



# INITIAL FINDINGS FROM LOCAL LEADERSHIP BASELINE SURVEY

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**Uncommon Insights**  
COMMUNICATION RESEARCH LLC



# Introduction

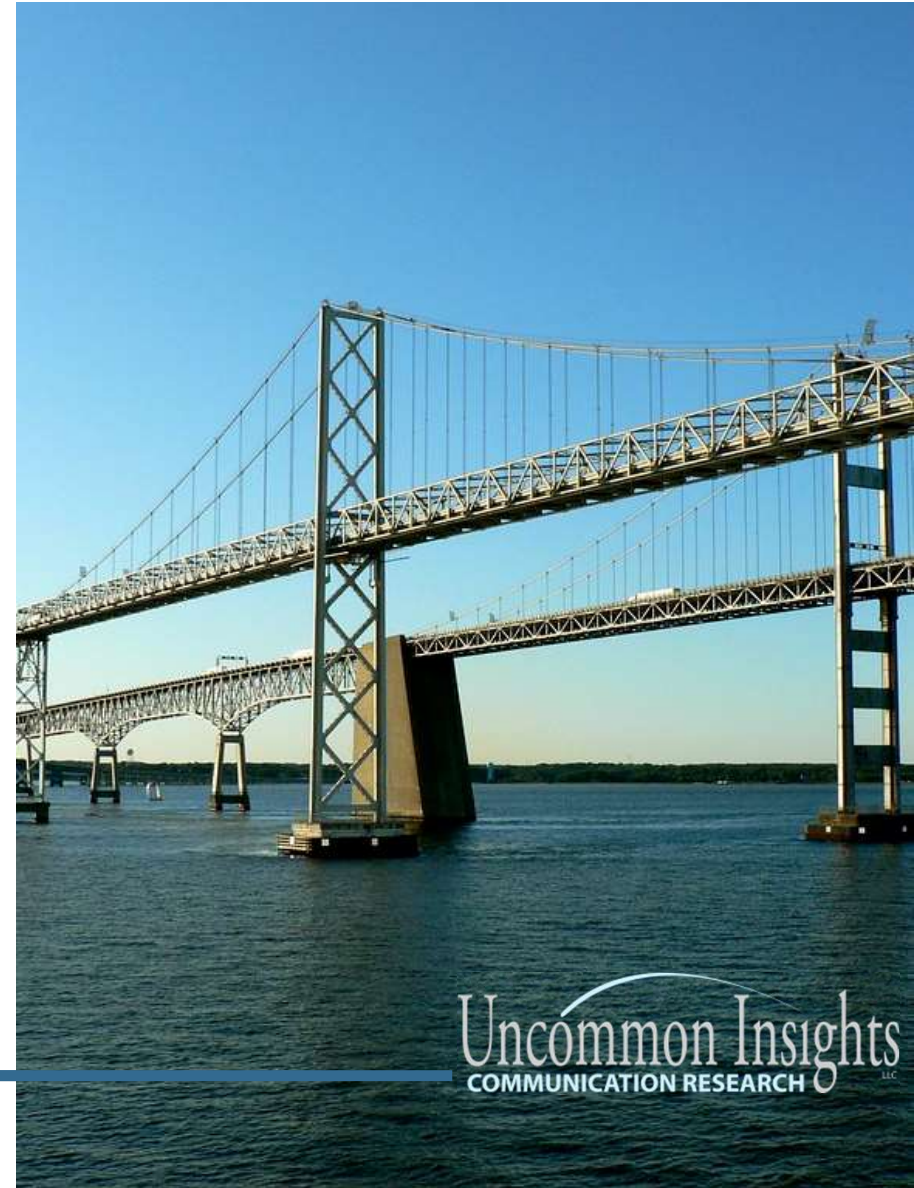
*Local Leadership Baseline Survey*



# Overview

Baseline survey to measure understanding of local official's knowledge and capacity. Survey consists of:

- Qualifying questions (q's 1, 2, 3, 4, 5)
- Attitude questions (q's 6, 7, 8)
- Informational questions (q's 9, 10, 11, 16)
- Behavioral questions (q's 12, 17)
- Knowledge questions (q's 13, 14, 18)
- Capacity question (q 15)
- Demographic questions (q's 19, 20, 21)





# Methodology

*Local Leadership Baseline Survey*



# Survey Distribution

The survey was distributed via the following partner organizations:

- County Commissioners Association of Pennsylvania (CCAP)
- Delaware Department of Natural Resources and Environmental Control
- Delaware League of Local Governments (DLLG)
- Maryland Association of Counties (MACo)
- Maryland Municipal League (MML)
- Metropolitan Washington Council of Governments (COG)
- Office of the Advisory Neighborhood Commissions (ANCs)
- Pennsylvania Municipal League (PML)
- Pennsylvania State Association of Boroughs (PSAB)
- Pennsylvania State Association of Township Supervisors (PSATS)
- Upper Susquehanna Coalition
- Virginia Association of Counties (VACo)
- Virginia's Planning District Commissions
- Virginia Municipal League (VML)
- West Virginia Region 9

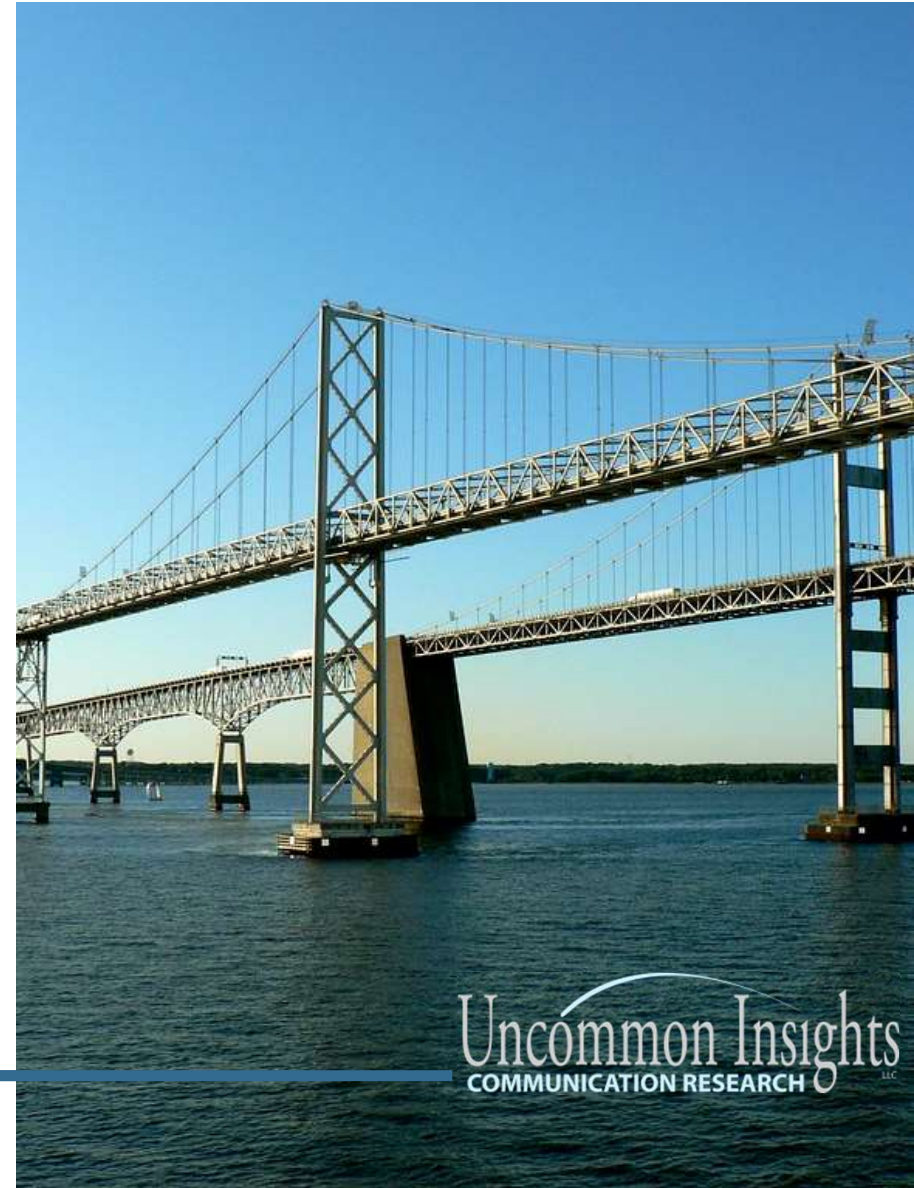
Each organization sent a link to the survey to its members, either via a direct email invitation, placement in an organizational newsletter, or both. See Appendix for sample messages.



# Response Rate

Number of respondents starting the survey: n=400

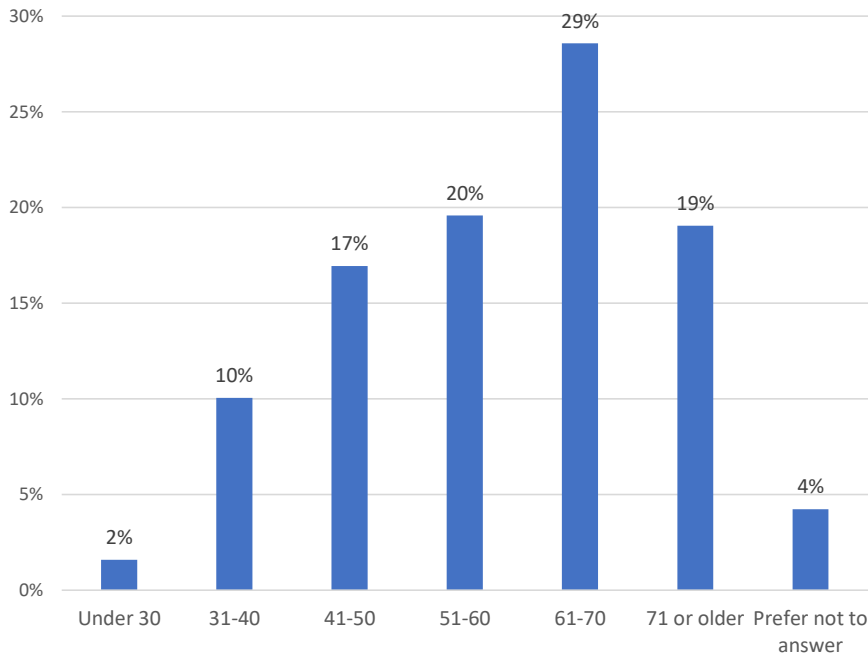
- Completed survey: n=189 (*47% completion rate; median response time = 7 minutes*)
- Partial responses: n=118 (*30% did not complete the survey, see Appendix for more details*)
- Disqualifications: n=93 (*23% were disqualified; see Appendix for more details*)



