

# Appendix D: Stakeholder Survey Report





# Memo

**To:** Marion County Steering Committee  
**From:** Oregon Partnership for Disaster Resilience  
**Date:** May 9, 2010  
**Re:** Organizational Survey Summary

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## Background

Marion County is working with the Oregon Partnership for Disaster Resilience and the Community Planning Workshop (CPW) at the University of Oregon to update their Natural Hazards Mitigation Plan (NHMP). The primary purpose of natural hazard planning is to identify community policies, actions, and tools for implementation that will result in a reduction in risk and potential for future losses as a result of natural hazards. The process of updating an NHMP involves engaging a broad and diverse group of community stakeholders to assist in providing information and identifying achievable mitigation strategies.

## Purpose

The organizational survey provided an opportunity for stakeholders and steering committee members to give feedback on issues related to natural hazard mitigation planning in Marion County. The purpose of the survey was to identify the perceptions of natural hazard mitigation planning in Marion County and assess the extent to which organizations are working to achieve mitigation goals. The survey contained 13 questions divided into sections regarding perceived natural hazard threats, mitigation priorities, partnerships and support, and organizational specific information. The total number of responses was 31. The survey responses are summarized in this memo and will help develop strategies to increase organizational participation and cooperation in implementing the updated natural hazard mitigation plan.

## Methodology

The survey was designed by CPW in February 2010. It was distributed, as a web-based survey, in March 2010. Survey participants included key stakeholders identified by the Marion County steering committee, and the committee members themselves.

## Respondent Characteristics

The personal information section of the survey asked respondents to identify the organization they represent and the jurisdiction where the organization is located. Of the 26 respondents who indicated their organization's location, 21 (84%) were located in Marion County. The remaining 16% were located in Linn, Polk or Lincoln counties. Represented organizations include the following:

American Red Cross	Marion County Soil & Water Conservation District
City of Keizer	Mid-Willamette Valley Council of Governments
City of Silverton	Public School District
Department of Geology and Mineral Industries	Refuse and Recycling Company
Home Builders Association	Seniors and People with Disabilities
Hospital	Watershed Council
Marion County Farm Bureau	Woodburn Area Chamber of Commerce
Marion County Public Works	

## Perceived Natural Hazard Threats

**Q1. Please select the hazard that you think is the highest threat to your community (consult the table below for the list of hazards and responses).**

The majority of respondents (45%) identified flood as the most threatening natural hazard. The next most popular answer was earthquake (35%), severe winter storm/ice storm (16%), and severe thunderstorm/high wind (3%).

Natural Hazard	Count	Percent
Drought	0	0%
Earthquake	11	35%
Flood	14	45%
Landslide	0	0%
Severe Winter Storm/Ice Storm	5	16%
Severe Thunderstorm/High Wind	1	3%
Wildfire	0	0%

Total respondents (n=31)

**Q2. Please select the hazard that you think is the second highest threat to your community:**

The answers for this question were more diverse. The most popular answer of the respondents was severe winterstorm/ice storm (38%). The other indicated natural hazards include flood (23%), earthquake (16%), severe thunderstorm/high wind (7%), landslide (3%), and wildfire (3%). One respondent commented that in their view, climate change was the second highest threat.

Natural Hazard	Count	Percent
Drought	0	0%
Earthquake	5	16%
Flood	7	23%
Landslide	1	3%
Severe Winter Storm/Ice Storm	12	38%
Severe Thunderstorm/High Wind	2	7%
Wildfire	3	3%
Other (climate change)	1	3%

Total respondents (n=31)

## Mitigation Priorities

**Q3. The following statements will help us identify your community's priorities in regards to natural hazard planning. Please tell us how important each one is to you.**

Very few respondents felt that any factors were unimportant. The factors that ranked as highest importance include protecting critical facilities (97%), protecting and reducing damage to utilities (87%), strengthening emergency services (68%), and protecting property. The factors that ranked lower in the very important category were disclosing risks during real estate transactions (32%), enhancing the function of natural features (13%), and protecting historical landmarks (7%).

	Very Important	Important	Neither	Unimportant	Very Unimportant
<b>Protecting Property</b>	55%	42%	3%	0%	0%
<b>Protecting Critical Facilities</b>	97%	3%	0%	0%	0%
<b>Enhancing the function of natural features</b>	13%	55%	23%	10%	0%
<b>Protecting historical landmarks</b>	7%	52%	36%	3%	3%
<b>Protecting and reducing damage to utilities</b>	87%	10%	3%	0%	0%
<b>Strengthening emergency services</b>	68%	26%	3%	3%	0%
<b>Disclosing risks during real estate transactions</b>	32%	42%	26%	0%	0%

Total respondents (n=31)

**Q4. A number of community-wide activities can reduce our risk from hazards. These activities fall into six broad categories. Please tell us how important you think each one is for your community to consider pursuing.**

Most respondents felt that all of the categories were important. The categories that ranked highest importance include emergency services (94%), public education and awareness (87%), and prevention (84%). Other important categories include structural projects (71%), property protection (61%), and natural resource protection (58%).

