

### Survey Purpose

The EcoCheck Behavior Survey is **the first of its kind in the Chesapeake Bay watershed, and among the first nationally**. This survey will allow clean water advocates to measure the penetration of seven key stewardship behaviors in your watersheds today, and the probability that the public will adopt those behaviors in the future.

This survey can be a powerful tool, when combined with data measuring the clean water impact of these specific behaviors. Knowing how widely these behaviors are practiced today, and how likely people may adopt them in the future, will enable local advocates to know where to concentrate their outreach resources most productively.

Once fully implemented, this tool will allow you to know the penetration and probability of these behaviors in your own watershed, and to compare that to the Bay-wide norm.

**This survey will be most valuable if it penetrates your watershed *deeply*.** That means we need to distribute it and encourage its propagation beyond the clean water choir – to the general population of residents, businesses, and institutions in each local watershed around the Bay.

This document provides guidance on how to propagate the survey most effectively, so that the results will be as reflective of the watershed as possible.

### Survey Link

Embed this link in any online communications about the survey. Clicking on this link will take people directly to the survey:

[www.BaySurvey.org](http://www.BaySurvey.org)

### Recommendations for Survey Distribution

This survey will have the most value if watershed organizations propagate the survey link as widely as possible so the survey penetrates deeply and reaches the general public. We encourage you to reach out broadly through all of these channels:

- Broadcast the survey invitation via existing email groups for local entities such as:
  - ✓ Neighborhoods and local communities
  - ✓ Churches
  - ✓ Chambers of Commerce
  - ✓ Service groups such as Rotary, Civitan, etc.
  - ✓ Farm Bureau and other agriculture groups
  - ✓ Any other organized groups that exist in your community.
- Ask major employers and institutions in your watershed to broadcast the link to their employees and constituents.
- Encourage any local media to host the link on their home page with a brief explanation of the survey's purpose.
- Ask your organization's board, donors, and volunteers to broadcast the survey link to their personal networks, through email or social media such as Facebook and Twitter.
- Approach local jurisdictions and elected officials that maintain email groups for distributing public information, and ask them to distribute the survey link, and to host the survey link on their home pages.
- Ask local non-environmental non-profits to do the same.
- Host the link on your organization's own home page.

**Consider these additional recommendations:**

1. Task one person within your organization who is reliable to lead this effort.
2. Have that person track everywhere the link is propagated, and who actually posts it.
3. Treat the propagation of the survey link like a launch. Put it out far and wide in a single, concentrated time period.
4. Seek local media at the same time, which will reinforce your effort.
5. Wherever you know the links have propagated, check frequently to ensure that the link is still live.
6. Make a renewed push every six months.

**Important Note:**

This survey has been reviewed by the University of Maryland Institutional Review Board (IRB). Under IRB guidelines, any questions you may receive from the public related to the administration of the survey itself must be referred back to UMCES or OpinionWorks as the authors of the survey.

**Invitation Message**

Keep the email or social media survey invitation brief. Here is an example:

*Countless small actions by individual Marylanders affect the health of our local waters. The University of Maryland Center for Environmental Science has developed a very brief survey about the actions we take in our homes, on our farms, and in everyday life that can impact water quality.*

*Click on this link now to take this brief survey. [www.BaySurvey.org](http://www.BaySurvey.org)*

*There are no "right" answers to this survey. Just give the answers that accurately describe your own situation. Your responses will be combined with thousands of others, and will play an important role in guiding our future work.*

*To provide the most complete picture possible, we are hoping you will encourage other Marylanders to take part, too. Please share this survey link widely with your neighbors, friends, and social media contacts.*

*Thank you in advance for your participation.*

**Support**

Please lean on OpinionWorks as needed throughout this process, and keep them informed of your efforts. Contact Steve Raabe, project manager, at 410-280-2000 or [steve@opinionworks.com](mailto:steve@opinionworks.com).