Chassahowitzka River Initial Survey Report



This report represents data collected January 4 – 18, 2022

Submitted by

Sara Fay Project Lead

Robin Grantham SWFWMD Research Manager



Table of Contents

Executive Summary	1
Sample Demographics	
River Behaviors & Opinions	5
Appendix I: 2022 Chassahowitzka River Survey Questions	20
Appendix II: Agreement statements all counties	22
Appendix III: Other challenges listed	2e

Executive Summary

Introduction & Background

The Southwest Florida Water Management District launched a campaign in 2021 that educated visitors of the Weeki Wachee River (target audience) about the recreational best management practices that would help protect the river and reduce ecological impacts. Due to the success of that campaign and similar challenges facing the Chassahowitzka River, the District is launching a similar campaign.

The District-led campaign will be launched in 2022 and is intended to educate targeted audiences about the recreational best management practices that will help protect the Chassahowitzka River and reduce ecological impacts. Prior to the launch of the campaign, the District collaborated with The Taproot Agency to gather initial data regarding visitor behaviors at the river. A post-survey will determine whether behaviors have changed as a result of the campaign.

Methods of Data Collection and Analysis

The Taproot Agency deployed a social media survey using the ads function of the Facebook platform. The ad was active January 4 - 18, 2022, and gathered 516 total responses.

Parameters were set for the Facebook ad to run in the geographic area of the following FL counties: Citrus, Hernando, Hillsborough, Pasco, Pinellas and Polk. Respondents were only excluded based on whether or not they had visited the Chassahowitzka River. If their response was "more than five years ago," "don't know" or "never visited," they were terminated from the survey. The sample resulted in a theoretical margin of error of approximately +/-5% at the 95% confidence level.

Sample Demographics

When was the last time you visited the Chassahowitzka River?

	Percentage of total responses
Within the last six months	59%
6 months to one year ago	17%
One to five years ago	13%
More than five years ago*	5%
Don't know*	2%
Never visited*	4%

^{*}Respondent was terminated as not qualified for this survey.

In which Florida county do you live?

	Percentage of total responses
Citrus	40%
Hernando	19%
Hillsborough	10%
Pasco	16%
Pinellas	5%
Polk	5%
Other*	4%
I don't live in FL	2%

Note: Respondents were given the option to enter the name of their Florida county in a text box. Not all respondents who select the "Other" choice provided additional information. Responses that were recorded: Lee, Gilchrist, "Have property in Chaz," Marion and Martin.

The following table provides a breakdown by timeframe of when residents last visited the river.

	Within the last six months		
Citrus	80%	15%	6%
Hernando	ndo 58% 21%		21%
Hillsborough	58%	24%	18%
Pasco	65%	17%	18%
Pinellas	56%	24%	20%
Polk	48%	35%	17%
Other*	47%	24%	29%
I don't live in FL	57%	14%	29%

River Behaviors & Opinions

Which of the following resources do you use when planning a trip to the Chassahowitzka River? Select all that apply.

	Percentage of total responses
YouTube videos	5%
Social media pages (Facebook, Twitter)	14%
Search engines (Google, Bing)	13%
Travel Websites	1%
ChassahowitzkaFlorida.com	7%
Visitors Bureau	1%
Word of Mouth	37%
Other*	41%

Note: Other responses (separated by semicolons, repeated answers in **bold**)

All trails; been coming here forever. I don't use any resources but experience; been going there for 15 years; been going there my whole life; born here; family resides in chassawitzka; Florida Paddling Trails Association website/maps; Google Earth/maps; grew up around the Chassahowitzka River; have property in Chazz; I am from Chass; I call the office for up-to-date info; I don't since I've been there many times; I live here couple blocks away only thing you plan is being early to get a spot; just go; previous experience; RV group; tide charts; tour operator; weather apps.

Please select up to three recreation activities you engage in while on the Chassahowitzka River.

	Percentage of total responses
Boat (motorized vehicle)	52%
Kayak or Canoe	45%
Paddleboard	6%
Tubing	1%
Swim or snorkel	31%
Rope Swing	4%
Observe wildlife (manatees, birds, etc.)	36%
Camp	15%
Hike	4%
Picnic	4%
Other	19%

Note: Other responses (separated by semicolons)

All; blue crabb; crabbing and fishing; fish; giging; hunt; have property in Chazz, does no one fish or hunt? Is that why you don't list those activities; photography; we own a cabin on the river.

