

## Attachment 5: Preview Letter to Mail Survey Recipients

Dear Resident:

I am writing to let you know about an important survey about the Chesapeake Bay and its surrounding watershed (the area where water eventually drains into the Chesapeake Bay). The Chesapeake Bay is the largest estuary in North America and the third largest in the world.

This survey, *The Future of the Chesapeake Bay*, will help policy makers from the U.S. Environmental Protection Agency and state governments better understand your opinions about programs that would affect the Chesapeake Bay and lakes in the Chesapeake Bay Watershed.

Your address was randomly selected to receive a survey about these programs as part of a regional sample of households. **<Although your address is outside the Chesapeake Bay Watershed, your opinions are important.>** **<Your address is inside the Chesapeake Bay Watershed and we would like your opinions.>**

Sometime in the next few weeks you will receive the survey booklet by mail. Your participation is completely voluntary and there are no penalties for not answering any questions. Your answers will be kept confidential to the extent permitted by law.

Even if you are not familiar with the Chesapeake Bay, your help is essential to ensure that the survey results are as complete and accurate as possible. We cannot send this survey to everyone, so your answers will represent the opinions of other residents in your state who are similar to you and your household.

Please keep in mind that by quickly returning your completed survey you will be helping to keep down the costs of collecting this information.

Thank you in advance for your assistance in this project.

Sincerely,

[INSERT NAME], [INSERT TITLE]

U. S. Environmental Protection Agency  
National Center for Environmental Economics

## Attachment 6: Cover Letter to Mail Survey Recipients

Dear Resident:

You recently received a letter informing you that your household was selected at random to receive a survey about new programs affecting the Chesapeake Bay Watershed. You were selected for this survey because, as a resident who lives *<inside>* *<outside>* **the Chesapeake Bay Watershed**, your opinions are important. The survey, *The Future of the Chesapeake Bay*, accompanies this letter.

The U.S. Environmental Protection Agency and state governments are considering new programs that could affect water quality, aquatic wildlife and recreation in the Chesapeake Bay Watershed. These programs differ in their outcomes and their costs.

The purpose of this survey is to collect information policy makers will use to make decisions about these programs. It should take 15 to 20 minutes of your time. This survey...

- Asks about your experiences and opinions relating to the Chesapeake Bay Watershed.
- Describes current conditions in the Chesapeake Bay and lakes in the Watershed.
- Presents different options for improving conditions in the Chesapeake Bay and lakes in the Watershed, and asks which of these options you would vote for.

**We need your opinions.** Your responses to this survey will help inform policy decisions. Please take the time to read the information in this survey and answer the questions carefully.

**All answers to the survey will be kept confidential to the extent permitted by law.** Once we have received your survey, we will delete your name from all lists, so that your responses can never be traced back to you. Of course, your participation is voluntary.

Thank you for your assistance in this project. We would greatly appreciate if you could complete and return the survey using the prepaid envelope in the next week.

Sincerely,

[INSERT NAME], [INSERT TITLE]

U. S. Environmental Protection Agency  
National Center for Environmental Economics

**Attachment 7: Post Card Reminder to Mail Survey Recipients**

FRONT

OMB Control No. **xxxx-xxxx**


Last week a survey, *The Future of the Chesapeake Bay*, was mailed to you concerning new programs affecting water quality in the Chesapeake Bay and lakes in the Watershed. If you have already returned your completed survey, please accept our sincere thanks.

If you have not yet completed your survey, we ask that you please do so today. As a resident who lives *<inside>* *<outside>* the Watershed, you are one of a select few who have been chosen to participate. Your answers will help us understand your opinions about these new programs.

If you did not receive the survey or it was misplaced, please contact **TBD** at **(###) ###-####** or **xxx@xxx** and we will send a replacement today.

Regards,

**[INSERT NAME]**  
Environmental Protection Agency



BACK

United States  
Environmental Protection Agency  
Washington, DC 20460  
Mail Code **xxx**

## Attachment 8: Cover Letter to Recipients of the Second Survey Mailing

Dear Resident:

Within the last few weeks a survey, *The Future of the Chesapeake Bay*, was sent to you about new programs affecting water quality in the Chesapeake Bay and lakes in the Chesapeake Bay Watershed. If you have already returned your completed survey, please disregard this letter. Otherwise, please complete the enclosed survey and return using the prepaid envelope.

You are one of a select few who have been chosen to participate. You were selected for this survey because, as a resident who lives *<inside>* *<outside>* **the Chesapeake Bay Watershed**, your opinions are important to policy makers.