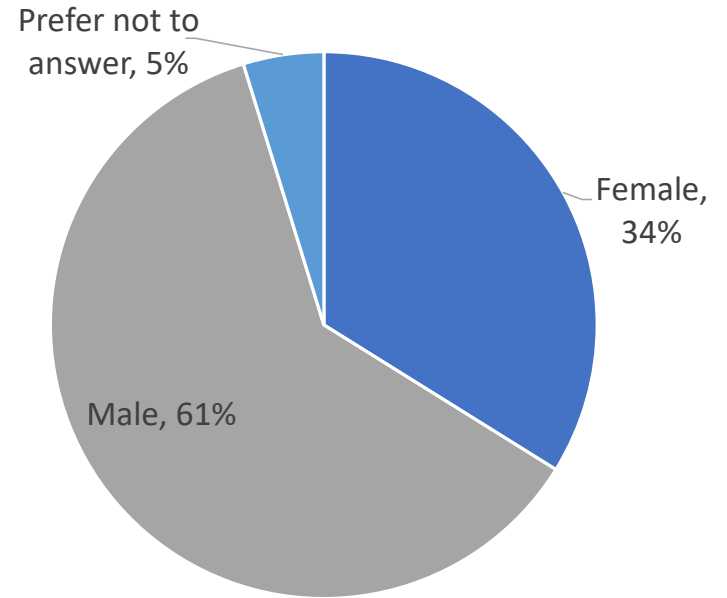


# Respondents (n=189)

### Age



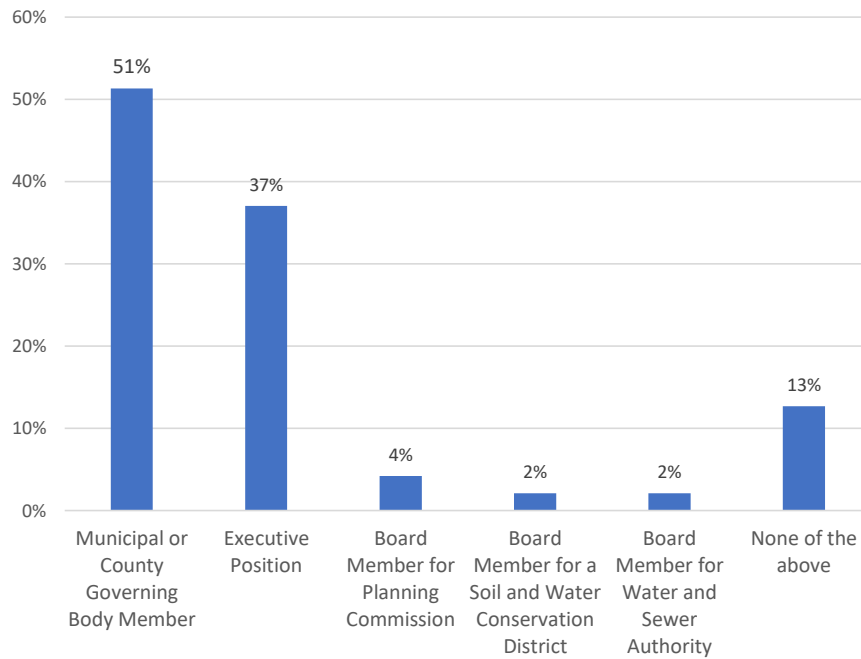
### Gender



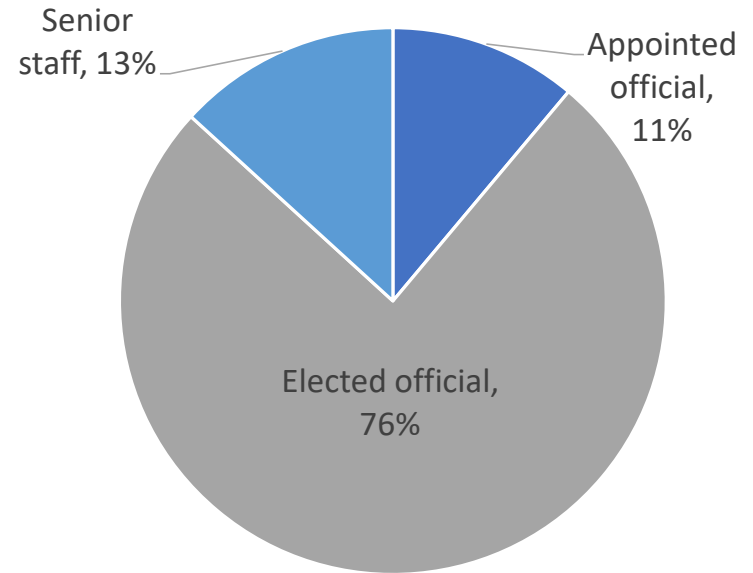


# Respondents (n=189) (continued)

### Position Held



### Role in Community

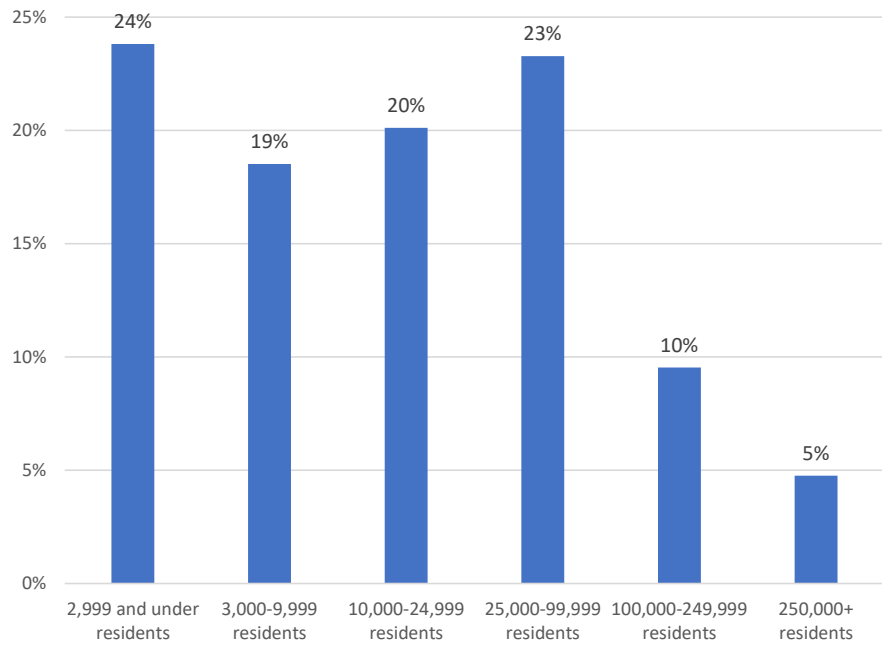




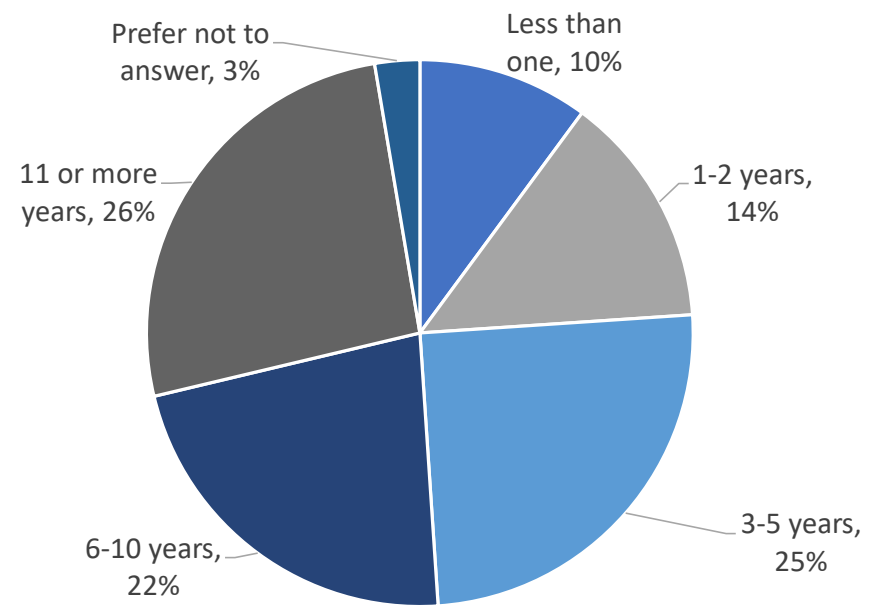


# Respondents (n=189) (continued)

### Community Population



### Years in Position

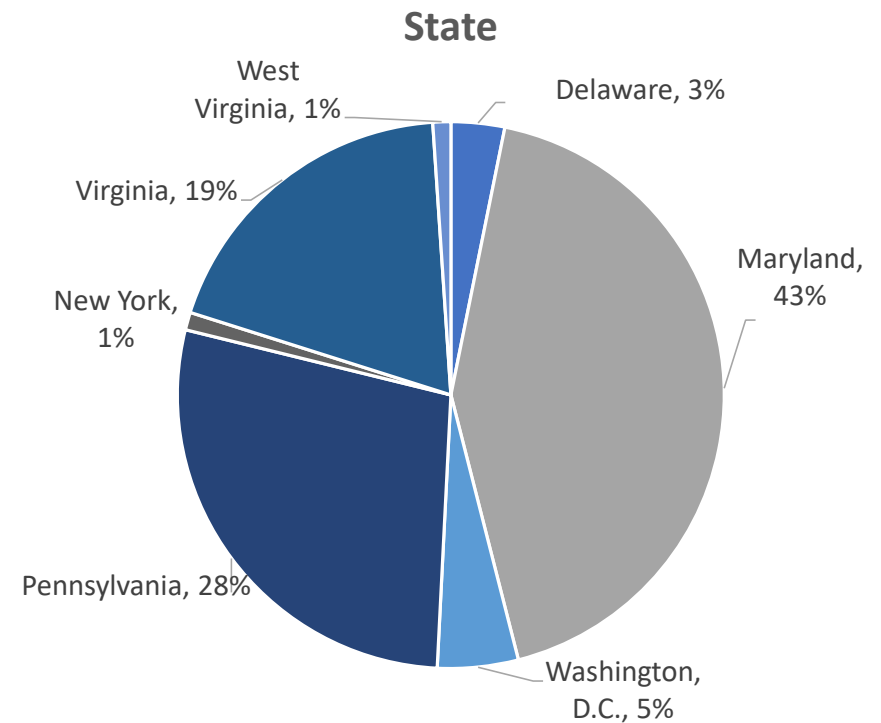




# Respondents (n=189) (continued)

Respondents served communities in all six states in the Bay watershed and Washington, D.C.

- The highest number of respondents were from Maryland (n=81), Pennsylvania (n=53), and Virginia (n=36).
- See Appendix for a breakdown of participation by County/State.





# Results

*Local Leadership Baseline Survey*

# Results: Attitudes and Information

*Attitude questions (q's 6, 7, 8)*

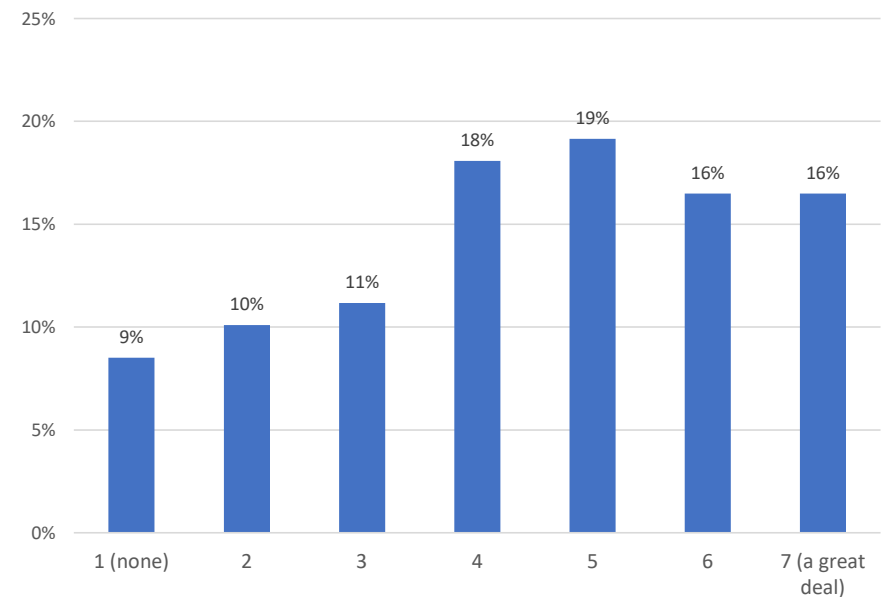
*Informational questions (q's 9, 10, 11, 16)*



# Thinking about Bay/Downstream

About half (52%) think about downstream communities or the Bay (rated 5 or higher on a 7-point scale) when making policy decisions for their own communities.

- About 30% reported not thinking about the Bay or downstream communities (rated 3 or lower).



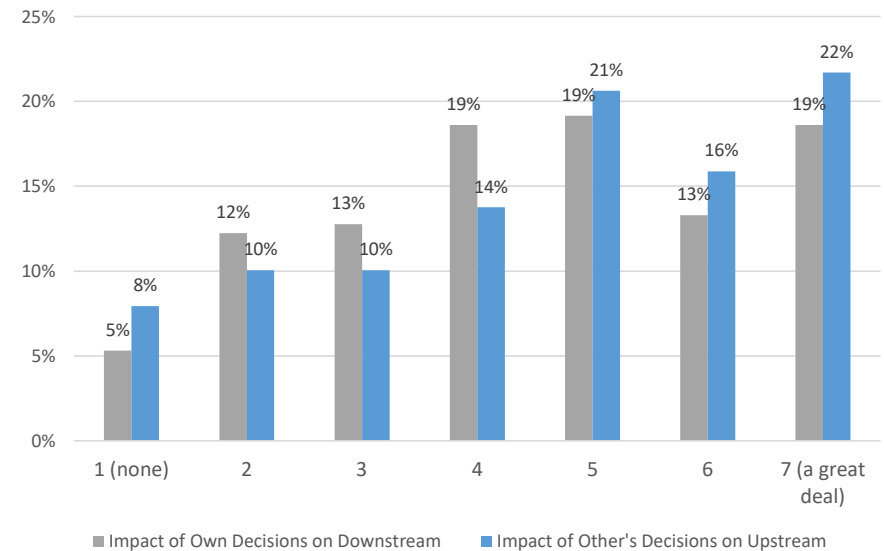
Q6: How much are you thinking about downstream communities and/or the Chesapeake Bay when making policy decisions for your community?



# Perceived Impact of Decisions

Respondents were more inclined to see others' decisions impacting their own communities vs. their decisions impacting others.

- Almost 6 in 10 (58% selected 5 or higher; blue bars) agreed that decisions upstream communities make impact their water quality.
- About half (51% selected 5 or higher; grey bars) thought their decisions impacted downstream communities.



Q7: How much impact do you think the decisions you make have on downstream communities and/or the Chesapeake Bay? (grey bars)

Q8: How much impact do you think the decisions upstream communities make have on your communities' water quality? (blue bars)

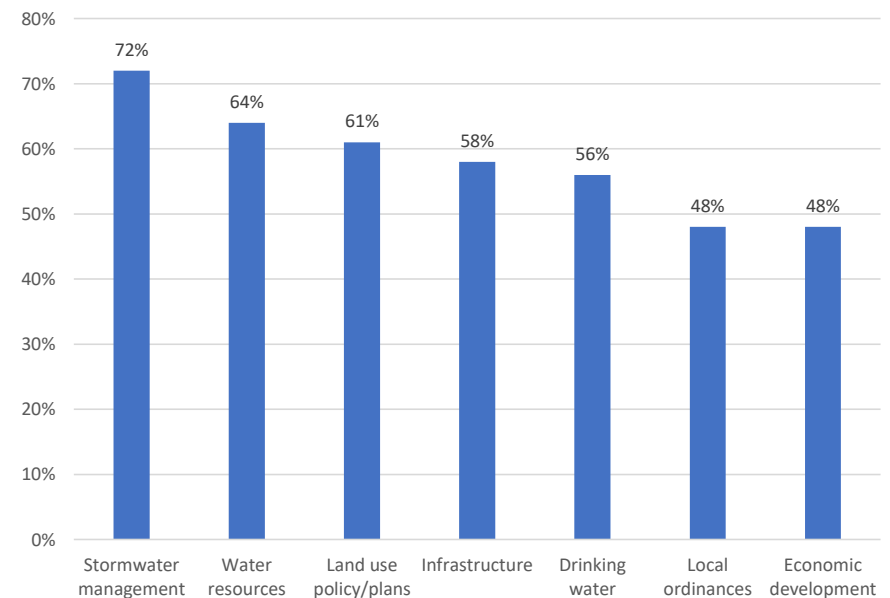
[From None/Not at all (1) to A great deal (7)]



# Key Bay Policy Associations

Stormwater management is the primary issue associated with the Bay, with 72% reporting they think about the Bay (rated 5 or higher on a 7-point scale) when making stormwater decisions for their communities.

