lot maintenance	Mar 22, 2013 11:46 AM
7	Sweep a few times a year, plan to capture runoff in raingardens	Mar 22, 2013 11:44 AM
8	Sweep 3x per year and capture runoff in settling ponds/ raingardens	Mar 22, 2013 11:43 AM
9	Sweep at least 2x per year, runoff drains to pond in back	Mar 22, 2013 11:41 AM

**Page 2, Q6. Where do you think runoff from your property goes after it enters the storm drain?**

1	Storm pond connected to Minnehaha Creek	Apr 17, 2013 12:05 PM
2	lake nokomis	Apr 17, 2013 11:58 AM
3	Minnehaha Creek	Apr 17, 2013 11:53 AM
4	Mississippi River and storm water ponds	Apr 16, 2013 2:43 PM
5	Highway pond	Mar 28, 2013 12:08 PM
6	pond/swamp in back	Mar 28, 2013 12:06 PM
7	phosphorus, lawn fertilizers	Mar 22, 2013 12:02 PM
8	no city storm connection to business	Mar 22, 2013 11:43 AM
9	pond/swamp in back	Mar 22, 2013 11:41 AM

**Page 2, Q7. What do you think is the primary source of pollution in the local lake?**

1	yard pollution	Apr 17, 2013 12:05 PM
2	yard pollution	Apr 17, 2013 12:01 PM
3	people, trash	Apr 17, 2013 11:56 AM
4	yard runoff locally	Apr 17, 2013 11:53 AM
5	This is why sweeping is a priority	Apr 16, 2013 2:43 PM
6	and yard pollution	Mar 28, 2013 12:06 PM
7	Road runoff, yard and air pollution	Mar 22, 2013 12:02 PM
8	road runoff	Mar 22, 2013 11:41 AM

**Page 3, Q8. Who should be responsible for maintaining clean water? Please check all that apply**

1	Everyone	Apr 17, 2013 12:05 PM
2	Everyone!	Apr 16, 2013 2:44 PM
3	Everyone	Mar 22, 2013 12:01 PM
4	Everyone	Mar 22, 2013 11:59 AM
5	informant believes everyone plays a role	Mar 22, 2013 11:43 AM

**Page 3, Q10. What prevents you from taking action or additional action to protect clean water? Please check all that apply**

1	looked at green roof, but too expensive	Apr 17, 2013 12:03 PM
2	school district and ease of mowing	Apr 17, 2013 11:59 AM
3	need better salt options	Apr 17, 2013 11:57 AM
4	business already has many clean water practices implemented	Mar 22, 2013 11:43 AM

**Page 4, Q11. What would help you to take action on your property to protect the water quality of the nearby lake? Please check all that apply**

1	Owner doesn't need help, says "We're very self-sufficient"	Apr 17, 2013 12:02 PM
2	reduction in monthly storm water fee	Apr 17, 2013 12:00 PM
3	someone coming in to diagnose or explaining costs	Apr 17, 2013 11:55 AM
4	Funding from the state or watershed districts	Apr 16, 2013 2:45 PM
5	newer best practices	Mar 22, 2013 12:02 PM
6	already doing it	Mar 22, 2013 11:43 AM

**Page 4, Q13. How do you prefer to receive information about activities and projects in the community? Please check all that apply**

1	website: city of minnetonka	Mar 22, 2013 11:43 AM
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