

# Restoration choice: Attitudes, perceptions, and values in the Johnson Creek watershed

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# Stewardship and Streamside Restoration

- Previous research emphasized rural and natural resource lands  
(e.g. Langpap, 2004; Lynch & Brown, 2000)
- Calls for study of residential lands  
(Armstrong & Stedman, 2012; Booth et al., 2004; Cook, Hall, & Larson, 2012)
- Mitigate increasing pressure from urbanization  
(Booth et al., 2004, p. 1361; Wahl, Neils, & Hooper, 2013)
- Streamside benefits (Thompson & Parkinson, 2011)
  - In-stream benefits (Shandas & Alberti, 2009; Thompson & Parkinson, 2011)

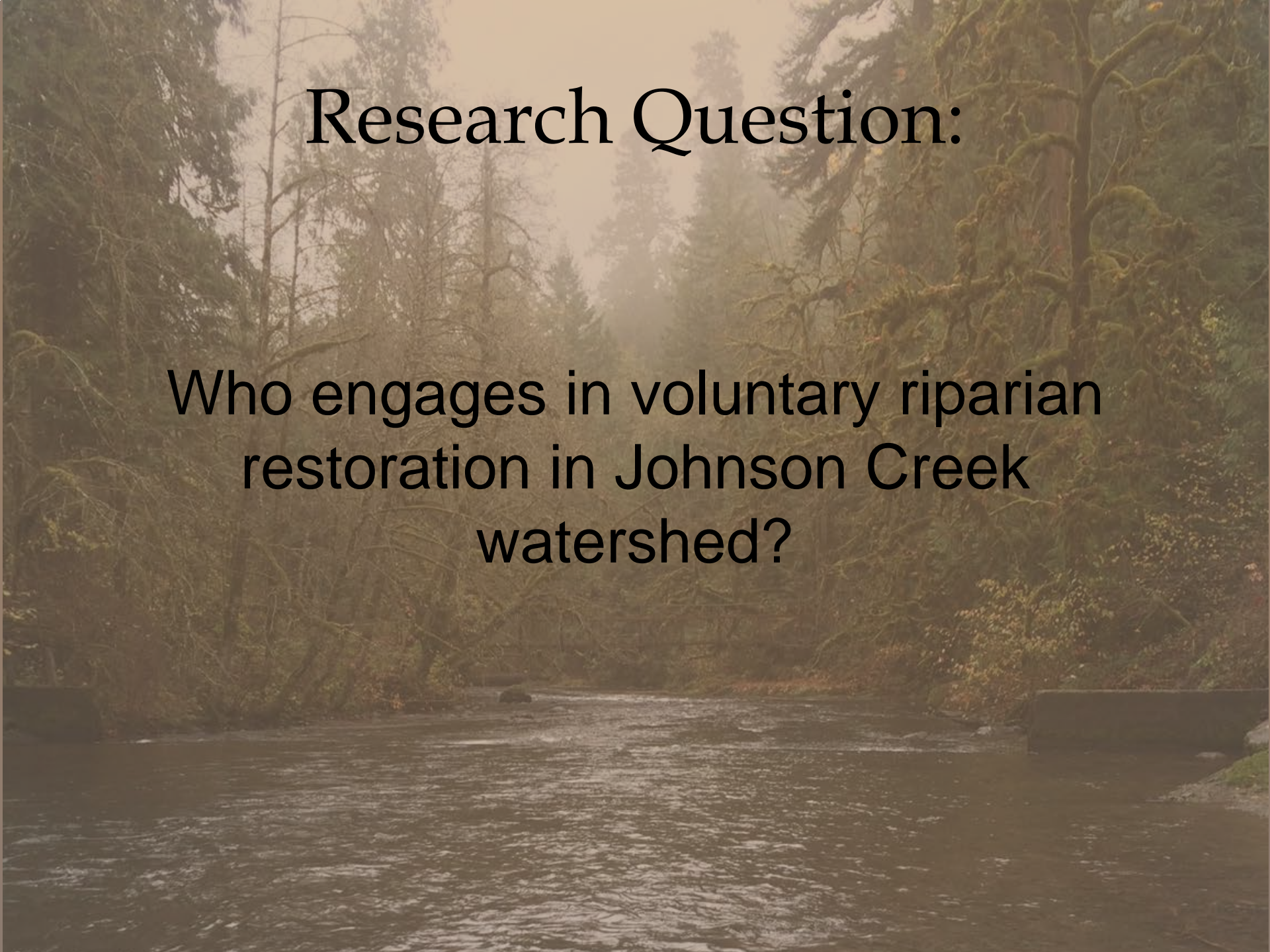
# Perceptions and Values

- Perceptions
  - Nonmonetary values—aesthetic enjoyment  
(Koontz 2001; Kenwick, Shammin, & Sullivan, 2009; Kaplowitz & Lupi, 2012)
  - Doesn't always translate to action  
(Shandas, 2007)
- Schwartz Value Survey (Schwartz 2012)
  - Environmental Values  
(Dietz, Fitzgerald, & Shwom, 2005; Nordlund & Garvill, 2002; Schultz et al., 2005)

# Johnson Creek Watershed

- 2013 increase: (American Community Survey, 2014)
  - 3,200 to Multnomah County
  - 3,600 to Clackamas County
- Urban growth boundary
- 12 salmonids were listed as endangered during the 1990s (Harris, 2011)