- Other top issues associated with the Bay are water resources (64%), land use policies/plans (61%), infrastructure (58%), and drinking water (56%).



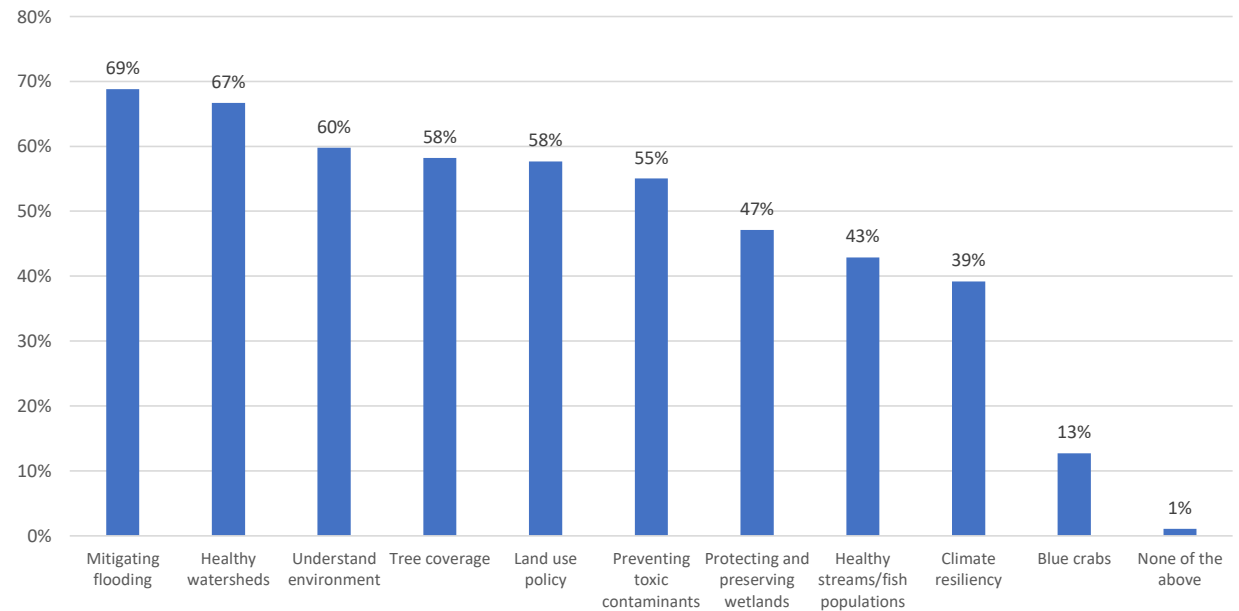
*Q9: Given your local budget and existing constraints, how much do you think about downstream communities and/or the Chesapeake Bay when making decisions related to:  
[From Not at all (1) to A great deal (7); chart shows percent selecting 5 or higher]*



# Local Priorities Related to Bay

Mitigating flooding (69%) and healthy watersheds (67%) are top local priorities related to the Bay.

- Other local priorities are understanding environmental issues (60%), tree coverage (58%), land use policy (58%), and preventing toxic contaminants (55%).



Q10: Given your local budget and existing constraints, which of the following do you see as a priority for your local community? Please check all that apply.

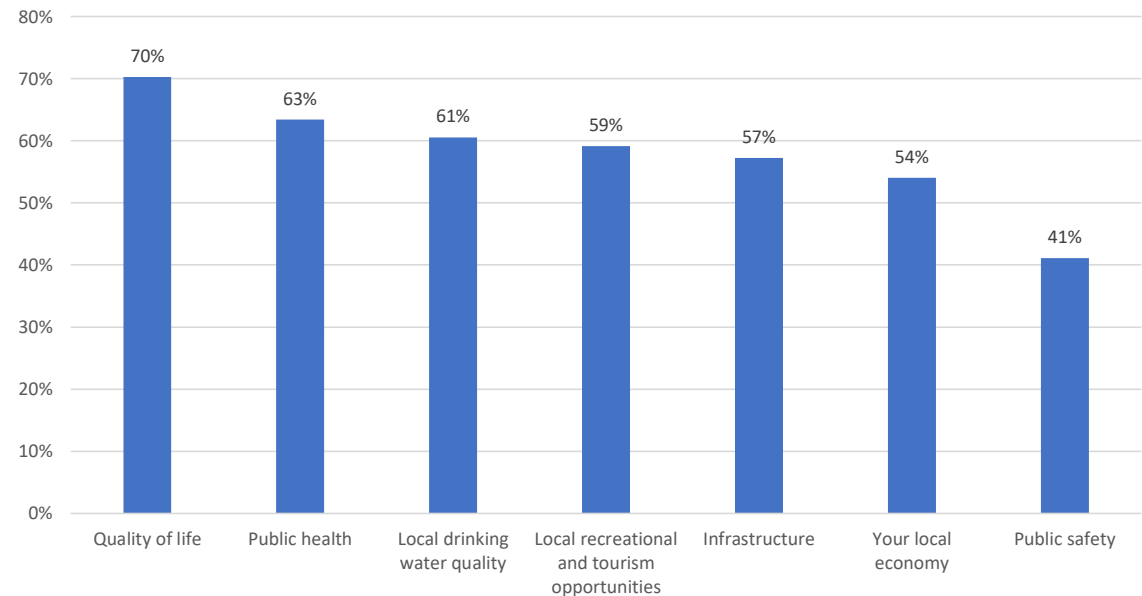




# Key Impacts of Protections

Quality of life (QoL) is a key impact of protecting the Bay, with 70% reporting protections impact QoL (rated 5 or higher on a 7-point scale).

- Other top impacts are public health (63%), drinking water quality (61%), local recreation/tourism (59%), infrastructure (57%), and local economy (54%).



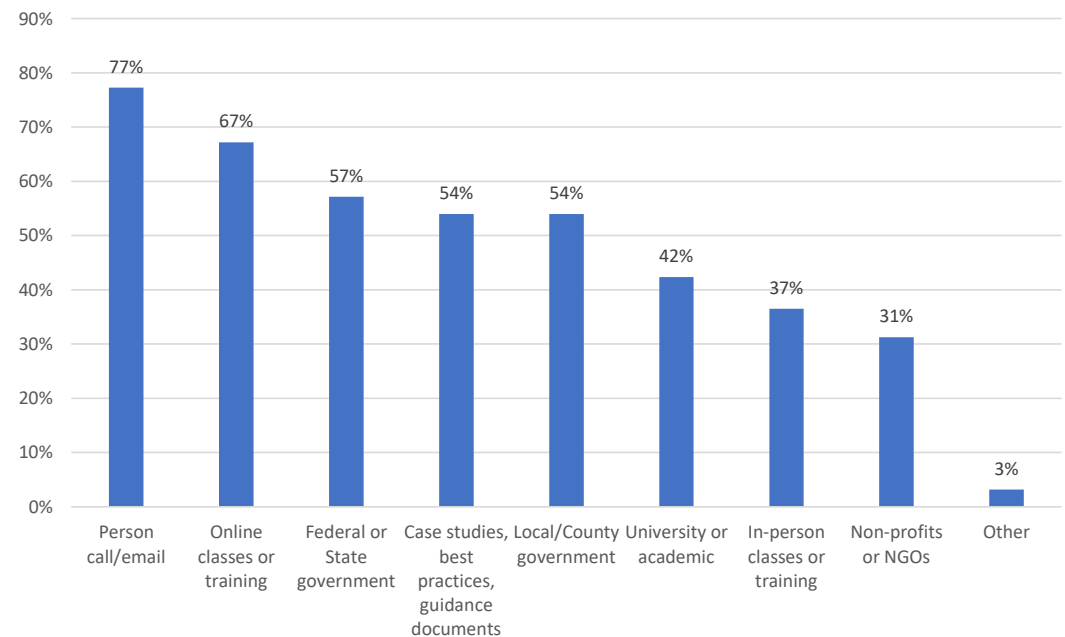
*Q11: When your community takes steps to protect the environment, including protecting water resources and the Chesapeake Bay, how much impact does that have on:  
[From Not at all (1) to A great deal (7); chart shows percent selecting 5 or higher]*



# Desired Information Sources

Overall strong desire for informational resources, especially a direct contact person (77%) or online classes or training (67%).

- This is also support for Federal/State resources (57%), case studies (54%), and local/county resources (54%).
- There is less interest in academic (42%), in-person (37%), and NGO (31%) resources.



Q16: If you wanted to learn more about environmental policy and/or water resources, which of the following would you want to access? Please check all that apply.

# Behavior, Knowledge, and Capacity

*Behavioral questions (q's 12, 17)*

*Knowledge questions (q's 13, 14, 18)*

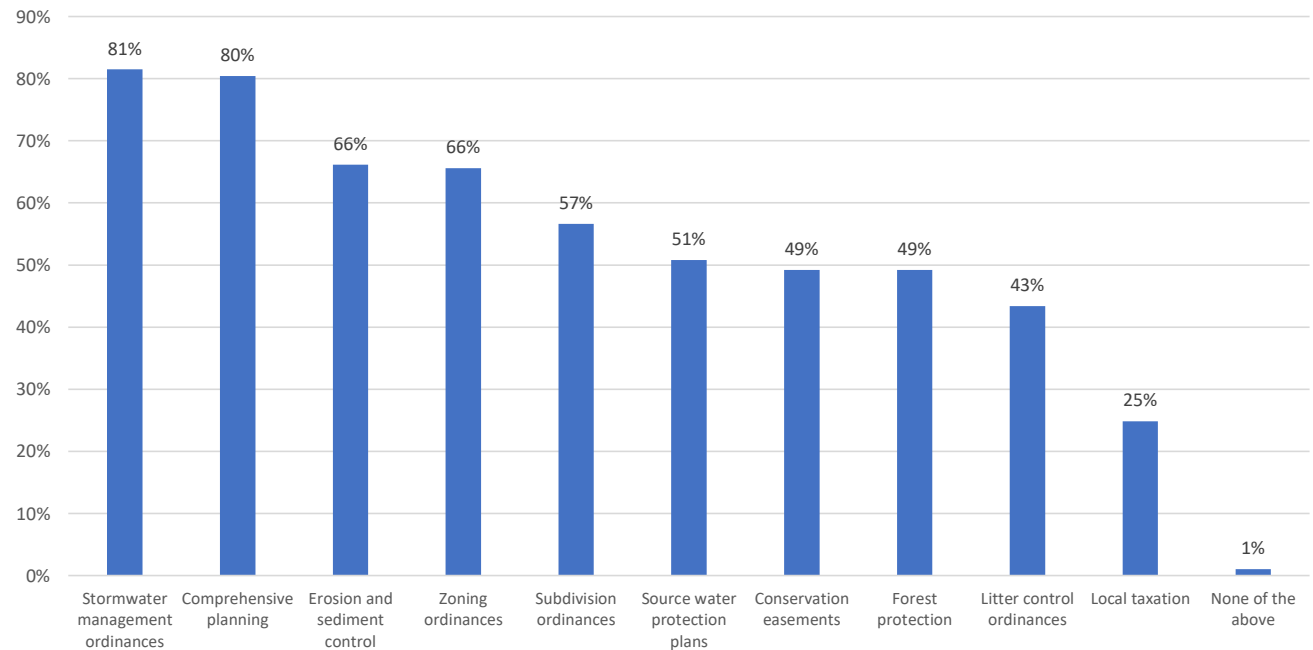
*Capacity question (q 15)*



# Tools Considered to Protect Resources

Stormwater management (81%) and comprehensive planning (80%) are key tools to protect water resources.

- Other top tools are erosion and sediment control (66%) and zoning (66%), and subdivision ordinances (57%).



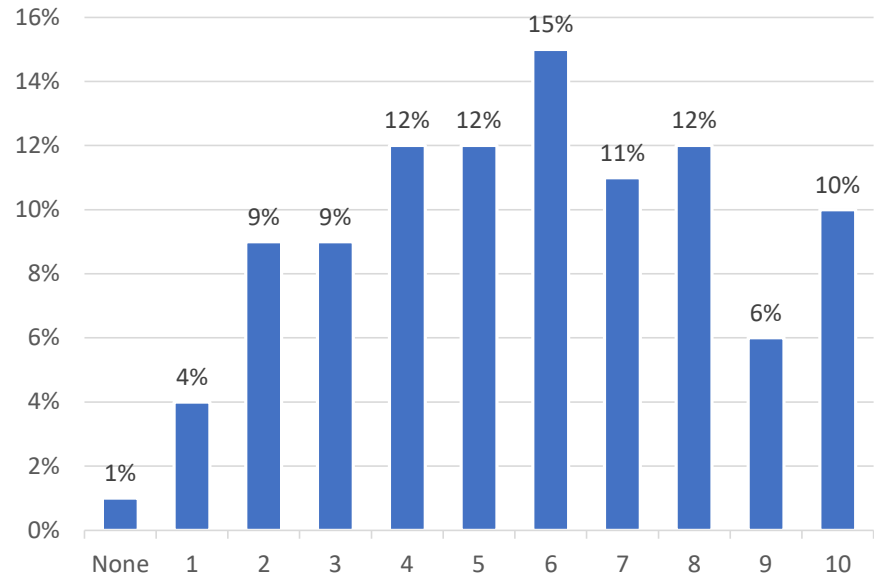
Q12: Which of the following tools would you use or consider as a way to protect or improve water resources for your community? Please check all that apply.