If you exit your vessel, where do you leave it while on the river?

	Percentage of total responses
I don't leave my vessel while I'm on the river	43%
Park on riverbanks	16%
Tie off in shallow waters	31%
Let it float freely	3%
Other	7%

Note: Responses recorded include (separated by semicolons)

Anchor; anchor it in the water near the bank; appropriately anchored if exiting to dog island or other cabins; at our dock; at the crack there is a beach to pull up on; dock; drop anchor that is created to not damage sensitive vegetation; great questions needing to be addressed; hold it in shallow waters; I use shallow water anchors like power poles or stick it anchor pins; I very rarely leave my board. Typically some at the crack of it I pull over at the camp sites; only time left was to walk in to the Crack; power pole anchor pin; Riles creek or fish camp; small anchor; stay at campground; ties to dock at Dog Island.

How much do you agree or disagree with the following statements?

ALL RESPONDENTS	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	18%	13%	27%	24%	19%
Climbing on banks damages the river.	28%	26%	22%	15%	9%
Climbing trees and rope swings damages trees.	28%	22%	22%	17%	10%
The number of vessels should be limited on the river.	21%	20%	21%	21%	17%
Vessels should only be allowed to park in designated spots on the river.	21%	21%	17%	23%	18%
The river is too crowded with visitors.	34%	23%	21%	17%	5%

Note: what follows is a breakdown of the agreement statements by county of residence (includes the "other" and "I don't live in FL" as well). Highest percentage for each is noted in bold text. In the event two have the same highest mark, both are bolded.

Note: A breakdown of each statement with all six counties responses appears as Appendix II in this report.

CITRUS COUNTY	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	20%	13%	25%	23%	19%
Climbing on banks damages the river.	34%	23%	24%	12%	8%
Climbing trees and rope swings damages trees.	35%	20%	23%	14%	8%
The number of vessels should be limited on the river.	27%	21%	12%	20%	20%
Vessels should only be allowed to park in designated spots on the river.	24%	18%	13%	22%	23%
The river is too crowded with visitors.	46%	23%	13%	14%	5%

HERNANDO COUNTY	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	19%	16%	28%	22%	15%
Climbing on banks damages the river.	27%	34%	16%	15%	8%
Climbing trees and rope swings damages trees.	28%	28%	16%	20%	8%
The number of vessels should be limited on the river.	12%	24%	31%	14%	19%
Vessels should only be allowed to park in designated spots on the river.	16%	28%	20%	23%	13%
The river is too crowded with visitors.	29%	26%	23%	17%	5%

HILLSBOROUGH COUNTY	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	9%	13%	36%	24%	18%
Climbing on banks damages the river.	22%	24%	20%	20%	13%
Climbing trees and rope swings damages trees.	18%	22%	22%	22%	16%
The number of vessels should be limited on the river.	18%	16%	18%	31%	18%
Vessels should only be allowed to park in designated spots on the river.	11%	22%	24%	27%	16%
The river is too crowded with visitors.	31%	18%	24%	20%	7%

PASCO COUNTY	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	18%	13%	20%	30%	20%
Climbing on banks damages the river.	20%	25%	23%	23%	10%
Climbing trees and rope swings damages trees.	21%	20%	27%	20%	13%
The number of vessels should be limited on the river.	16%	16%	25%	31%	13%
Vessels should only be allowed to park in designated spots on the river.	20%	20%	20%	27%	14%
The river is too crowded with visitors.	21%	23%	34%	18%	4%

PINELLAS COUNTY	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	12%	8%	44%	20%	16%
Climbing on banks damages the river.	32%	28%	24%	16%	0%
Climbing trees and rope swings damages trees.	32%	28%	24%	12%	4%
The number of vessels should be limited on the river.	28%	8%	28%	28%	8%
Vessels should only be allowed to park in designated spots on the river.	32%	16%	12%	24%	16%
The river is too crowded with visitors.	28%	32%	16%	24%	0%

POLK COUNTY	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	22%	4%	17%	22%	35%
Climbing on banks damages the river.	22%	17%	30%	13%	17%
Climbing trees and rope swings damages trees.	13%	17%	30%	13%	26%
The number of vessels should be limited on the river.	22%	30%	17%	9%	22%
Vessels should only be allowed to park in designated spots on the river.	35%	9%	13%	22%	22%
The river is too crowded with visitors.	30%	13%	26%	30%	0%