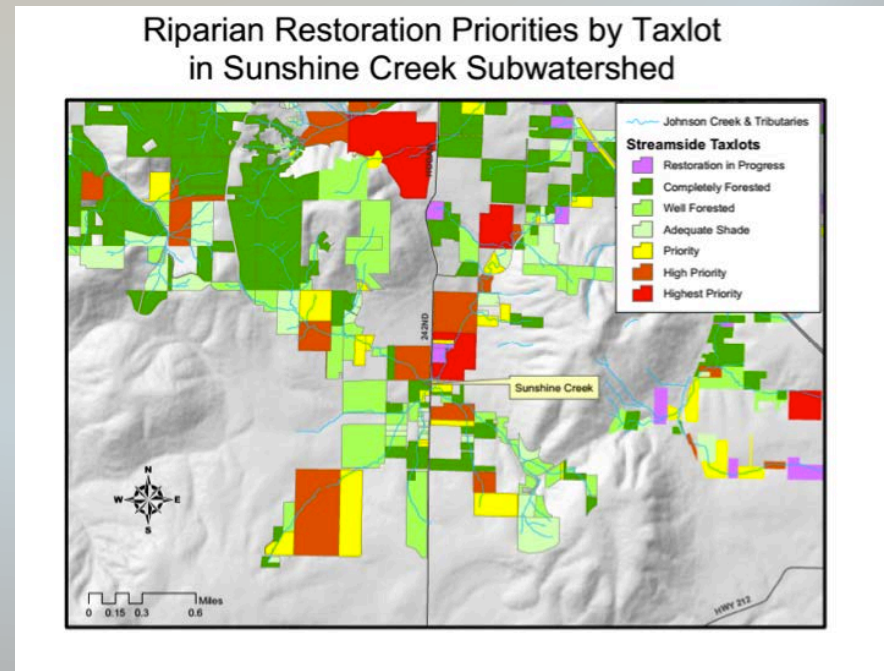
A photograph of a stream flowing through a dense forest. The water is dark and turbulent, with white foam from rapids. The banks are covered in lush green vegetation and moss-covered trees. The atmosphere is misty and overcast. The text is overlaid on the upper half of the image.

# Research Question:

Who engages in voluntary riparian restoration in Johnson Creek watershed?

# Sampling

- Aligned with priority areas for restoration (Sunshine Creek, Badger Creek, Kelly Creek, and Upper Mainstem)
- Largely rural residential, small hobby farming, near newly incorporated City of Damascus
- Survey input from JCWC, Conservation Districts, landowners
- Sampling
  - All perennial streamside landowners
  - Sample of intermittent
  - Total: 500
  - 28% Response rate




# Survey Questions

- Demographics
- Perceptions of overall/property stream health
- Stream improvement activities
- Incentives and barriers for stream improvement
- Schwartz values survey

**Johnson Creek Watershed**

The purpose of this survey is to better understand how landowners in the Johnson Creek Watershed use their land and the creek it is on. Your responses to the survey will remain anonymous and are important to understanding the variety of values that are represented in the watershed.