<b>Activity</b>	<b>Very Important</b>	<b>Neither</b>	<b>Unimportant</b>
<b>Prevention</b>	84%	16%	0%
<b>Property Protection</b>	61%	39%	0%
<b>Natural Resource Protection</b>	58%	42%	0%
<b>Structural Projects</b>	71%	23%	0%
<b>Emergency Services</b>	94%	6%	0%
<b>Public Education &amp; Awareness</b>	87%	13%	0%

Total respondents (n=31)

## Partnerships and Support

### Q5. In your opinion, how would you rank the support for natural hazard mitigation amongst the following entities of your community?

Respondents identified local government agencies as the highest ranked category (27%) with unanimous support for natural hazard mitigation. In general support for natural hazard mitigation is concentrated in the mid-level ranges. There is neither overwhelming support for, nor resistance against natural hazard mitigation.

	Not Supportive	Supported by Some	Supported by Most	Supported by All
<b>Community Members</b>	3%	68%	29%	0%
<b>Businesses</b>	3%	68%	29%	0%
<b>Non-Governmental Organization</b>	3%	58%	39%	0%
<b>Local Government Agencies</b>	3%	17%	53%	27%
<b>Political Leaders</b>	6%	29%	55%	10%

Total respondents (n=31)

### Q6. We would like to understand the partnerships that exist within your community. What kind of partnerships does your organization have with the following entities:

Partnerships between nonprofit organization, and neighboring government agencies and political leaders appear to be the strongest in Marion County. However, nearly half of all the respondents indicated that partnerships among all the listed categories were somewhat strong. Respondents identified community groups and private investors as having the weakest partnerships.

	Very strong	Somewhat Strong	Somewhat weak	Weak	Nonexistent
<b>Community/Neighborhood Groups</b>	7%	54%	29%	10%	0%
<b>Private Investors</b>	7%	48%	29%	13%	3%
<b>Nonprofit Organizations</b>	29%	45%	23%	3%	0%
<b>Governmental Agencies of Neighboring Communities</b>	32%	55%	10%	3%	0%
<b>Political Leaders of Neighboring Communities</b>	16%	58%	20%	6%	0%

Total Respondents (n=31)



## Organizational Information

### Q7. What is your organization currently doing to reduce your community's risk from natural hazards?

The most popular natural hazard mitigation activity among respondents was natural resource preservation (56%). Participating in structural related projects was the next most popular activity (40%). Participants were given the opportunity to list additional activities. This list included offering local land use planning assistance, educating the general public and students, and providing access to natural hazard mitigation related information.

Activity	Percent
Hosting Community Education Events	32%
Participating in Structural Related Natural Hazard Mitigation Project	40%
Working with at Risk Communities	36%
Preserving Natural Resource	56%

Total respondents (n=25)

### Q8. Are there any specific risk reduction projects that your organization is interested in implementing internally or assisting other organizations/agencies with externally?

Most participants chose not to answer this question. However, five respondents shared the following statements (n=5):

- Community preparedness events
- Fixing the Chapin Ditch banks to keep high flood waters from washing away the rest of the bank and flooding over 2000 acres now drained by Chapin Ditch
- Assisting in the coordination and development of hazard plans and projects
- Pandemic flu and disaster planning

**Q9. Are there ways in which your organization can contribute to regional coordination to reduce risk from natural hazards?**

The majority of respondents (82%) are proponents of participating in risk reduction education programs. Respondents indicated they are supportive of developing coordinated natural hazard mitigation strategies with regional stakeholders. Respondents were less enthusiastic about a regional based natural resource preservation plan. One participant commented that their organization could assist in improving the communication with local government leaders.

Activity	Percent
Develop a coordinated risk reduction strategy with other regional stakeholders	79%
Participate in risk reduction education programs	82%
Establish a mechanism for sharing natural hazard mitigation related information and networking among neighboring jurisdictions.	54%
Assist in developing a regional based natural resource preservation plan	39%

**Q10. In your opinion, what are some additional or new ways your organization could help your community reduce the risk of future natural hazards?**

Only six participants responded to this question. Their comments included the following (n=6):

- On going education
- Agricultural tours that show the damage that can be done by building projects in the wrong areas and forced federal projects threaten agricultural livelihoods
- Help communities improve local development codes
- Tighten zoning regulations regarding water corridors and groundwater
- Improve public outreach and flood insurance awareness
- Create an interactive web site of natural hazards that can be property specific

**Conclusion**

This survey identified the perceptions of natural hazard mitigation planning in Marion County and assessed the extent to which organizations are working to achieve mitigation goals. The results of the survey will help develop strategies to increase organizational participation and cooperation in implementing the updated natural hazard mitigation plan.