

# Norfolk Insider

City of Norfolk, NE

[www.ci.norfolk.ne.us](http://www.ci.norfolk.ne.us)

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## “Storm Water Information” by Jim Koch



The City of Norfolk has adopted a Stormwater Plan that outlines best management practices for protecting the condition of the stormwater that drains from Norfolk into our rivers and streams. One of the requirements of the storm water plan is a study to measure our efforts toward improving knowledge about storm water quality. We conducted a five question survey via city resident water billing statements in 2007 and again in 2010 to determine whether Norfolk residents are becoming more informed about protecting stormwater. The results are summarized in the following.

The first question asked, “Is the water that goes down the storm sewer inlet treated before being released into our rivers?”

**2007** – YES 37.8% NO 62.2%

**2010** – YES 31.3% NO 68.7%

The correct answer would be: NO. The results are encouraging as more people (6.5%) understand that the runoff of storm water goes directly into the river untreated.

The second question, which was generated from a national database, asked “Are household generated pollutants a significant contributor to water pollution?”

**2007** – YES 80.3% NO 19.7%

**2010** – YES 82.4% NO 17.6%

The correct answer would be: YES. The results are also encouraging as they increased by 2%.

The third question is the most troubling of the five which asked “Have you previously received information related to stormwater pollutants?”

**2007** – YES 13.9% NO 86.1%

**2010** – YES 30.8% NO 69.2%

Even though we have raised awareness 17%, my goal was much higher. I had hoped for 50% or more.

We have placed articles in our newsletter. Our website contains much information on stormwater management practices. Newspaper articles have been written on the topic. Video ads have been shown on Cable TV for two years on various channels at various times. A few meetings have been held with the public. We’ve determined that maybe this exposure did not register as meaning “received information about storm water.”

The fourth question stated: "Does your community have a storm water management plan?"

**2007** – YES 70.1% NO 29.9%

**2010** – YES 78.4% NO 21.6%

Even though we raised awareness 8% I was expecting a higher number. We need to reduce the NO's to 10%. Everyone in the world can view our plan on the City of Norfolk's website: <http://www.ci.norfolk.ne.us/street> and follow the links to storm water. For direct access to Norfolk's storm water management plan go to [http://www.ci.norfolk.ne.us/Street/city\\_of\\_norfolk\\_stormwater\\_management.htm](http://www.ci.norfolk.ne.us/Street/city_of_norfolk_stormwater_management.htm).

The fifth and last question asks: "How would you rate the importance of eliminating pollutants in the stormwater runoff?"

**2007** – VERY IMPORTANT 67.5% SOMEWHAT IMPORTANT 29.5% NOT IMPORTANT 2.9%

**2010** – VERY IMPORTANT 70.6% SOMEWHAT IMPORTANT 27.0% NOT IMPORTANT 2.4%

With all the problems in the world I think the positive expressions to this question are significant. Seventy percent is a strong sense of concern.

Where do we go from here? We will continue to offer more information to as many people as we can and hope it meets with positive response.