The area of the Johnson Creek Watershed is represented in the map below. It includes Crystal Spring Creek, Enrol Creek, Veterans' Creek, Mitchell Creek, Kelley Creek, Butler Creek, Hogan Creek, Sunshine Creek, Badger Creek, and, of course, Johnson Creek. The Johnson Creek Watershed crosses two counties (Clackamas and Multnomah) and five cities (Damascus, Gresham, Happy Valley, Milwaukie, and Portland).



Do you own your home?

Yes

No

If you own your home, how long have you owned it?

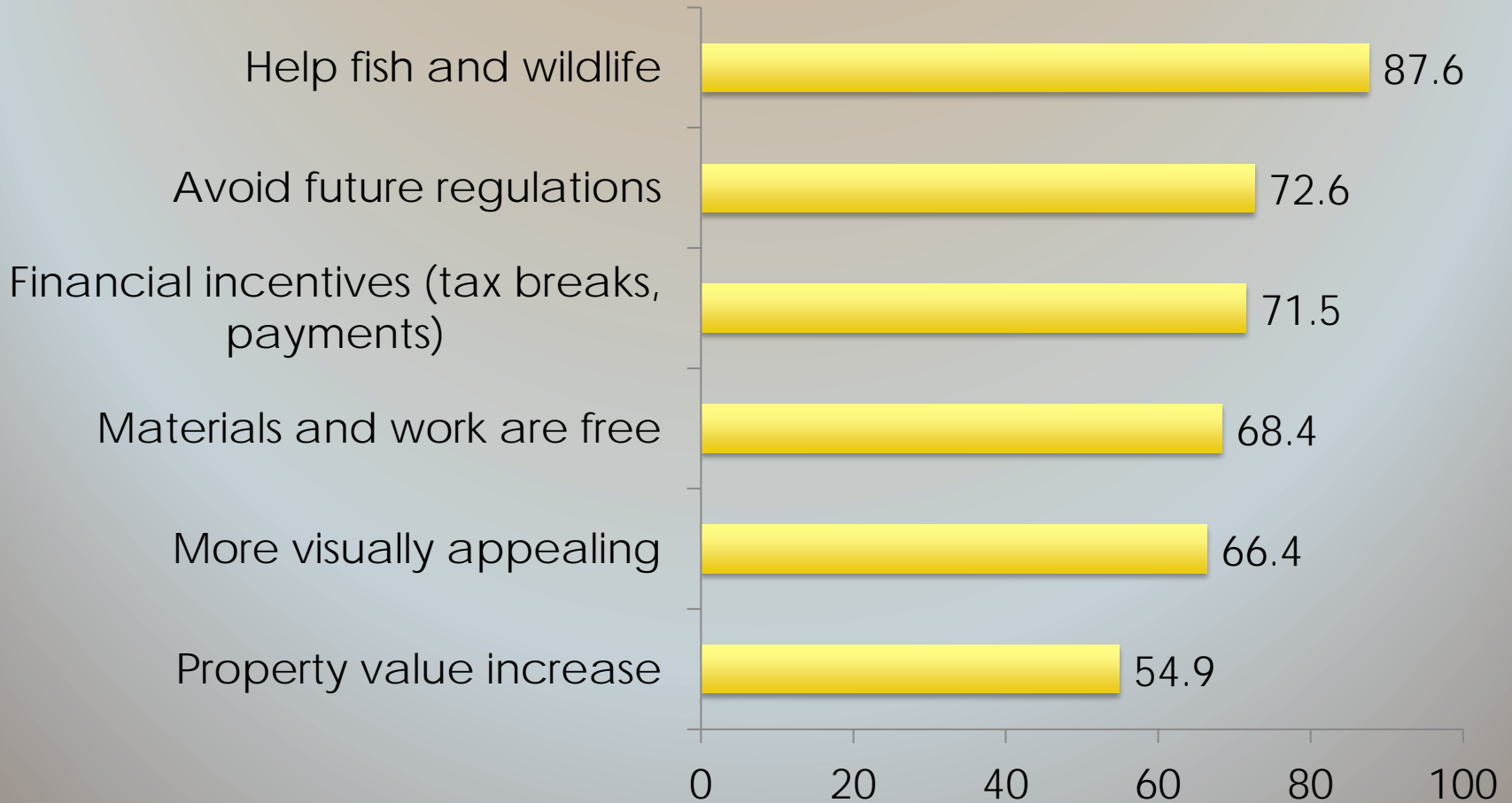
1-5 years

# Landowner Characteristics

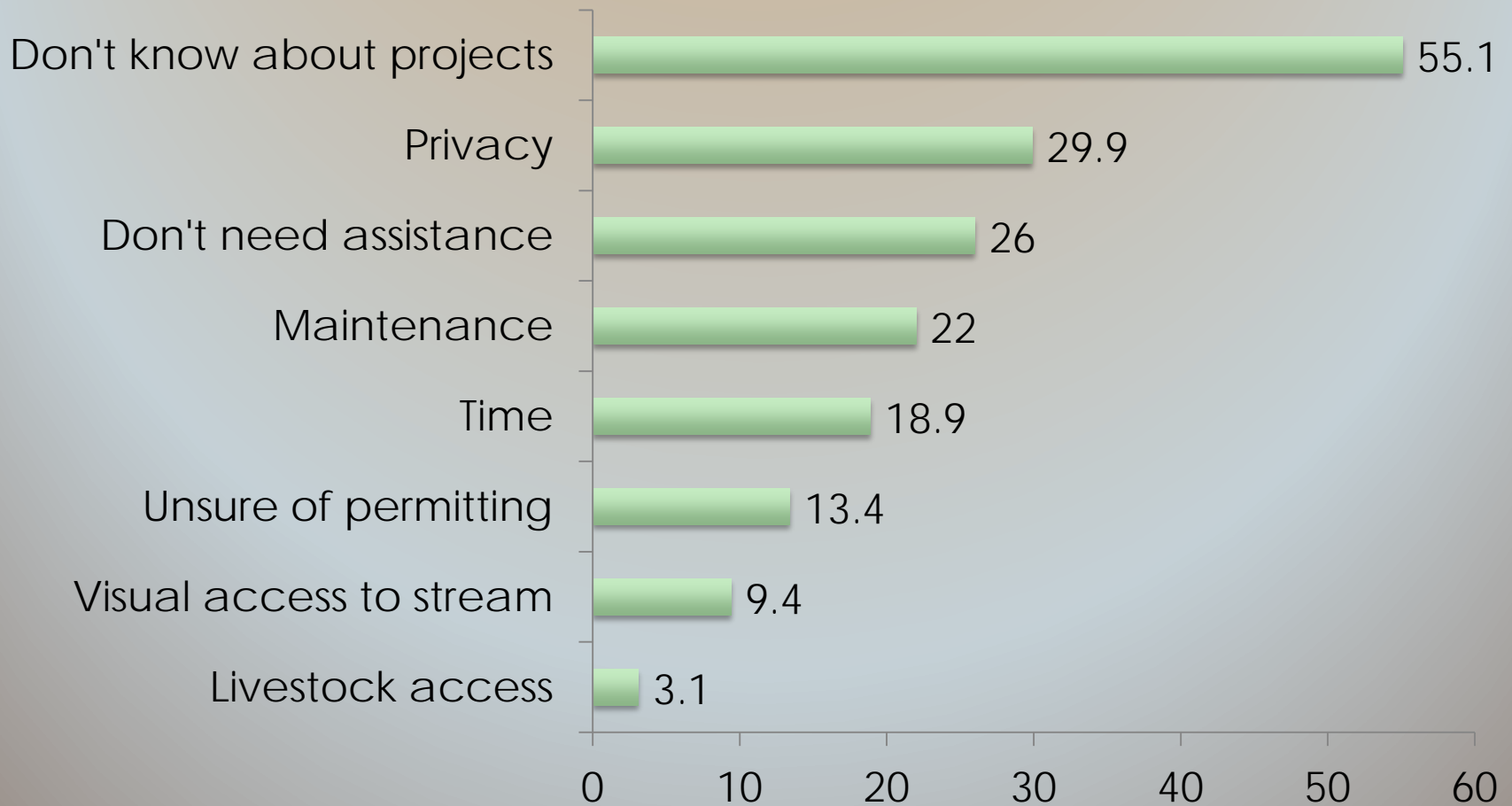
- Gender: 57% male, 41% female
- Age: 84% between 41-74
- Education: 60% have a degree
- Home ownership: 45%  $\geq$ 20 years; 22% 10-20
- 36% worked with agency doing restoration
- Political views:
  - 32% conservative
  - 28% independent
  - 32% liberal
- Over 90% of respondents vote in all elections
- 53% donate to environmental organizations



