New Behavior Survey Tackles
Seven Key Stewardship Behaviors in Your Watershed

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Key Stewardship Behaviors
Watershed organizations (volunteer monitoring organizations) reach a diverse community around their watershed and, likewise, have a variety of messaging campaigns that address the most pressing issues within the watershed. These campaigns promote specific behaviors within their audiences that address local sources of environmental degradation. Many watershed organizations encourage their members and local community to adopt Bay-friendly practices that will contribute to improving conditions throughout the Bay. There are many behaviors the general public can adopt, but the following seven behaviors were chosen by a cross-section of watershed organizations to pilot this behavior survey project in the Mid-Atlantic region.

What is the Survey?
• A specifically designed survey to measure current stewardship behavior rates and future probability of adoption of those behaviors
• A powerful tool that will help clean water advocates target their resources to behaviors that will achieve the greatest water quality impact
• Available online now!

Who should take the survey?
Everyone should take the survey!
• The general public
• Students
• Teachers
• Professionals
• Farmers
• Fisherman
• Policy makers
• Government workers
• Non-profit employees
• Small business owners
• Scientists
• Researchers

Where will the survey be distributed?
The survey will be distributed as widely as possible. This survey can be taken from anywhere online. You can distribute the survey via email to many groups in and around your community. Some of the local groups that are encouraged to take the survey are:
• Neighborhoods and local communities
• Churches
• Chambers of Commerce
• Service groups such as Rotary, Civilian, etc.
• Farm Bureau and other agriculture groups
• Any other organized groups that exist in your community

How can the survey be distributed?
There are many channels that can be used to distribute the survey:
• Word of mouth
• Bulletin boards in your community
• Email
• Websites
• Facebook
• Twitter
• LinkedIn
• Other social media networks

The survey can be advertised and taken on publicly accessible computers at places such as libraries and community centers. The Dundalk Library is shown here (photo by Jimmy Emmers).

The Mid-Atlantic Tributary Assessment Coalition (MTAC) was formed to foster collaboration among watershed organizations and to fully develop the potential of region-specific environmental report cards. MTAC has been integral in producing a tidal protocol manual, a non-tidal protocol manual and facilitating creation and dissemination of the survey to assess behaviors in Chesapeake Bay. Input from the MTAC group was important in choosing the seven key stewardship behaviors and the members are in the process of disseminating the survey on their websites.

1. Cover Crops
A cover crop is a crop such as winter wheat, rye, or barley, planted after harvest to stabilize the soil until spring planting season.

2. Buffer Vegetation
Buffer vegetation is a border of native grasses, shrubs, or trees preserved or planted along a stream, ditch, or water’s edge. A lawn is not buffer vegetation.

3. Rain Barrels
A rain barrel is a container connected to the downspout of a building to collect rain water.

4. Rain Gardens
A rain garden is a garden area specifically designed and planted to capture and quickly absorb excess rain water.

5. Hard Surface Reduction
Hard surface reduction means replacing hard surfaces that do not absorb rain water with surfaces that allow water to soak in, such as grasses and other plants, or special pavers.

6. Picking Up Pet Waste
Picking up pet waste means picking up your dog’s waste immediately, including in your own yard, and disposing of it in the trash.

7. Lawn Fertilizer Use
Lawn fertilizer use is applying fertilizer to a turf grass lawn.

baysurvey.org
We all care about the health of our local creeks and rivers. Small actions by all of us add up to healthier water. Help us understand how to make a bigger impact on the health of the waters. Click on this link to take a brief, 5 minute survey and become part of this Bay-wide effort.
Thank you!

For any questions, please contact Steve Raabe, project manager, at OpinionWorks, 410-280-2000
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OpinionWorks, LLC, Annapolis, Maryland; MTAC members at the January 2013 meeting

Everyone should take the survey, including students and teachers (upper left), scientists and researchers (lower left), and professionals like fisherman (right).