# Number of Tools Considered

Mean number of tools considered was 5.7.

- 78% of respondents would consider four or more tools.



*Q12: Which of the following tools would you use or consider as a way to protect or improve water resources for your community? Please check all that apply. Chart shows number of tools selected.*



# Tools Considered (Q12 means)

	CATEGORIES				
<b>AGE</b>	<b>&lt;40</b>	<b>41-50</b>	<b>51-60</b>	<b>61-70</b>	<b>71+</b>
MEAN (NOT SIG)	5.00	5.66	5.76	5.65	6.14
<b>STATE</b>	<b>MARYLAND</b>	<b>PENNSYLVANIA</b>	<b>VIRGINIA</b>	<b>OTHER</b>	
MEAN (SIG DIFF)	5.57	5.00(A)	6.67(B)	6.12	
<b>TENURE</b>	<b>1-2 YEARS</b>	<b>3-5 YEARS</b>	<b>6-10 YEARS</b>	<b>11+ YEARS</b>	
MEAN (NOT SIG)	5.25	6.02	5.79		
<b>COMMUNITY SIZE</b>	<b>&lt;9,999</b>	<b>10,000-99,999</b>	<b>100,000+</b>		
MEAN (SIG DIFF)	5.38(A)	5.44(A)	7.30(B)		
<b>GENDER</b>	<b>FEMALE</b>	<b>MALE</b>			
MEAN (NOT SIG)	5.95	5.72			

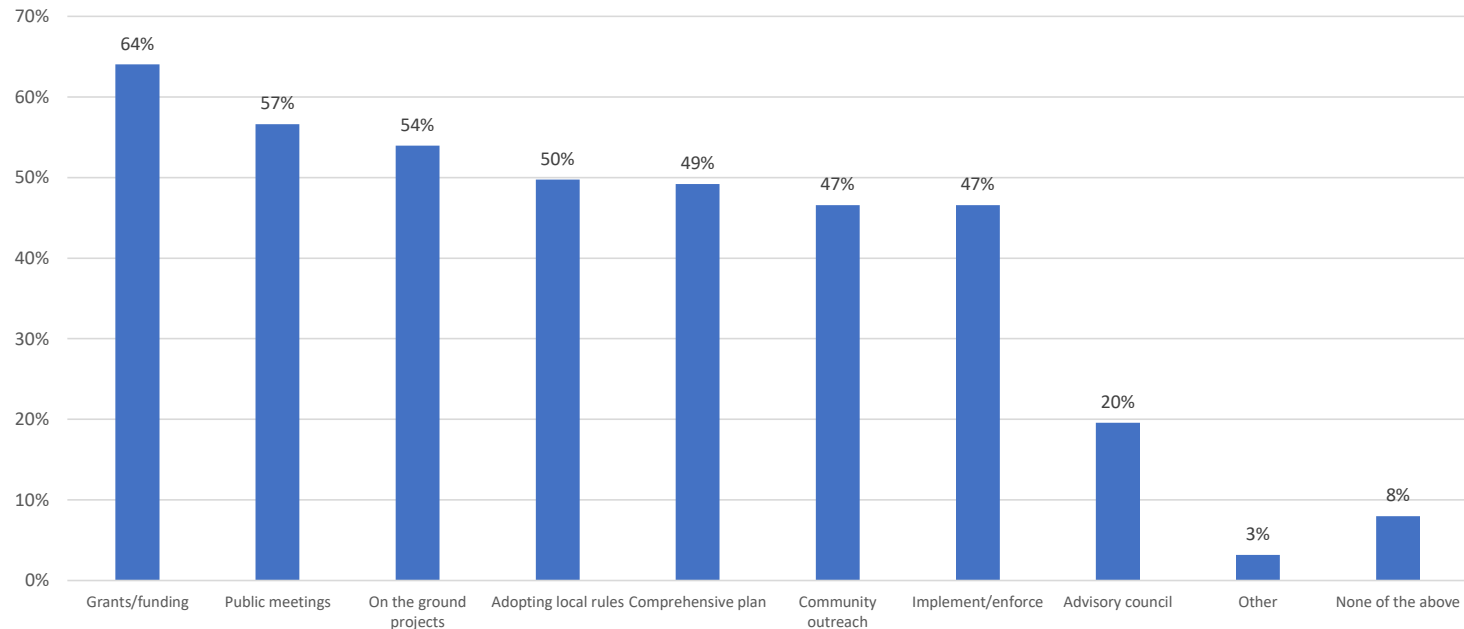
VA reported more tools considered vs. PA. Larger communities (100K+) considered more tools.



# Actions Taken

Almost all (92%) had taken actions related to water quality or water resources.

- Grants/funding (64%), public meetings (57%), and on the ground projects (54%) were most common.



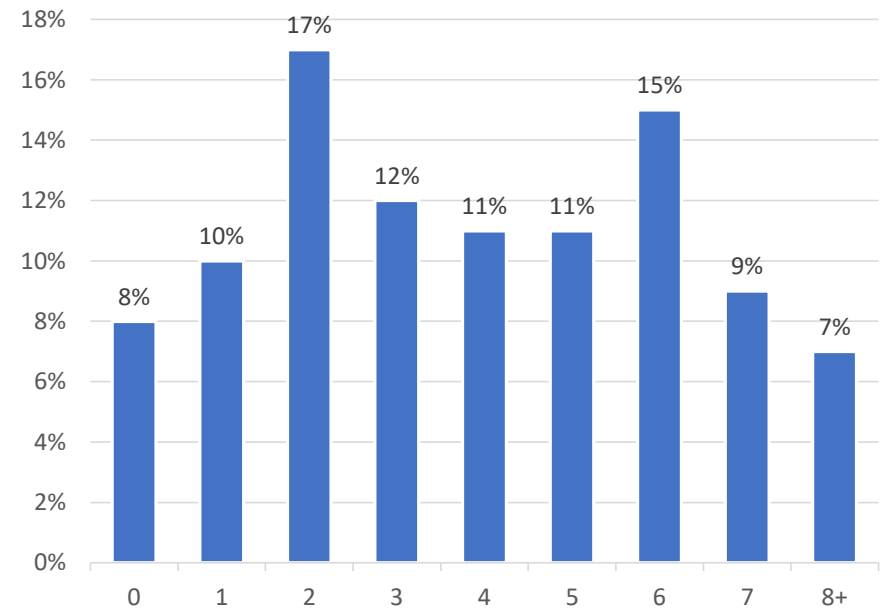
Q17: In the last three years, which of the following has your community undertaken related to water quality or water resources? Please check all that apply.



# Number of Actions Taken

Mean number of actions taken was 3.9.

- 53% of respondents have taken four or more actions.
- About one in five (18%) taken none or only one action.



Q17: In the last three years, which of the following has your community undertaken related to water quality or water resources? Please check all that apply. Chart shows number of actions taken.





# Actions Taken (Q17 means)

	CATEGORIES				
<b>AGE</b>	<b>&lt;40</b>	<b>41-50</b>	<b>51-60</b>	<b>61-70</b>	<b>71+</b>
MEAN (NOT SIG)	3.95	4.16	3.62	3.81	4.28
<b>STATE</b>	<b>MARYLAND</b>	<b>PENNSYLVANIA</b>	<b>VIRGINIA</b>	<b>OTHER</b>	
MEAN (NOT SIG)	4.12	3.79	3.97	3.05	
<b>TENURE</b>	<b>&lt;2 YEARS</b>	<b>3-5 YEARS</b>	<b>6-10 YEARS</b>	<b>11+ YEARS</b>	
MEAN (NOT SIG)	3.40	4.13	3.81	4.12	
<b>COMMUNITY SIZE</b>	<b>&lt;9,999</b>	<b>10,000-99,999</b>	<b>100,000+</b>		
MEAN (SIG DIFF)	3.30(A)	4.27(B)	4.52(B)		
<b>GENDER</b>	<b>FEMALE</b>	<b>MALE</b>			
MEAN (NOT SIG)	4.09	3.90			

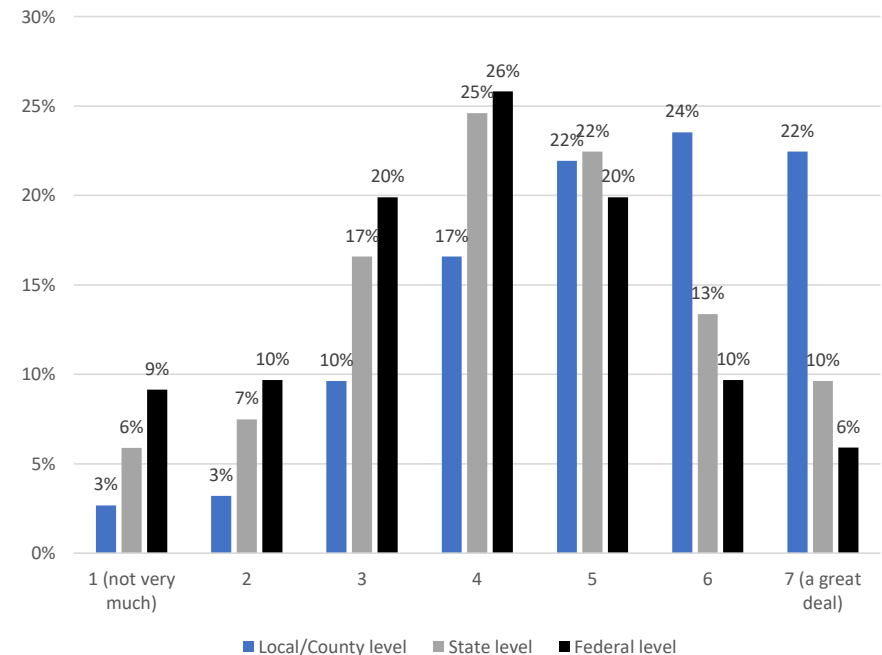
Larger communities (10K+) took more actions.



# Understanding Regulations

Understanding is reported as highest for environmental laws and regulations at the local level (68% rated understanding as 5 or higher on a 7-point scale, mean=5.12).

- Knowledge decreases at the State level (45% rated as 5 or higher, mean=4.29).
- Knowledge is even more limited at the Federal level (35% rated as 5 or higher, mean=3.90).



Q13: In general, how well do you understand environmental rules and regulations at the: local/county; state; federal level? [Scale 1 to 7]



# Understanding Local (Q13 means)

	CATEGORIES				
<b>AGE</b>	<b>&lt;40</b>	<b>41-50</b>	<b>51-60</b>	<b>61-70</b>	<b>71+</b>
MEAN (NOT SIG)	4.95	4.84	5.22	5.19	5.11
<b>STATE</b>	<b>MARYLAND</b>	<b>PENNSYLVANIA</b>	<b>VIRGINIA</b>	<b>OTHER</b>	
MEAN (NOT SIG)	4.91	5.17	5.67	4.84	
<b>TENURE</b>	<b>&lt;2 YEARS</b>	<b>3-5 YEARS</b>	<b>6-10 YEARS</b>	<b>11+ YEARS</b>	
MEAN (NOT SIG)	4.76	5.11	5.17	5.40	
<b>COMMUNITY SIZE</b>	<b>&lt;9,999</b>	<b>10,000-99,999</b>	<b>100,000+</b>		
MEAN (SIG DIFF)	4.54(A)	5.49(B)	5.78(B)		
<b>GENDER</b>	<b>FEMALE</b>	<b>MALE</b>			
MEAN (NOT SIG)	4.89	5.21			

Larger communities (10K+) report more understanding of local regulations.



# Understanding State (Q13 means)

	CATEGORIES				
<b>AGE</b>	<b>&lt;40</b>	<b>41-50</b>	<b>51-60</b>	<b>61-70</b>	<b>71+</b>
MEAN (NOT SIG)	3.86	4.29	4.14	4.44	4.34
<b>STATE</b>	<b>MARYLAND</b>	<b>PENNSYLVANIA</b>	<b>VIRGINIA</b>	<b>OTHER</b>	
MEAN (NOT SIG)	4.17	4.40	4.66	3.79	
<b>TENURE</b>	<b>&lt;2 YEARS</b>	<b>3-5 YEARS</b>	<b>6-10 YEARS</b>	<b>11+ YEARS</b>	
MEAN (SIG DIFF)	3.87(A)	4.26	4.19	4.73(B)	
<b>COMMUNITY SIZE</b>	<b>&lt;9,999</b>	<b>10,000-99,999</b>	<b>100,000+</b>		
MEAN (SIG DIFF)	3.71(A)	4.65(B)	4.92(B)		
<b>GENDER</b>	<b>FEMALE</b>	<b>MALE</b>			
MEAN (SIG DIFF)	3.95(A)	4.44(B)			

Those in office longer, larger communities (10K+), and males report more understanding of State regulations.