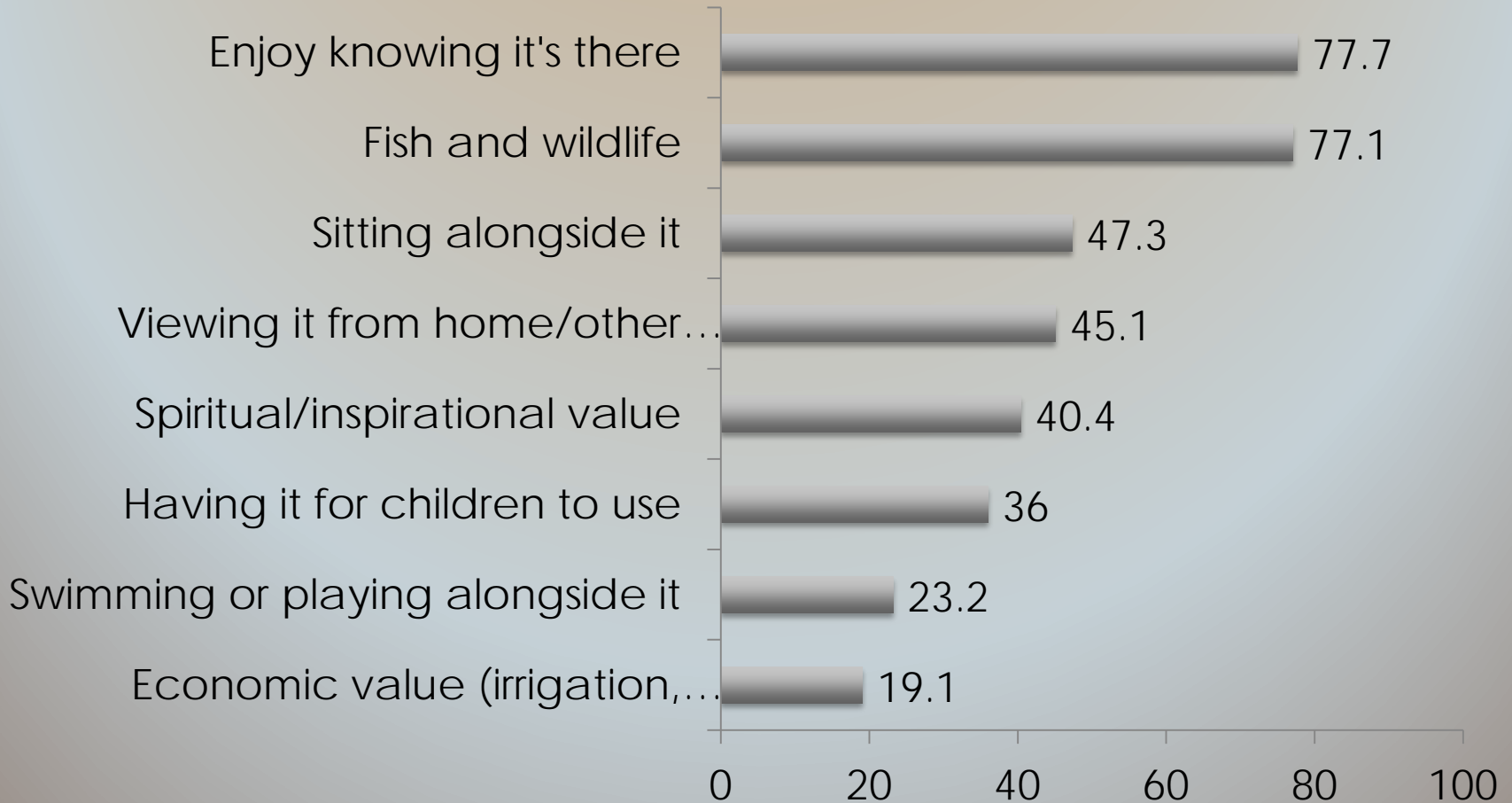
Percentage of respondents that felt  $x$  was important or very important for taking advantage of projects/opportunities for creek improvement.