The U.S. Environmental Protection Agency and state governments are considering new programs that could affect water quality, aquatic wildlife and recreation in the Chesapeake Bay Watershed. These programs differ in their outcomes and their costs.

The purpose of this survey is to collect information policy makers will use to make decisions about these programs. It should take 15 to 20 minutes of your time. This survey...

- Asks about your experiences and opinions relating to the Chesapeake Bay Watershed.
- Describes current conditions in the Chesapeake Bay and lakes in the Watershed.
- Presents different options for improving conditions in the Chesapeake Bay and lakes in the Watershed, and asks which of these options you would vote for.

**We need your opinions.** Your responses to this survey will help inform policy decisions. Please take the time to read the information in this survey and answer the questions carefully.

**All answers to the survey will be kept confidential to the extent permitted by law.** Once we have received your survey, we will delete your name from all lists, so that your responses can never be traced back to you. Of course, your participation is voluntary.

Thank you for your assistance in this project. We would greatly appreciate if you could complete and return the survey using the prepaid envelope in the next week.

Sincerely,

[INSERT NAME], [INSERT TITLE]

U. S. Environmental Protection Agency  
National Center for Environmental Economics

## Attachment 9: Reminder Letter to Recipients of the Second Survey Mailing

Dear Resident:

Within the last week a survey, *The Future of the Chesapeake Bay*, was mailed to you concerning programs affecting water quality in the Chesapeake Bay and lakes in the Chesapeake Bay Watershed. If you have not yet completed your survey, we ask that you please do so today. You are one of a select few who have been chosen to participate. As a resident who lives *<inside>* *<outside>* the Chesapeake Bay Watershed, your opinions are extremely important to policy makers, and are needed to ensure that the survey results are complete and accurate.

The U.S. Environmental Protection Agency and state governments are considering new programs that could affect water quality, aquatic wildlife and recreation in the Chesapeake Bay Watershed. These programs differ in their outcomes and their costs.

The purpose of this survey is to collect information policy makers will use to make decisions about these programs. It should take about 15 to 20 minutes of your time. This survey...

- Asks about your experiences and opinions relating to the Chesapeake Bay Watershed.
- Describes current conditions in the Chesapeake Bay and lakes in the Watershed.
- Presents different options for improving conditions in the Chesapeake Bay and lakes in the Watershed, and asks which of these options you would vote for.

**We need your opinions.** Your responses to this survey will help inform policy decisions. Please take the time to read the information in this survey and answer the questions carefully.

**All answers to the survey will be kept confidential to the extent permitted by law.** Once we have received your survey, we will delete your name from all lists, so that your responses can never be traced back to you. Of course, your participation is voluntary.

We thank you for your assistance in this project. We would greatly appreciate if you could return the completed survey using the prepaid envelope in the near future. If you have misplaced your survey, please contact **TBD** at **(###) ###-###** or **XXX@XXX** for a replacement.

Sincerely,

**[INSERT NAME], [INSERT TITLE]**

U. S. Environmental Protection Agency  
National Center for Environmental Economics

## Attachment 10: Cover Letter to Recipients of the Priority Mail Non-response Questionnaire

Dear Resident:

Within the last week a survey, *The Future of the Chesapeake Bay*, was mailed to you concerning new programs affecting water quality in the Chesapeake Bay and surrounding areas. Through a random process, your address was selected to receive the survey. Our records indicate that you did not return the completed survey.

While we are no longer asking that you complete the full survey, a brief questionnaire is enclosed with this letter. It should take no more than 5 minutes of your time. Also included is a small token of our appreciation which is yours to keep.

You were selected for this study because you are a resident who lives *<inside>* *<outside>* the Chesapeake Bay Watershed. Your answers to the questionnaire will help policy makers from the U.S. Environmental Protection Agency and state governments better understand opinions about programs which would affect water quality, aquatic wildlife, and recreation in the Chesapeake Bay and lakes in the Chesapeake Watershed. By filling out this survey, you will be participating in an important study that will help policy makers understand your opinions about these programs.

Your responses to this questionnaire are extremely important to ensure that the results are complete and accurate. All answers to the survey are kept confidential to the extent permitted by law. Once we have received your survey, we will delete your name from all lists, so that your responses can never be traced back to you. Of course, your participation is voluntary and you may refuse to answer any or all questions.

We thank you for your assistance in this project. We would greatly appreciate if you could return the survey in the next several days.

Sincerely,

[INSERT NAME], [INSERT TITLE]

U. S. Environmental Protection Agency  
National Center for Environmental Economics