# Understanding Federal (Q13 means)

	CATEGORIES				
<b>AGE</b>	<b>&lt;40</b>	<b>41-50</b>	<b>51-60</b>	<b>61-70</b>	<b>71+</b>
MEAN (NOT SIG)	3.45	4.07	3.86	3.93	3.97
<b>STATE</b>	<b>MARYLAND</b>	<b>PENNSYLVANIA</b>	<b>VIRGINIA</b>	<b>OTHER</b>	
MEAN (NOT SIG)	3.75	4.08	4.11	3.68	
<b>TENURE</b>	<b>&lt;2 YEARS</b>	<b>3-5 YEARS</b>	<b>6-10 YEARS</b>	<b>11+ YEARS</b>	
MEAN (NOT SIG)	3.64	3.85	3.93	4.10	
<b>COMMUNITY SIZE</b>	<b>&lt;9,999</b>	<b>10,000-99,999</b>	<b>100,000+</b>		
MEAN (SIG DIFF)	3.38(A)	4.29(B)	4.35(B)		
<b>GENDER</b>	<b>FEMALE</b>	<b>MALE</b>			
MEAN (SIG DIFF)	3.52(A)	4.08(B)			

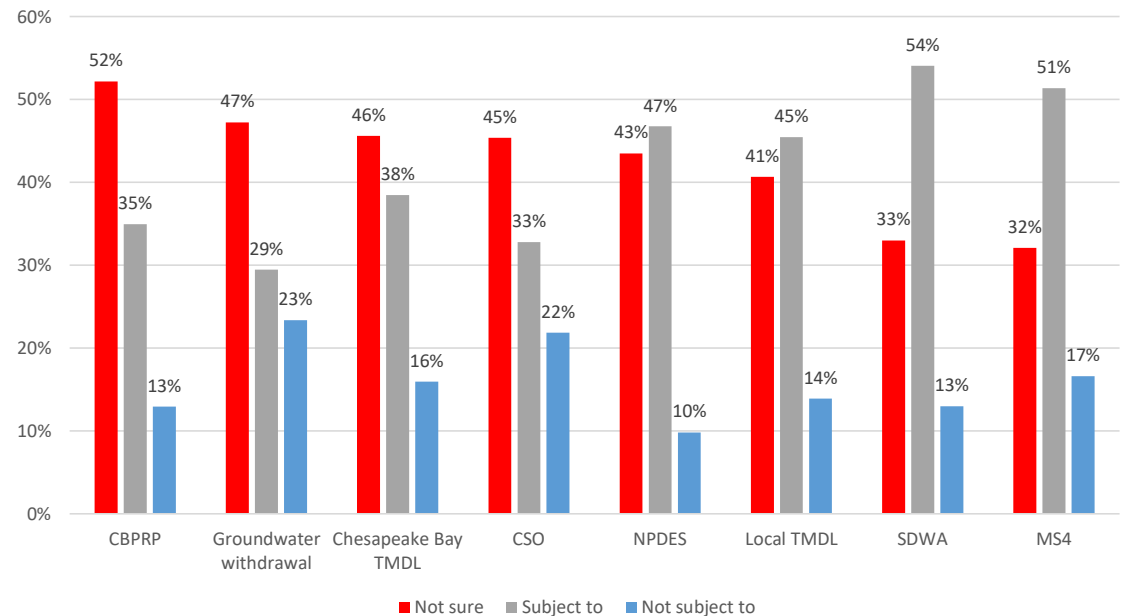
Larger communities (10K+) and males report more understanding of Federal regulations.



# High Regulation Uncertainty

High level of uncertainty regarding whether communities are subject to various environmental regulations (see red bars in chart).

- Highest uncertainty about CBPRP (52% are not sure), groundwater withdrawal restrictions (47%), Chesapeake Bay TMDL (46%), and CSO (45%).



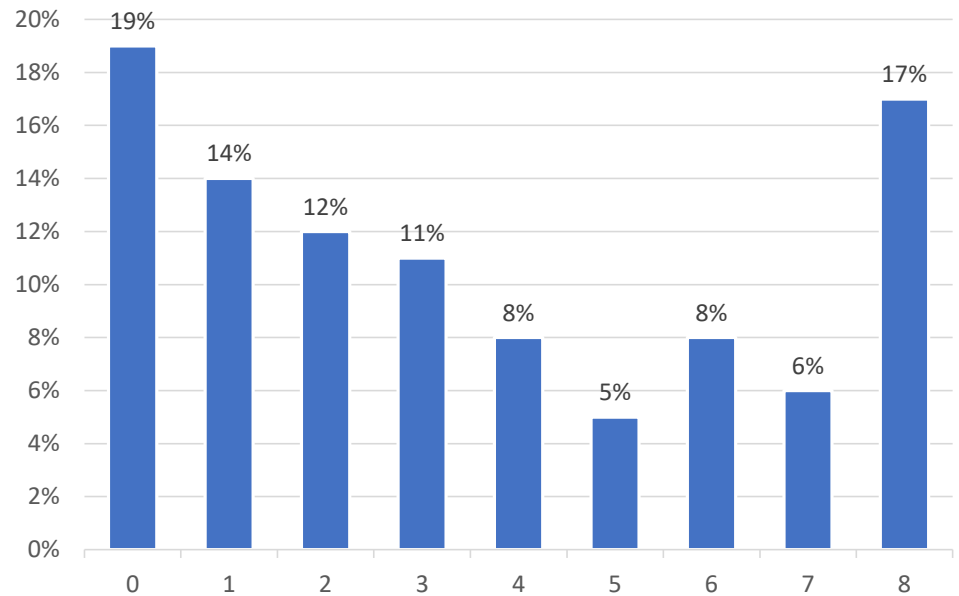
Q14: Which of the following rules or regulations is your community subject to? If you are not sure if your community is subject to these rules or regulations, please select not sure.



# # of Regulations Uncertain About

Mean number of federal regulations respondents were not sure about was 3.5 out of 8.

- 17% of respondents indicated they were uncertain about all 8 regulations.
  - Most of these respondents (75%) were from communities with a population under 10,000 people, and half (54%) had served for two or fewer years.



Q14: Which of the following rules or regulations is your community subject to? If you are not sure if your community is subject to these rules or regulations, please select not sure. Chart shows number of times selected not sure.



# Regulation Uncertainty (Q14 means)

	CATEGORIES				
<b>AGE</b>	<b>&lt;40</b>	<b>41-50</b>	<b>51-60</b>	<b>61-70</b>	<b>71+</b>
MEAN (NOT SIG)	4.05	3.86	3.91	3.18	2.97
<b>STATE</b>	<b>MARYLAND</b>	<b>PENNSYLVANIA</b>	<b>VIRGINIA</b>	<b>OTHER</b>	
MEAN (NOT SIG)	3.78	3.17	2.75	4.53	
<b>TENURE</b>	<b>&lt;2 YEARS</b>	<b>3-5 YEARS</b>	<b>6-10 YEARS</b>	<b>11+ YEARS</b>	
MEAN (SIG DIFF)	4.56(A)	3.48	3.40	2.58(B)	
<b>COMMUNITY SIZE</b>	<b>&lt;9,999</b>	<b>10,000-99,999</b>	<b>100,000+</b>		
MEAN (SIG DIFF)	4.18(A)	3.03(B)	2.64(B)		
<b>GENDER</b>	<b>FEMALE</b>	<b>MALE</b>			
MEAN (SIG DIFF)	4.18(A)	3.22(B)			

Those newly in office, smaller communities (under 10K), and females report more uncertainty.

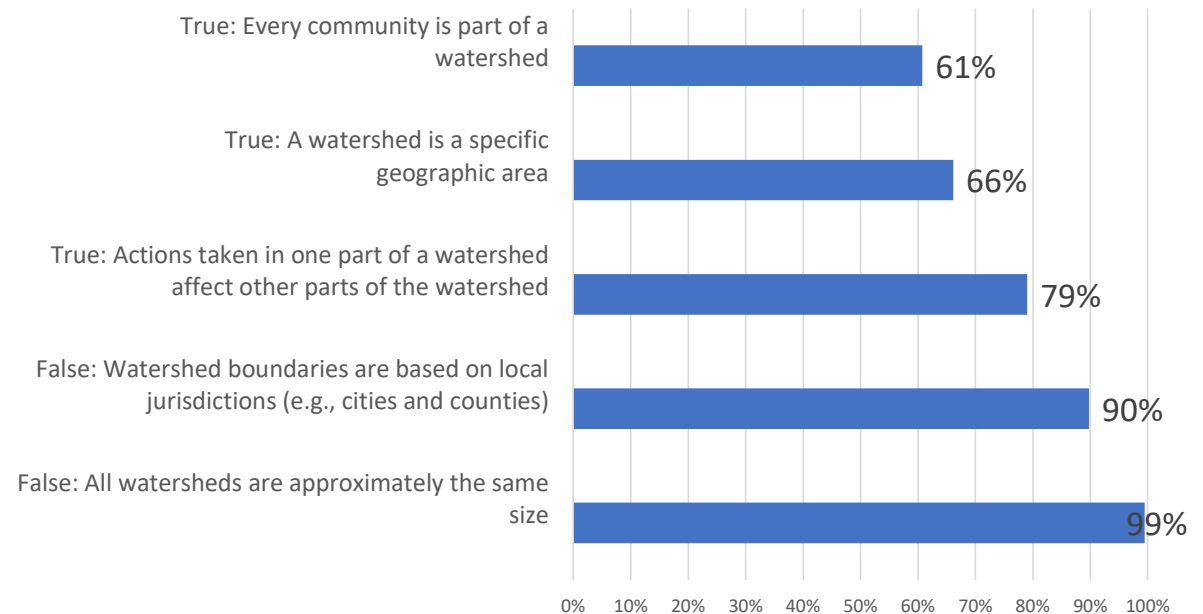




# Watershed Knowledge

Respondents were fairly knowledgeable about watersheds based on a series of 5 questions.

- However, fewer knew that every community is part of a watershed (61% correct) or that watersheds are specific geographic areas (66% correct).



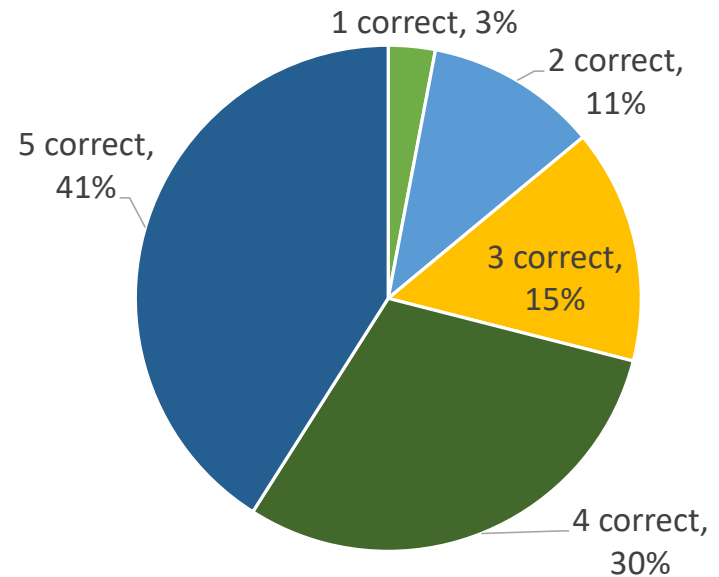
Q18: Based on your current understanding, which of the following statements about a watershed are true? Please check all that are true. Chart shows percent correct answers.



# Number of Correct Answers

Mean correct answers was 3.95 (out of 5).

- The largest group of respondents (41%) answered all five questions correctly.
- However, that means more than half (59%) missed at least one question.



*Q18: Based on your current understanding, which of the following statements about a watershed are true? Please check all that are true. Chart shows percent getting 1-5 answers correct.*



# Knowledge (Q18 means)

	CATEGORIES				
<b>AGE</b>	<b>&lt;40</b>	<b>41-50</b>	<b>51-60</b>	<b>61-70</b>	<b>71+</b>
MEAN (NOT SIG)	4.23	3.94	3.76	3.92	4.09
<b>STATE</b>	<b>MARYLAND</b>	<b>PENNSYLVANIA</b>	<b>VIRGINIA</b>	<b>OTHER</b>	
MEAN (NOT SIG)	3.95	3.94	4.11	3.68	
<b>TENURE</b>	<b>&lt;2 YEARS</b>	<b>3-5 YEARS</b>	<b>6-10 YEARS</b>	<b>11+ YEARS</b>	
MEAN (NOT SIG)	4.20	4.00	3.86	3.79	
<b>COMMUNITY SIZE</b>	<b>&lt;9,999</b>	<b>10,000-99,999</b>	<b>100,000+</b>		
MEAN (SIG DIFF)	3.63(A)	4.16(B)	4.26(B)		
<b>GENDER</b>	<b>FEMALE</b>	<b>MALE</b>			
MEAN (NOT SIG)	3.95	3.98			

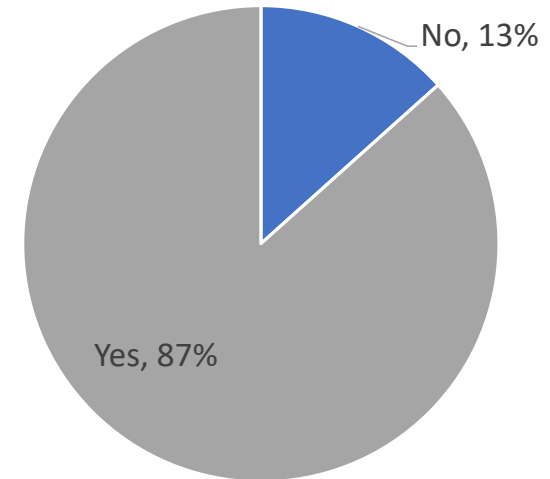
Larger communities (10K+) answered more knowledge questions correctly.



