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FOR IMMEDIATE RELEASE

**SALUDA-REEDY WATERSHED CONSORTIUM LAUNCHES ONLINE SURVEYS
TO GAUGE PUBLIC AWARENESS OF WATERSHED ISSUES**

In collaboration with Clemson University and the Center for the Advancement of Marketing and Social Science (CAMSS), the Saluda-Reedy Watershed Consortium (SRWC) has launched a series of online surveys for community residents and leaders in government and business throughout the Saluda-Reedy watershed.

The surveys are now available to the public online via links on the following websites:

Upstate Forever: <http://www.upstateforever.org>

Saluda-Reedy Watershed Consortium: <http://www.saludareedy.org>.

What are the surveys for?

The purpose of the surveys is to provide a guide for the outreach and education work of the Saluda-Reedy Watershed Consortium. Four web-based surveys have been developed: One for Upstate citizens in general; one for municipal officials, one for environmental professionals; and one for developers and construction professionals. A survey takes about 15 to 20 minutes to complete.

“One of the primary purposes of this survey is to open up dialogue among different members of the community,” explained survey project co-director Dr. Catherine Mobley of Clemson University’s Department of Sociology. The surveys will help the Consortium assess which issues are most important to the public and to specific user groups, and how these issues drive individual and community decisions about water quality protection.

Earlier this summer, over 800 community residents had an opportunity to participate in a related study through a telephone survey about watershed protection. “The telephone survey allowed us to gain an initial understanding of public opinion. The web surveys will allow us to go a step further, incorporating the kinds of visual images that could not be used during the phone survey,” said survey project co-director Dr. Jim Witte of Clemson University’s Department of Sociology.

What is the Saluda-Reedy watershed, and why is it important?

The Saluda-Reedy Watershed is – quite simply – the entire land area that drains to Lake Greenwood. It encompasses over 1100 square miles, includes nearly 1500 miles of streams, and is over 80 miles long. “Though its boundaries are subtle and pass unnoticed by most of its residents, what happens within our watershed has a real impact on our rivers – and on our quality of life,” explained Jason Van Driesche, project coordinator for the Saluda-Reedy Watershed Consortium.

Most of the drinking water that watershed residents consume comes from the rivers and streams of the Saluda-Reedy watershed. These same rivers and streams receive stormwater and treated sewage from hundreds of thousands of streets and homes. And much of the growth in the watershed is fueled by a desire to live along the shores of these same rivers and lakes.

From the falls of the Reedy in downtown Greenville to Lake Greenwood’s tranquil shores, the rivers and lakes of our watershed are central to what makes the Upstate such a special place. They are also a critical element of the natural infrastructure that keeps our economy strong. “Future growth depends on protecting water quality – not just in the rivers themselves, but across the watershed as a whole,” Van Driesche said.

Who can I contact for more information?

For more information about the Saluda-Reedy watershed and the project as a whole, contact:

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