OTHER	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	6%	6%	35%	29%	24%
Climbing on banks damages the river.	29%	18%	24%	18%	12%
Climbing trees and rope swings damages trees.	24%	18%	18%	29%	12%
The number of vessels should be limited on the river.	18%	18%	35%	18%	12%
Vessels should only be allowed to park in designated spots on the river.	12%	29%	24%	18%	18%
The river is too crowded with visitors.	18%	24%	35%	12%	12%

I DON'T LIVE IN FLORIDA	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
People should stay in their vessels on the river.	29%	14%	43%	14%	0%
Climbing on banks damages the river.	14%	57%	29%	0%	0%
Climbing trees and rope swings damages trees.	14%	43%	14%	29%	0%
The number of vessels should be limited on the river.	0%	29%	57%	14%	0%
Vessels should only be allowed to park in designated spots on the river.	29%	57%	0%	14%	0%
The river is too crowded with visitors.	14%	29%	14%	43%	0%

Based on what you know or have heard, what challenges does the Chassahowitzka face?

	Percentage of total responses
No challenges at the moment	7%
Too many kayakers	41%
Trampled or scarred vegetation	26%
Too many people recreating on the river at one time	32%
Worn down or eroded shorelines	26%
Climbing and rope swinging from trees	23%
Too much trash in the river	39%
Too many motorized boats	21%
Motorized boats traveling too fast	33%
Other*	15%

Note: Responses for "Other" are included in Appendix III. While "too many kayakers" was the top response chosen, there were also quite a few respondents who included it in the "other" text box option as well.

Note: what follows is a breakdown by county showing the percentage of respondents identifying challenges the river faces.

	Citrus	Hernando	Hillsborough	Pasco	Pinellas	Polk
No challenges at the moment	8%	2%	11%	16%	0%	13%
Too many kayakers	55%	58%	36%	37%	20%	35%
Trampled or scarred vegetation	31%	37%	18%	30%	28%	22%
Too many people recreating on the river at one time	42%	36%	33%	25%	36%	35%
Worn down or eroded shorelines	32%	26%	33%	28%	36%	17%
Climbing and rope swinging from trees	37%	24%	18%	14%	28%	13%
Too much trash in the river	47%	41%	42%	41%	36%	57%
Too many motorized boats	16%	24%	27%	31%	44%	22%
Motorized boats traveling to fast	30%	40%	33%	42%	56%	44%
Other	21%	13%	11%	7%	24%	30%

Note: Audiences in the "Other" or "I don't live in FL" were excluded from this breakdown as they are not a primary target of the campaign. The top three post-survey challenges for each county are marked in bold, except for Hillsborough and Pinellas counties where there was a three-way tie for the third highest challenge.

How likely are you to take the following actions knowing it would protect the Chassahowitzka River?

	Very Likely	Somewhat Likely	Not at all Likely
Stay in the vessel when possible.	55%	24%	21%
If you have to leave the vessel, tie off in shallow waters.	75%	19%	7%
Avoid docking on riverbanks.	60%	24%	16%
Don't trample vegetation or kick up silt.	75%	17%	8%
Avoid climbing on banks.	63%	26%	12%
Don't climb trees or use rope swings.	69%	13%	19%
Don't throw out litter or leave anything behind.	97%	1%	2%
Trim boat motors to prevent propellor scarring.	86%	9%	5%

Appendix I: 2022 Chassahowitzka River Survey Questions

- 1. When was the last time you visited the Chassahowitzka River?
 - a. Within the last six months
 - b. 6 months to one year ago
 - c. One to five years ago
 - d. More than five years ago [TERMINATE]
 - e. Don't know [TERMINATE]
 - f. Never visited [TERMINATE]
- 2. In which Florida county to do you live?
 - a. Hillsborough
 - b. Pasco
 - c. Hernando
 - d. Pinellas
 - e. Citrus
 - f. Polk
 - g. I don't live in FL
 - h. Other [TEXT BOX]
- 3. Which of the following resources do you use when planning a trip to the Chassahowitzka River? Select all that apply.
 - a. YouTube videos
 - b. Social media pages (Facebook, Twitter)
 - c. Search engines (Google, Bing)
 - d. Travel Websites
 - e. ChassahowitzkaFlorida.com
 - f. Visitors Bureau
 - g. Word of Mouth
 - h. Other [TEXT BOX]
- 4. Please select up to three recreation activities you engage in while on the Chassahowitzka River.
 - a. Boat (motorized vehicle)
 - b. Kayak or Canoe
 - c. Paddleboard
 - d. Tubing [SKIP TO Q6]
 - e. Swim or snorkel [SKIP TO Q6]
 - f. Rope Swing [SKIP TO Q6]
 - g. Observe wildlife (manatees, birds etc.) [SKIP TO Q6]
 - h. Camp [SKIP TO Q6]
 - i. Hike [SKIP TO Q6]
 - i. Picnic [SKIP TO Q6]

k. Other [TEXT BOX] [SKIP TO Q6]