# Available contact person

Almost all respondents reported they had someone they could contact for information on water resources or how best to implement environmental policy if-needed (87%).

Contact Person



*Q15. If you had a question about water resources or how best to implement environmental policy, do you have a knowledgeable person or source you could go to for assistance?*



# Contact Person (Q15 means)

	CATEGORIES				
<b>AGE</b>	<b>&lt;40</b>	<b>41-50</b>	<b>51-60</b>	<b>61-70</b>	<b>71+</b>
% YES (NOT SIG)	77%	94%	84%	89%	83%
<b>STATE</b>	<b>MARYLAND</b>	<b>PENNSYLVANIA</b>	<b>VIRGINIA</b>	<b>OTHER</b>	
% YES (SIG DIF)	80%(A)	98%(B)	89%	79%	
<b>TENURE</b>	<b>1-2 YEARS</b>	<b>3-5 YEARS</b>	<b>6-10 YEARS</b>	<b>11+ YEARS</b>	
% YES (NOT SIG)	80%	87%	83%		
<b>COMMUNITY SIZE</b>	<b>&lt;9,999</b>	<b>10,000-99,999</b>	<b>100,000+</b>		
% YES (SIG DIF)	76%(A)	93%(B)	99%(B)		
<b>GENDER</b>	<b>FEMALE</b>	<b>MALE</b>			
% YES (NOT SIG)	87%	86%			

PA reported having a contact more vs. MD. Larger communities (10K+) were more likely to report having a contact.



# Key Takeaways

*Local Leadership Baseline Survey*



# High Level Findings

## Key findings include:

- About half of respondents (52%) reported thinking about the Bay when making policy decisions. Stormwater management is the issue most often associated with the Bay, with mitigating flooding and healthy watersheds as the top local priorities. Protecting water resources and the Bay is associated with increased quality of life.
- Almost all (87%) say they have a contact person to consult for more information on water resources or how to implement environmental policy.
- Respondents would consider many tools to protect water resources, with stormwater management (81%) and comprehensive planning (80%) considered most often.
- Respondents understood environmental rules and regulations best at the local level (vs. state or federal). Relatedly, more than four in ten were not sure whether their community was subject to six of eight federal regulations. A large number (39%) did not know every community is part of a watershed or that watersheds are specific geographic areas (34%).
- Smaller communities (especially those with fewer than 10,000 residents) fared worse on several measures, including using fewer tools, taking fewer actions, not understanding regulations as well, lower knowledge scores, and being less likely to have a contact person.
- Officials in office longer (11+ years) report less uncertainty about whether various federal regulations apply to their communities and higher understanding of state regulations.



# Comments on Methodology

## Considerations for future projects:

- Because the sample was not random, results cannot be generalized.
- Survey was distributed via trusted partners. This led to higher rates of participation from some states (e.g., 43% of respondents were from Maryland, including over half of MD respondents from three counties). Likewise, several states were underrepresented. Aim for n=30-50 responses per state to allow for comparisons.
- We lack data to better understand other ways the sample may be skewed. For example, we do not know the baseline demographics of this population (e.g., population age distribution or experience of local leaders).
- We suggest very minor changes to two survey questions: 1) modify q15 to capture more variation (e.g., make it more specific or add additional response options); and 2) modify q18 to drop measures where 85% or more of respondents answered correctly (and replace with more challenging questions), and drop question about whether respondent is located within the Bay if answer cannot be validated.





# Appendixes

*Questionnaire, Invitations, Partial Surveys and Disqualifications, Completions by County/State*



# Survey Questionnaire

***This collection of information is approved by OMB under the Paperwork Reduction Act, 44 U.S.C. 3501 et seq. (OMB Control No. 2003-0002). Responses to this collection of information are voluntary (33 U.S.C. 1267). An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The public reporting and recordkeeping burden for this collection of information is estimated to be 0.142 hours per response. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates and any suggested methods for minimizing respondent burden to the Regulatory Support Division Director, U.S. Environmental Protection Agency (2821T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.***

**This survey is designed to be completed by elected or appointed officials or senior staff who are involved in policy making. It should take about 10 minutes to complete. Responses are confidential and results will be used to improve and enhance training and information for elected leaders. We appreciate your honest feedback.**

1) What kind of role do you have in your community?

- Elected official
- Appointed official
- Senior staff
- Other
- None

2) Are you involved in making policy decisions for your community?

- Yes
- No

3) What role do you hold in your community? Please check all that apply.

- Executive position (e.g., Mayor, County Executive, etc.)
- Municipal governing body member (e.g., City or Town Council, County Board or Commission, Township or County Supervisor, etc.)
- Board member for a Soil and Water Conservation District
- Board member for Water and Sewer Authority
- Board member for Planning Commission
- None of the above



# Survey Questionnaire (continued)

4) What is the population of the community you represent?

- 2,999 residents and under
- 3,000-9,999 residents
- 10,000-24,999 residents
- 25,000-99,999 residents
- 100,000-249,999 residents
- 250,000+ residents

5) Where is the community you represent located?

- Delaware
- Maryland
- Pennsylvania
- New York
- Virginia
- Washington, D.C.
- West Virginia

5a) [FOR DE] Which county is the community you represent located in?

- Kent County
- New Castle County
- Sussex County
- Other

5b) [FOR MD] Which county is the community you represent located in?

- Allegany County
- Anne Arundel County
- Baltimore City
- Baltimore County
- Calvert County
- Caroline County
- Carroll County
- Cecil County
- Charles County
- Dorchester County
- Frederick County
- Garrett County
- Harford County
- Howard County
- Kent County
- Montgomery County
- Prince George's County
- Queen Anne's County
- Somerset County
- St. Mary's County
- Talbot County
- Washington County
- Wicomico County
- Worcester County
- Other



# Survey Questionnaire (continued)

5c) [FOR PA] Which county is the community you represent located in?

- |  |  |
|--|--|
| <input type="checkbox"/> Adams County      | <input type="checkbox"/> Lancaster County      |
| <input type="checkbox"/> Bedford County    | <input type="checkbox"/> Lebanon County        |
| <input type="checkbox"/> Berks County      | <input type="checkbox"/> Luzerne County        |
| <input type="checkbox"/> Blair County      | <input type="checkbox"/> Lycoming County       |
| <input type="checkbox"/> Bradford County   | <input type="checkbox"/> McKean County         |
| <input type="checkbox"/> Cambria County    | <input type="checkbox"/> Mifflin County        |
| <input type="checkbox"/> Cameron County    | <input type="checkbox"/> Montour County        |
| <input type="checkbox"/> Carbon County     | <input type="checkbox"/> Northumberland County |
| <input type="checkbox"/> Centre County     | <input type="checkbox"/> Perry County          |
| <input type="checkbox"/> Chester County    | <input type="checkbox"/> Potter County         |
| <input type="checkbox"/> Clearfield County | <input type="checkbox"/> Schuylkill County     |
| <input type="checkbox"/> Clinton County    | <input type="checkbox"/> Snyder County         |
| <input type="checkbox"/> Columbia County   | <input type="checkbox"/> Somerset County       |
| <input type="checkbox"/> Cumberland County | <input type="checkbox"/> Sullivan County       |
| <input type="checkbox"/> Dauphin County    | <input type="checkbox"/> Susquehanna County    |
| <input type="checkbox"/> Elk County        | <input type="checkbox"/> Tioga County          |
| <input type="checkbox"/> Franklin County   | <input type="checkbox"/> Union County          |
| <input type="checkbox"/> Fulton County     | <input type="checkbox"/> Wayne County          |
| <input type="checkbox"/> Huntingdon County | <input type="checkbox"/> Wyoming County        |
| <input type="checkbox"/> Indiana County    | <input type="checkbox"/> York County           |
| <input type="checkbox"/> Jefferson County  | <input type="checkbox"/> Other                 |
| <input type="checkbox"/> Juniata County    |  |
| <input type="checkbox"/> Lackawanna County |  |

5d) [FOR NY] Which county is the community you represent located in?

- Allegany County
- Broome County
- Cayuga County
- Chemung County
- Chenango County
- Cortland County
- Delaware County
- Herkimer County
- Livingston County
- Madison County
- Oneida County
- Onondaga County
- Ontario County
- Otsego County
- Schoharie County
- Schuyler County
- Steuben County
- Tioga County
- Tompkins County
- Yates County
- Other



# Survey Questionnaire (continued)

5e) [FOR VA] Which county is the community you represent located in?

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Accomack County       | <input type="checkbox"/> Frederick County      | <input type="checkbox"/> Northampton County    |
| <input type="checkbox"/> Albemarle County      | <input type="checkbox"/> Fredericksburg City   | <input type="checkbox"/> Northumberland County |
| <input type="checkbox"/> Alexandria City       | <input type="checkbox"/> Giles County          | <input type="checkbox"/> Nottoway County       |
| <input type="checkbox"/> Alleghany County      | <input type="checkbox"/> Gloucester County     | <input type="checkbox"/> Orange County         |
| <input type="checkbox"/> Amelia County         | <input type="checkbox"/> Goochland County      | <input type="checkbox"/> Page County           |
| <input type="checkbox"/> Amherst County        | <input type="checkbox"/> Greene County         | <input type="checkbox"/> Petersburg City       |
| <input type="checkbox"/> Appomattox County     | <input type="checkbox"/> Hampton City          | <input type="checkbox"/> Poquoson City         |
| <input type="checkbox"/> Arlington County      | <input type="checkbox"/> Hanover County        | <input type="checkbox"/> Portsmouth City       |
| <input type="checkbox"/> Augusta County        | <input type="checkbox"/> Harrisonburg City     | <input type="checkbox"/> Powhatan County       |
| <input type="checkbox"/> Bath County           | <input type="checkbox"/> Henrico County        | <input type="checkbox"/> Prince Edward County  |
| <input type="checkbox"/> Bedford City          | <input type="checkbox"/> Highland County       | <input type="checkbox"/> Prince George County  |
| <input type="checkbox"/> Bedford County        | <input type="checkbox"/> Hopewell City         | <input type="checkbox"/> Prince William County |
| <input type="checkbox"/> Botetourt County      | <input type="checkbox"/> Isle of Wight County  | <input type="checkbox"/> Rappahannock County   |
| <input type="checkbox"/> Buckingham County     | <input type="checkbox"/> James City County     | <input type="checkbox"/> Richmond City         |
| <input type="checkbox"/> Buena Vista City      | <input type="checkbox"/> King and Queen County | <input type="checkbox"/> Richmond County       |
| <input type="checkbox"/> Campbell County       | <input type="checkbox"/> King George County    | <input type="checkbox"/> Roanoke City          |
| <input type="checkbox"/> Caroline County       | <input type="checkbox"/> King William County   | <input type="checkbox"/> Roanoke County        |
| <input type="checkbox"/> Charles City County   | <input type="checkbox"/> Lancaster County      | <input type="checkbox"/> Rockbridge County     |
| <input type="checkbox"/> Charlotte County      | <input type="checkbox"/> Lexington City        | <input type="checkbox"/> Rockingham County     |
| <input type="checkbox"/> Charlottesville City  | <input type="checkbox"/> Loudoun County        | <input type="checkbox"/> Salem City            |
| <input type="checkbox"/> Chesapeake City       | <input type="checkbox"/> Louisa County         | <input type="checkbox"/> Shenandoah County     |
| <input type="checkbox"/> Chesterfield County   | <input type="checkbox"/> Lunenburg County      | <input type="checkbox"/> Spotsylvania County   |
| <input type="checkbox"/> Clarke County         | <input type="checkbox"/> Lynchburg City        | <input type="checkbox"/> Stafford County       |
| <input type="checkbox"/> Colonial Heights City | <input type="checkbox"/> Madison County        | <input type="checkbox"/> Staunton City         |
| <input type="checkbox"/> Covington City        | <input type="checkbox"/> Manassas City         | <input type="checkbox"/> Suffolk City          |
| <input type="checkbox"/> Craig County          | <input type="checkbox"/> Manassas Park City    | <input type="checkbox"/> Surry County          |
| <input type="checkbox"/> Culpeper County       | <input type="checkbox"/> Mathews County        | <input type="checkbox"/> Virginia Beach City   |
| <input type="checkbox"/> Cumberland County     | <input type="checkbox"/> Middlesex County      | <input type="checkbox"/> Warren County         |
| <input type="checkbox"/> Dinwiddie County      | <input type="checkbox"/> Montgomery County     | <input type="checkbox"/> Waynesboro City       |
| <input type="checkbox"/> Essex County          | <input type="checkbox"/> Nelson County         | <input type="checkbox"/> Westmoreland County   |
| <input type="checkbox"/> Fairfax City          | <input type="checkbox"/> New Kent County       | <input type="checkbox"/> Williamsburg City     |
| <input type="checkbox"/> Fairfax County        | <input type="checkbox"/> Newport News City     | <input type="checkbox"/> Winchester City       |
| <input type="checkbox"/> Falls Church City     | <input type="checkbox"/> Norfolk City          | <input type="checkbox"/> York County           |
| <input type="checkbox"/> Fauquier County       |  | <input type="checkbox"/> Other                 |
| <input type="checkbox"/> Fluvanna County       |  |  |
| <input type="checkbox"/> Franklin City         |  |  |

5f) [FOR WV] Which county is the community you represent located in?

