



Johnson Creek Watershed Action Plan **Public Outreach Summary**

Subtask Description
2.1 – Public Outreach Plan Jeanne Lawson Associates (JLA) developed a Public Outreach Plan task responsibility list and schedule for the Watershed Action Plan (February 2003).
2.2.1 – Public Values Poll Developed a postcard mailer for JCWC distribution to publicize the Johnson Creek Watershed online survey (March 2003). Developed survey questions and incorporated team feedback (March 2003) Prepared online survey for uploading to JCWC website, incorporated team feedback (March 2003)
2.2.2 – Grassroots Communication Network Reviewed media and contact list and made suggestions for grassroots communications strategy/targets (April 2003)
2.2.3 – Stakeholder Interviews Worked with JCWC staff to identify stakeholders to be interviewed (April 2003) Developed interview questionnaire based on online survey questions, incorporated team feedback (April 2003) Conducted stakeholder interviews via telephone with five streamside property owners (April 2003)
2.4 – Landowner Participation Strategy Designed ongoing landowner participation and engagement strategy – <i>in progress</i> (June 2003)

Table 1.1 – Participant Profile

IDENTIFIER	NO. OF RESPONSES (ALSO RESIDENT)
Resident of watershed	114
Farmer/Nursery	2 (1 resident)
Business	8 (7 resident)
Public Agency	22 (6 resident)
Other	Common entries: JCWC Board or member, supporter, volunteer, member of nonprofit, student, teacher, interested individual or citizen (0 residents)

Table 1.2 – Values Ranking

Function	Essential	Important	Inconsequential
Wildlife Habitat	123	18	
Clean Water	119	22	
Support Fish	110	29	2
Open Space	102	39	1
Flood Protection	59	70	12
Education	59	77	4
Aesthetics	58	76	8
Recreation	41	84	15

Table 1.3 – Perceived Threats

THREAT	SERIOUS	MODERATE	LOW	NOT A PROBLEM
Water Pollution	105	33	3	0
Loss of Habitat	102	34	5	0
Fish Population Decline	102	38	2	0
Loss of Wetlands	99	37	6	0
Loss of Vegetation or Increase of Invasive Plants	98	36	7	0
Loss of Wildlife	84	44	12	0
Loss of Open Space	60	69	12	1
Flooding	39	67	27	6
Limited Recreational Opportunities	10	56	59	15

Table 1.4 – Action Priorities

Watershed Health Action	Total \$
Clean Water	3788
Supporting Fish	2547
Wildlife Habitat	2424
Open Space	2057
Flood Protection	1524
Recreation	542
Education	985
Aesthetics	333