5. If you exit your vessel, where do you leave it while on the river?

- a. I don't leave my vessel while I'm on the river.
- b. Park on riverbanks
- c. Tie off in shallow waters
- d. Let it float freely
- e. Other [TEXT BOX]

6. How much do you agree or disagree with the following statements? (Strongly Agree, Agree, Neither agree nor disagree, Disagree, Strongly Disagree)

- a. People should stay in their vessels on the river.
- b. Climbing on banks damages the river.
- c. Climbing trees and rope swings damages trees.
- d. The number of vessels should be limited on the river.
- e. Vessels should only be allowed to park in designated spots on the river.
- f. The river is too crowded with visitors.

7. Based on what you know or have heard, what challenges does the Chassahowitzka River face? Select all that apply.

- a. No challenges at the moment
- b. Too many kayakers
- c. Trampled or scarred vegetation
- d. Too many people recreating on the river at one time
- e. Worn down or eroded shorelines
- f. Climbing and rope swinging from trees
- g. Too much trash in the river
- h. Too many motorized boats
- i. Motorized boats traveling too fast
- j. Other [TEXT BOX]

8. How likely are you to take the following actions knowing it would protect the Chassahowitzka River? (Very Likely, Somewhat Likely or Not at all likely).

- a. Stay in the vessel when possible.
- b. If you have to leave the vessel, tie off in shallow waters.
- c. Avoid docking on riverbanks.
- d. Don't trample vegetation or kick up silt.
- e. Avoid climbing on.
- f. Don't climb trees or use rope swings.
- g. Don't throw out litter or leave anything behind.
- h. Trim boat motors to prevent propellor scarring.

Appendix II: Agreement statements all counties

People should stay in their vessels on the river.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Citrus	20%	13%	25%	23%	19%
Hernando	19%	16%	28%	22%	15%
Hillsborough	9%	13%	36%	24%	18%
Pasco	18%	13%	20%	30%	20%
Pinellas	12%	8%	44%	20%	16%
Polk	22%	4%	17%	22%	35%

Climbing on banks and sand point bars damages the river.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Citrus	34%	23%	24%	12%	8%
Hernando	27%	34%	16%	15%	8%
Hillsborough	22%	24%	20%	20%	13%
Pasco	20%	25%	23%	23%	10%
Pinellas	32%	28%	24%	16%	0%
Polk	22%	17%	30%	13%	17%

Climbing trees and rope swings damages trees.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Citrus	35%	20%	23%	14%	8%
Hernando	28%	28%	16%	20%	8%
Hillsborough	18%	22%	22%	22%	16%
Pasco	21%	20%	27%	20%	13%
Pinellas	32%	28%	24%	12%	4%
Polk	13%	17%	30%	13%	26%

The number of vessels should be limited on the river.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Citrus	27%	21%	12%	20%	20%
Hernando	12%	24%	31%	14%	19%
Hillsborough	18%	16%	18%	31%	18%
Pasco	16%	16%	25%	31%	13%
Pinellas	28%	8%	28%	28%	8%
Polk	22%	30%	17%	9%	22%

Vessels should only be allowed to park in designated spots on the river.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Citrus	24%	18%	13%	22%	23%
Hernando	16%	28%	20%	23%	13%
Hillsborough	11%	22%	24%	27%	16%
Pasco	20%	20%	20%	27%	14%
Pinellas	32%	16%	12%	24%	16%
Polk	35%	9%	13%	22%	22%

The river is too crowded with visitors.	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Citrus	46%	23%	13%	14%	5%
Hernando	29%	26%	23%	17%	5%
Hillsborough	31%	18%	24%	20%	7%
Pasco	21%	23%	34%	18%	4%
Pinellas	28%	32%	16%	24%	0%
Polk	30%	13%	26%	30%	0%

Appendix III: Other challenges listed

All submitted responses recorded without editing or condensing for similarity.