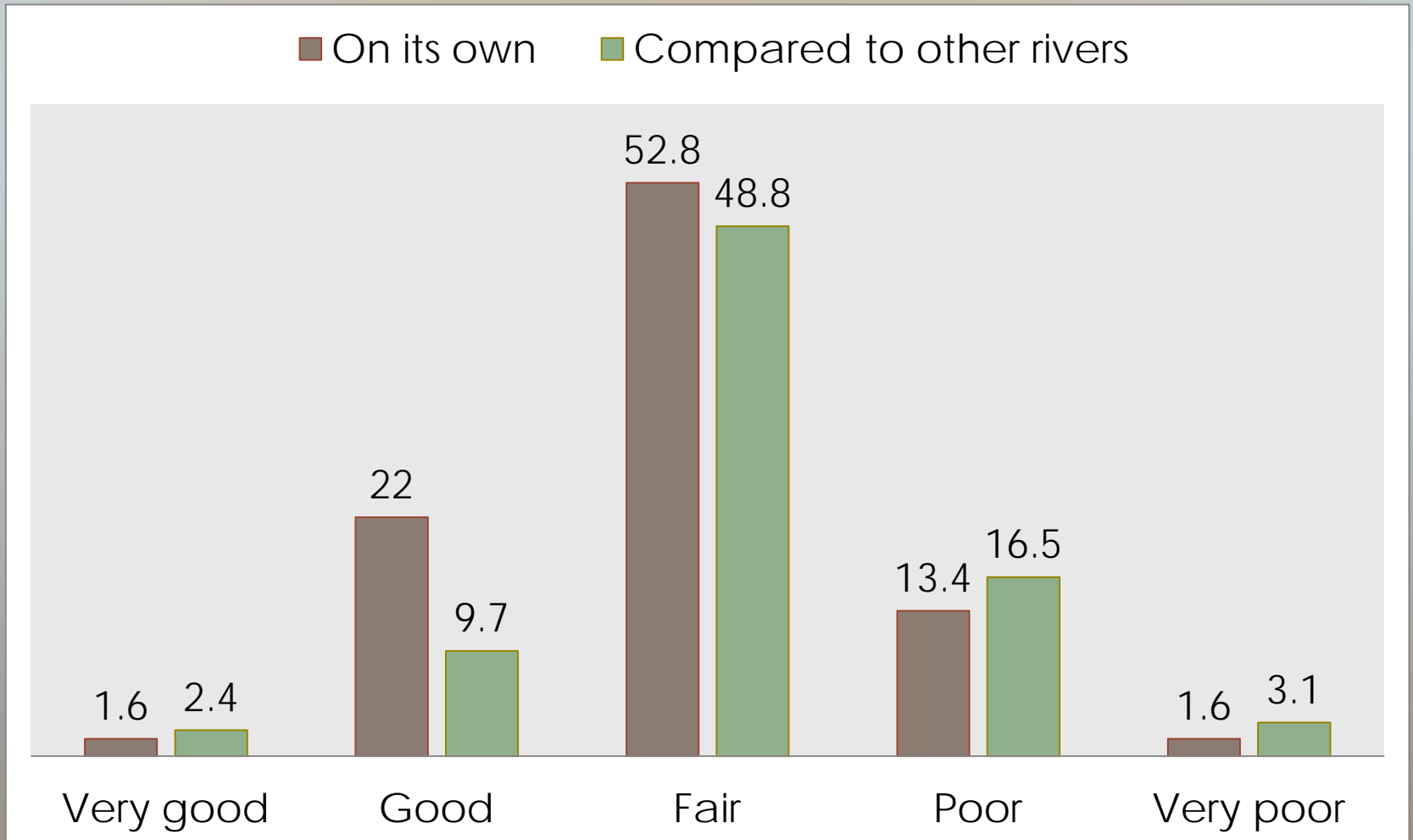
# Percentage of respondents selecting $x$ barriers to participation.