- Berkeley County
- Grant County
- Greenbrier County
- Hampshire County
- Hardy County
- Jefferson County
- Mineral County
- Monroe County
- Morgan County
- Pendleton County
- Pocahontas County
- Preston County
- Randolph County
- Tucker County
- Other



# Survey Questionnaire (continued)

**Thanks. Now we want to ask some questions about how you make policy decisions.**

6) How much are you thinking about downstream communities and/or the Chesapeake Bay when making policy decisions for your community?

*Not at all (1) to A great deal (7)*

7) How much impact do you think the decisions you make have on downstream communities and/or the Chesapeake Bay?

*None (1) to A great deal (7)*

8) How much impact do you think the decisions upstream communities make have on your communities' water quality?

*None (1) to A great deal (7)*

9) Given your local budget and existing constraints, how much do you think about downstream communities and/or the Chesapeake Bay when making decisions related to:

*Not at all (1) to A great deal (7)*

- Land use policy/plans
- Drinking water
- Water resources
- Local ordinances
- Economic development
- Stormwater management
- Infrastructure



# Survey Questionnaire (continued)

10) Given your local budget and existing constraints, which of the following do you see as a priority for your local community?

Please check all that apply.

- Building climate resiliency
- Mitigating flooding
- Making sure streams are healthy to support fish populations
- Achieving and maintaining healthy watersheds
- Dealing with and preventing toxic contaminants
- Protecting and preserving tree coverage
- Protecting and preserving wetlands
- Protecting and preserving blue crabs
- Setting policy/guidance for how land is used
- Helping people understand environmental issues
- None of the above

11) When your community takes steps to protect the environment, including protecting water resources and the Chesapeake Bay, how much impact does that have on:

*None at all (1) to A great deal (7)*

- Your local economy
- Local recreational and tourism opportunities
- Local drinking water quality

- Public health/community health
- Public safety
- Infrastructure
- Quality of life

12) Which of the following tools would you use or consider as a way to protect or improve water resources for your community? Please check all that apply.

- Comprehensive planning
- Zoning ordinances, including growth boundaries
- Subdivision and land development ordinances
- Stormwater management ordinances
- Local taxation policies or fees (e.g., environmental impact fees)
- Conservation easements and/or purchase of development rights
- Source water protection plans
- Forest protection or tree canopy ordinances
- Litter control ordinances
- Erosion and sediment control ordinances
- None of the above



# Survey Questionnaire (continued)

13) In general, how well do you understand environmental rules and regulations at the:

*Not very much (1) to A great deal (7)*

- Local/County level
- State level
- Federal level

14) Which of the following rules or regulations is your community subject to? If you are not sure if your community is subject to these rules or regulations, please select not sure.

*Subject to ( ) Not subject to ( ) Not sure ( )*

- NPDES (National Pollution Discharge Elimination System)
- MS4 (Municipal Separate Storm Sewer Systems)
- CSO (Combined Sewer Overflows)
- Chesapeake Bay TMDL (Total Maximum Daily Load)
- Local TMDL (Total Maximum Daily Load)
- CBPRP (Chesapeake Bay Pollutant Reduction Plan)
- SDWA (Safe Drinking Water)
- Groundwater withdrawal restriction permits

15) If you had a question about water resources or how best to implement environmental policy, do you have a knowledgeable person or source you could go to for assistance?

- Yes
- No

16) If you wanted to learn more about environmental policy and/or water resources, which of the following would you want to access? Please check all that apply.

- In-person classes or training
- Online classes or training (including webinars)
- A person to call or email for more information
- Case studies, best practices, or guidance documents
- Non-profit organizations or non-government organizations
- University or academic resources (e.g., extension programs)
- Resources provided by Federal or State government
- Resources provided by Local/County government
- Other - Write In: \_\_\_\_\_
- None of the above





# Survey Questionnaire (continued)

17) In the last three years, which of the following has your community undertaken related to water quality or water resources? Please check all that apply.

- Community outreach efforts
- Public meetings or public discussions
- Adopting local rules, ordinances, or regulations
- Implementation/enforcement of local rules, ordinances, or regulations
- "On the ground" projects to directly improve water quality or water resources
- Developing a comprehensive plan
- Apply for grants/funding to assist with projects
- Formation of an advisory council or citizen advisory committee
- Other - Write In: \_\_\_\_\_
- None of the above

18) Based on your current understanding, which of the following statements about a watershed are true? Please check all that are true.

- A watershed is a specific geographic area
- Watershed boundaries are based on local jurisdictions (e.g., cities and counties)

- Every community is part of a watershed
- All watersheds are approximately the same size
- My community is part of the Chesapeake Bay Watershed
- Actions taken in one part of a watershed affect other parts of the watershed
- None of the above

**Thank you. The following questions are for demographic purposes only:**

19) What is your gender?

- Male
- Female
- Prefer not to answer

20) What is your age?

- Under 30
- 31-40
- 41-50
- 51-60
- 61-70
- 71 or older
- Prefer not to answer



# Survey Questionnaire (continued)

21) How many years have you served in your position?

- Less than one
- 1-2 years
- 3-5 years
- 6-10 years
- 11 or more years
- Prefer not to answer

---

**Thank You!**

**Thanks so much for taking this survey and for taking the time to answer these questions. This survey is being sponsored by the Chesapeake Bay Program Partnership to better understand how to equip local leaders to make policy decisions related to water resources and the Chesapeake Bay. For more information, please visit [www.Chesapeakebay.net](http://www.Chesapeakebay.net).**



# Invitation: Initial Email

**SUBJECT LINE: Please help [ORGANIZATION] by sharing your opinions!**

[ORGANIZATION] is helping to conduct a survey of local elected leaders. Will you please take 5-8 minutes to answer a few questions for us? You can access the survey online at: {LINK}

Results will be used to improve and enhance services for local elected leaders. The survey is being conducted by an independent contractor. Your feedback is confidential. If you have any questions, please contact Christine Brittle, Ph.D., at christine@uncommoninsights.com or 703-254-6515.

We appreciate your help, and look forward to hearing from you!

Sincerely,



# Invitation: Follow-up Emails

**SUBJECT LINE: Reminder: Please help [ORGANIZATION] by sharing your opinions!**

As a reminder, [ORGANIZATION] is helping to survey local elected leaders. Thank you to everyone who has already shared your opinions! If you have not yet participated, please take 5-8 minutes to answer a few questions:  
{LINK}

Results will be used to improve and enhance services for local leaders. Your feedback is confidential.

We appreciate your help.

Sincerely,

**SUBJECT LINE: Last chance! Please help [ORGANIZATION] by sharing your opinions!**

As a final reminder, [ORGANIZATION] is helping to conduct a survey of local elected leaders. The survey will close on {DATE}. If you have not yet participated, we would appreciate your feedback:  
{LINK}

Thank for your assistance, and for helping to improve and enhance services for local leaders.

Sincerely,



# Invitation: Newsletter

**We want to hear from you!**

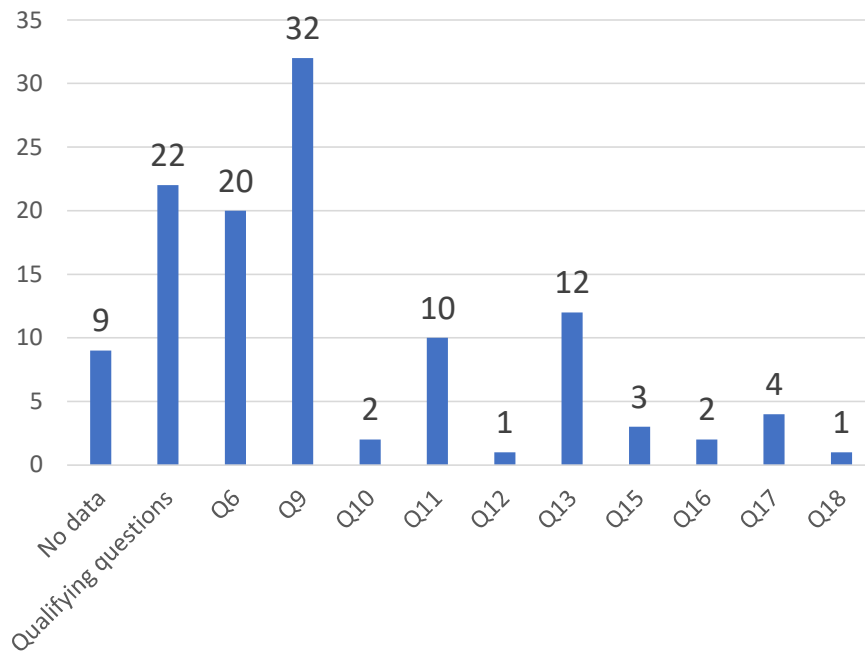
[ORGANIZATION] is helping to survey local elected leaders. Results will be used to improve and enhance services for local leaders. Please take 5-8 minutes to share your opinions! We appreciate your help. The survey is being conducted by an independent contractor. Your feedback is confidential.