- Alcohol
- Algae cluttering up the eel grass
- Algae overgrowth due to pollution
- Bureaucratic BS
- Constant development which drains the aquifer, adds pesticides and herbicides to the water, ruins vistas, ruins springsheds. The best way to help the river is to stop development and pumping.
- Diminished spring flow levels
- Don't know of any
- Due to extra removed water from the aquifer, river flow is reduced and we have the most algae I
 have ever seen
- Fertilizer run off. Reduced water flow from groundwater pumping
- Florida is becoming over populated which has a general negative impact on everything
- Flow levels being decreased
- I think it's really important to point out that other places like 3 sisters have signage to not get out and destroy banks but it's rarely/never enforced. Why make new rules if waisting ones are not enforced?
- I think the struggle is between boats and kayaks. Boats need the center because of water depth. It's dangerous when you have a boat on plane and a kayak just sitting in the middle
- I've been going there for many years it's not till the kayakers got there the grass has disappeared
- I've encountered thieves attempting to rob unattended camps. Also drunk people harassing campers.
- Im not aware of any issues. I kayak during the middle of the week and avoid the crack in the summer.
- Just too damned crowded with idiot drunks
- Kayakers and paddle boards are becoming a serious problem the state need to make them do a boaters class or something to teach them the proper travels of the water ways
- Kayakers being in the very small path that boats can take safely
- Kayakers do not stay to the right out of the middle of the river. This poses a danger.
- Kayakers not knowing to stay to the side of the river!
- Kayakers not obeying the "rules of the road" for navigable water ways! I blame it in rental agencies!
- Lack of common courtesy
- Lack of education. Just educate people on how to respect nature.
- Less water flow from springs
- Loss of water volume in the springs
- Manatee safety of kayakers and manatees during the winter but the increase soon population of both! Needs to me be more law enforcement at least on weekends
- Maybe too many people on weekends

- Motorized boats have to stay on plane to navigate this river. Kayaks should be limited to the sides
- No a well marked channel
- No one patrolling for drunken boaters
- Not enogh water flow from the springs. Too much saltwater intrusion.
- Not enough designated spots to exit a vessel.
- not enough hunting opportunities
- Not enough law enforcement
- Not enough parking at the boat ramp really needs a public boat ramp along with the campground ramp
- Not enough spring flow
- Not properly marked channels
- Over allocation of water resources by SWFWMD be and nutrient pollution from the septics and golf courses on the spring shed.
- People harassing the resting manatees
- Poorly marked channel
- River is showing signs of pollution, slime algae that wasn't there 20 years ago.
- Speeding jet skies are not compatible with fishing and kayaking.
- Swfwmd selling to much water to pasco and reducing minimum flow levels
- The biggest challenge I see is the fact that boats fly through areas with manatee present and also with paddlers present. There needs to be a no wake zone placed in high Manatee traffic areas and also where paddlers are present. These boats act careless at these high speeds
- The crack was brown water in November.
- The main killer, of our river, is SWFWMD illegally stealing our water.
- The one rude airboat charter guy
- The real threat is the raising of the min flow levels.
- The shores are eroded due to spraying up river killing all hyacinths, and Lilly pads that use to buffer the wakes. Bring back the plants, keep people in boats.
- To many uneducated kayakers on the river that need to learn how to share the river with boats and don't need to bunch up in big groups in the middle of the river. 10 years ago it was beautiful I loved going fishing out of there nice grassy bottom. Seems like the problem to me is to many people that don't have knowledge and are uneducated in the manner of preserving it started going up there and have no worries
- To much water being drained and sent down south helping couse salt water intrusion
- Too many outsiders
- Too many people who are disrespecting the resource.
- Too many rednecks hanging out at 7 sisters.
- Too many regulations
- Too much drinking!
- Too much government interference
- Too much illegal activity-poaching, drugs, camping, etc
- Too much water being taken from springs causing insufficient flow causing sediment buildup and saltwater intrusion!!!!!!!!!
- Too much water is pumped from it's Springs.

- Too shallow for motorized boats
- Water Quality is poor. Wastewater treatment facilities are needed in the neighborhood surrounding the river
- Way way too many people on the rivers as a resident I can't even enjoy the river on the weekend it is so crowded and it is ruining the Springs especially the caves area
- When the lot is full the ramp should close.
- Wildlife including bird significant decline ;manatee harassment lack of law presence; loud and drunk people