# Percentage of respondents selecting important or very important for $x$ use.



# Looking at the health of Johnson Creek, how clean is it?



(1)

(2)

(3)

(4)

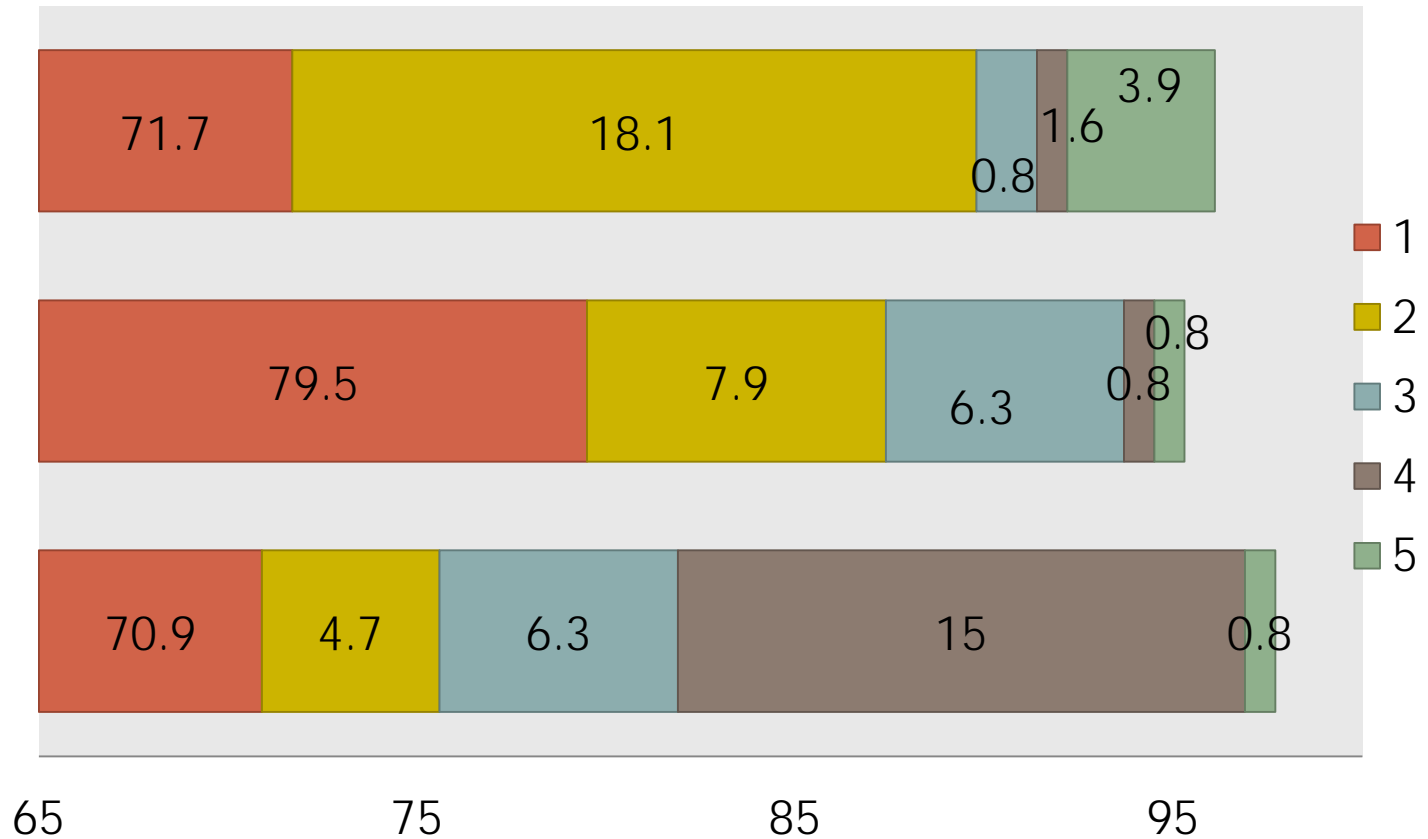
(5)



Which image is most appealing visually?

Which image looks healthiest for a creek?

Which image looks closest to your property along the creek?



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