{LINK}

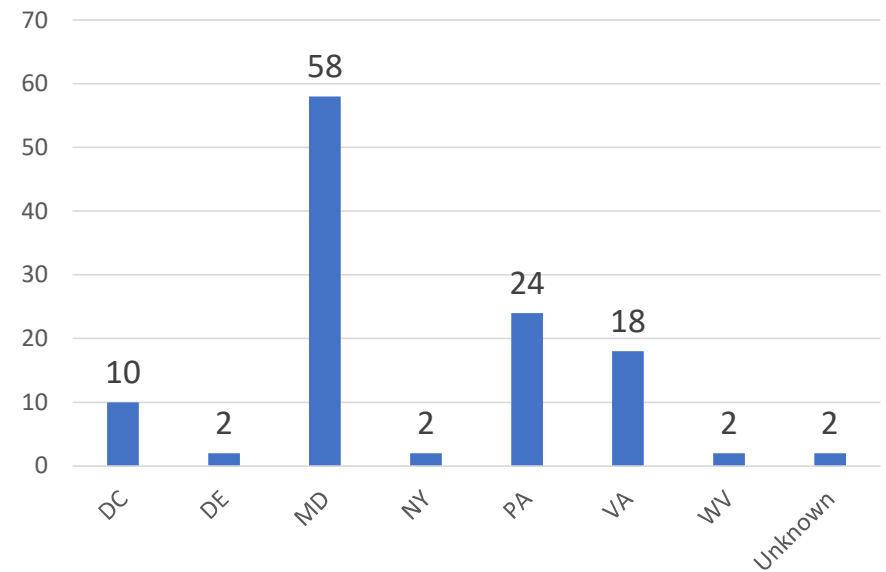


# Partial Surveys (n=118)

### Question Respondent Exited Survey

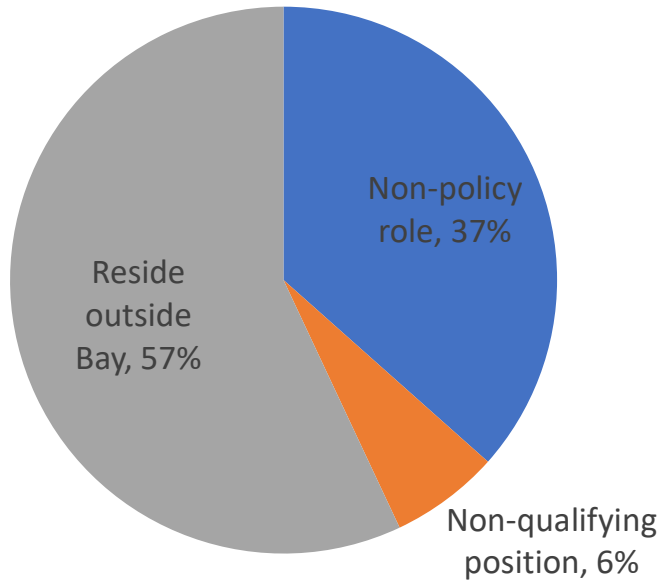


### State of Origin for Partial Surveys

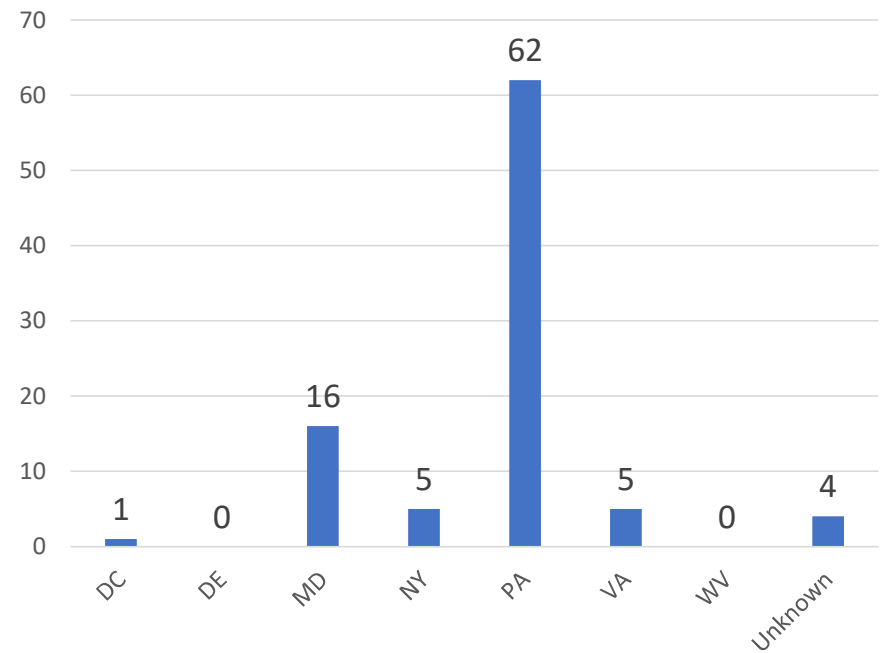


# Survey Disqualifications (n=93)

Reason for Disqualification



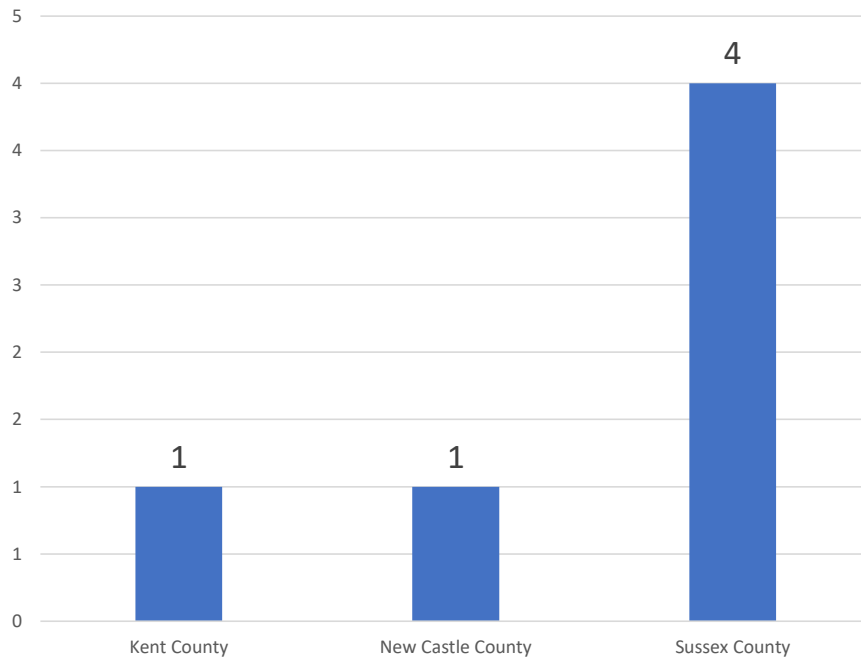
State of Origin for Disqualifications



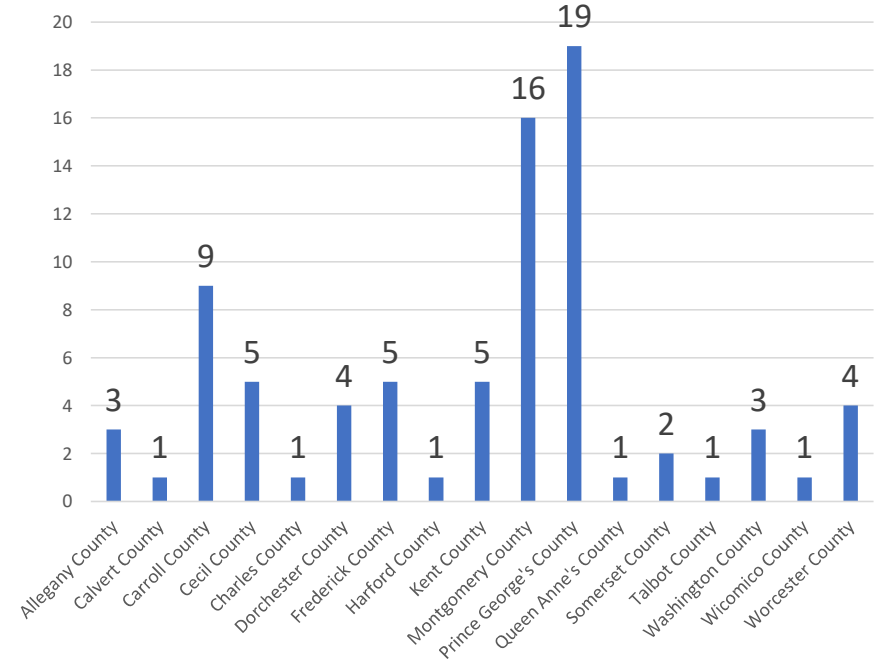


# Participation by County/State

Delaware (n=6)



Maryland (n=81)

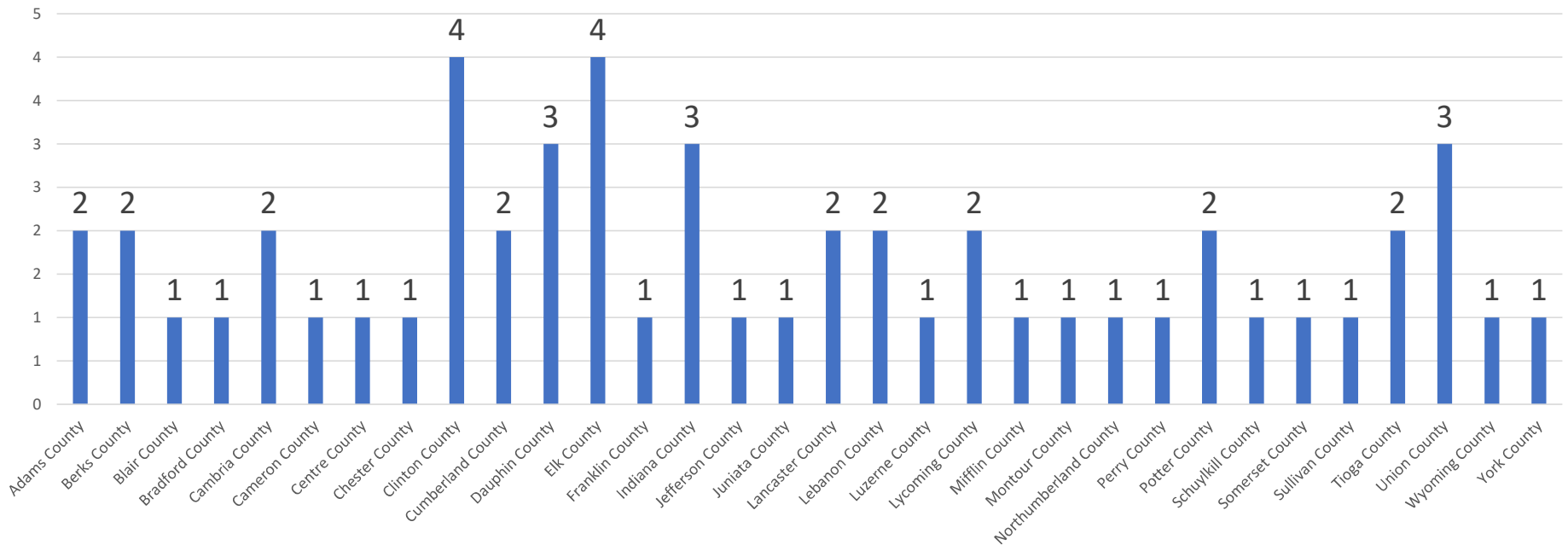






# Participation by County/State

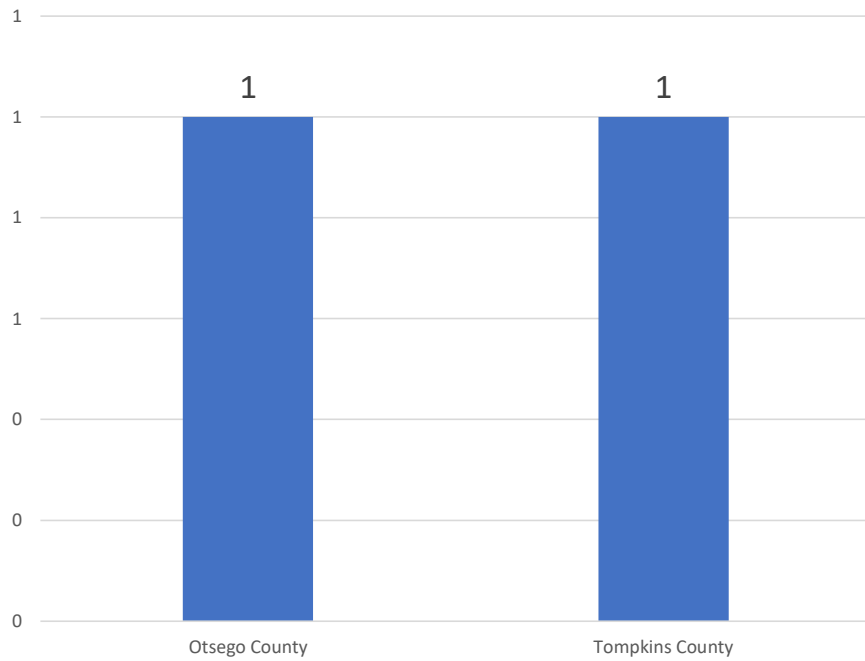
Pennsylvania (n=53)



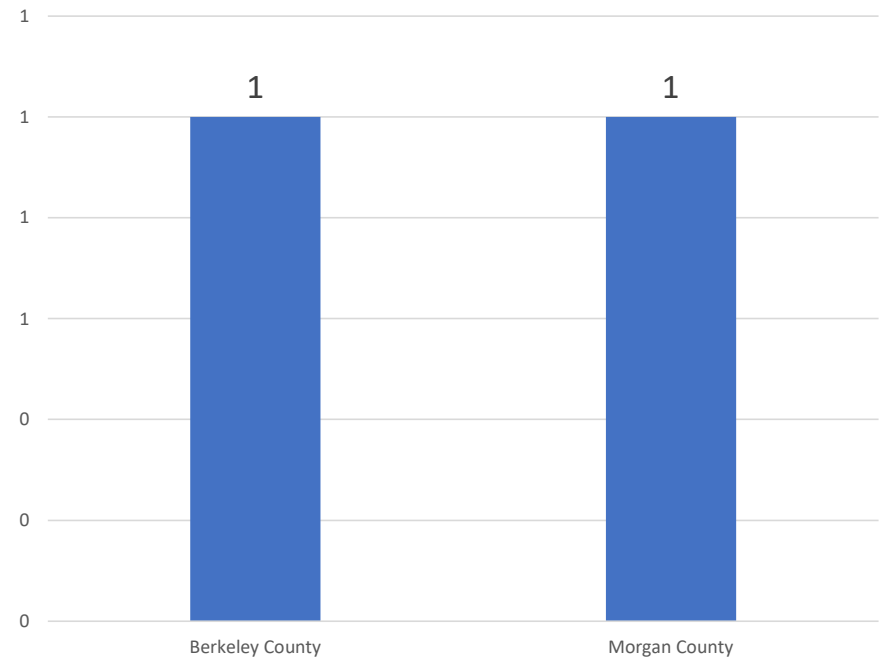


# Participation by County/State

New York (n=2)



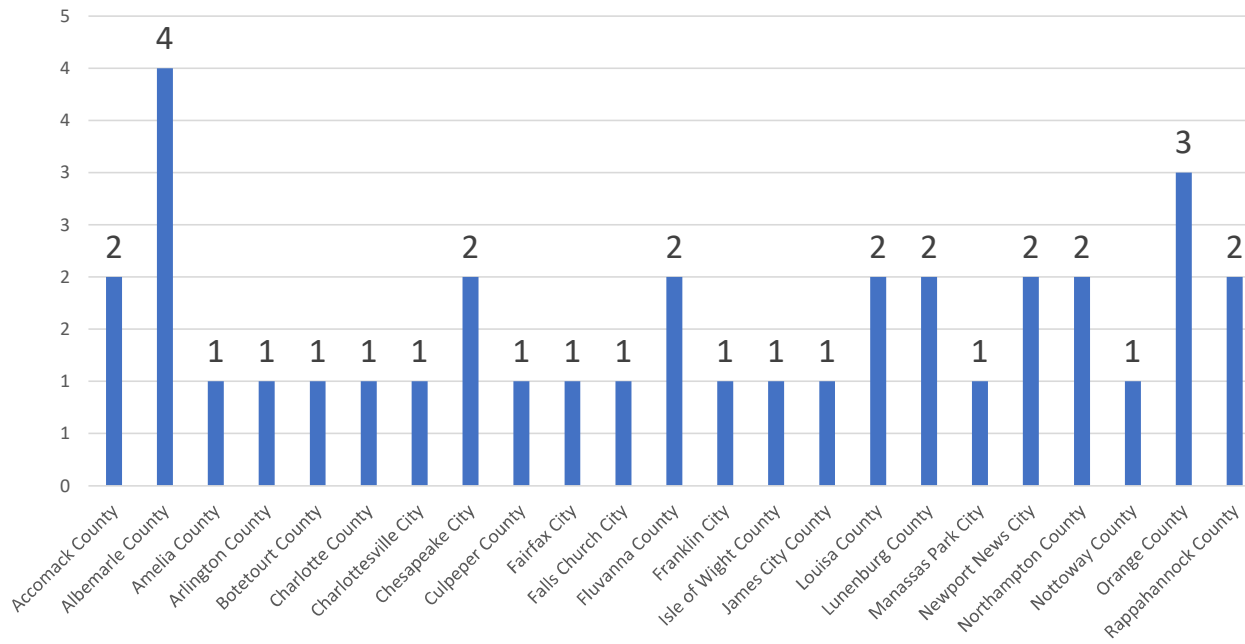
West Virginia (n=2)





# Participation by County/State

Virginia (n=36)



Washington, DC (n=9)

