Membership Survey Results
(88 Responses to Date)

1. How were you first introduced to the Alliance?
   - I attended an event/workshop/conference (21)
   - I came across the website (8)
   - I was a project volunteer (2)
   - Through my business (20)
   - I saw something in the newspaper/on the news (2)
   - Somebody told me about the Alliance (14)
   - Other (Please let us know how you were introduced to the Alliance below) (20)

2. If you checked "Other" or "Somebody told me about the Alliance", please let us how you heard about us

3. Which of the following words would best describe your relationship with the Alliance? (please check all that apply)
   - Supporter (42)
   - Member (20)
   - Donor (12)
   - Stakeholder (18)
   - Sponsor (5)
   - Partner (18)
   - Volunteer (14)
   - Business Supporter (8)
   - Other (Please let us know your relationship to the Alliance below) (9)

4. If none of the above choices describe your relationship with the Alliance, please let us know your relationship to us.

5. Are you currently a Member of the Alliance?
   - Yes (30)
6. If you are currently a Member of the Alliance, how long have you been a member?
   - 1 year or less (4)
   - 2-5 years (15)
   - More than 5 years (18)

7. Why did you first become a Member of the Alliance?
   - The Alliance worked on a restoration project in my community (4)
   - A friend, co-worker or family member told me about the work of the Alliance. (7)
   - I attended a conference or workshop sponsored by the Alliance. (7)
   - I volunteered to help the Alliance on a restoration project. (2)
   - My company supports the work of the Alliance. (9)
   - I work for a nonprofit that is a partner of the Alliance. (2)
   - Other (17)

8. If you checked "Other", please let us know why you became a member of the Alliance.

9. Which of the following Alliance activities have you participated in? (Please check all that apply)
   - I have volunteered my time (7)
   - I have made a donation (13)
   - I participated in an Alliance sponsored Bay watershed program (13)
   - I attended an event/workshop (Taste of the Chesapeake, Chesapeake Forum) (28)
   - Other (Please let us know which activities you have participated in below) (11)

10. If you checked "Other" or "an Alliance program or event", please let us know which Alliance activities you have participated in.

11. Please select the statement that you feel best describes the Alliance’s mission?
   - To bring people together to restore and protect the Bay and its rivers (25)
   - To build partnerships and find common solutions to issues facing the Chesapeake (34)
   - To educate people so that they can better support restoration in the watershed (6)
12. If you feel that none of the above statements reflect the Alliance's mission, please provide your own mission statement.

13. For the statement you selected above, how well do you feel the Alliance accomplishes this mission?

- Very Well (20)
- Well (45)
- Neutral (16)
- Poorly (0)
- Very Poorly (0)

14. Which of the following topics interest you the most? (Please check all that apply)

- Streams and Rivers (44)
- Wildlife and Fish (6)
- Forest Management (5)
- Urban Restoration Programs (23)
- Business Sustainability (6)
- Community Engagement (0)

15. Which of the following Alliance projects and programs interest you the most? (please check all that apply)

- Project Clean Stream - Hands-on service projects where citizens can participate in watershed restoration, protection, and stream cleanup activities (52)
- Taste of the Chesapeake - Annual hallmark fundraiser that highlights the conservation successes of the Alliance and its partners (10)
- Citizens Advisory Committee (CAC) - Coordination of a diverse citizen forum with a broad-based membership that discusses local and regional programs affecting the bay (16)
Local Government Advisory Committee (LGAC) - LGAC works to develop realistic programs and policies that improve the Bay. (25)

Chesapeake Watershed Forum - Annual conference that brings together representatives of local watershed organizations and local officials to learn the latest Bay restoration direction. (44)

Forest preservation and restoration programs - Forests for the Bay, Tree Baltimore (MD), TreeVitilize Streams (PA), Richmond VA Urban Forestry Initiative (28)

Chesapeake Wet, Wild and Scenic Film Festival and Annapolis Environmental Film Festival. (7)

Stormwater mitigation solutions - DC River Smart Homes, READY Howard County, Greening Virginia's Capital, Stormwater Professionals Retreat, RiverWise Communities (45)

Providing educational websites, videos and photos to the public to provide cultural, scientific and educational information about the Bay. (29)

Utilizing citizens to monitor stream health via River Trends and the Chesapeake Watershed Network (24)

Assisting local gov'ts to meet water quality goals and alleviate financial burden (0)

16. If the Alliance could hold more member events across the region, what kind of event would you be most likely to attend: (please check all that apply)

- A hands-on restoration project (45)
- A boat trip on the Bay or a river (32)
- An educational tour of an outdoor site near you (40)
- A small social gathering with other Alliance members or guests (19)
- A “town meeting” to discuss Bay and river issues (30)
- A presentation by a Bay author, waterman, etc. (30)
- A cultural event featuring art, films or music (21)

17. What city and state do you live in?

MD - 28; VA - 21; PA - 10; DC - 9, NJ - 1

18. How old are you?

- Under 25 (3)
- 25-40 (14)
- 41-55 (21)
- Over 55 (47)

19. Have you visited the Alliance’s website, www.allianceforthebay.org?

- Yes (73)
- No (10)
20. If yes, what reason brings you to the site most often? (check no more than two)
- Learn what the Alliance is doing (30)
- Find a publication (12)
- Find out information about a program or project (42)
- Find contact information about the Alliance, its staff or Board (13)
- Check on upcoming events (19)

21. How can we improve our website for you?

22. Please share your thoughts about how we can best stay in touch with you (please check all that apply):
- Email Newsletter (77)
- Printed Newsletter (10)
- Website (39)
- Letter or postcard (6)
- Telephone call (3)
- Facebook, Twitter, LinkedIn (21)

23. Hopefully you are receiving our e-newsletter and finding it informative. Please list any suggestions below on information that you would like for us to include.

24. Would you support a major Capital Campaign to raise funds to support and expand our watershed work?
- Yes (35)
- No (39)

25. If yes and you would like to receive information on our Capital Campaign, please provide your email address:

26. Do you plan to renew your membership (or support the Alliance) in the coming year?
- Yes (47)
- No (16)
27. If no, please help us understand why you have elected not to support us.
- The Alliance’s work for the Bay does not match what I would like to see done.  (1)
- Support no longer fits in my budget  (10)
- I have moved from the Chesapeake Bay watershed area.  (0)
- Other  (8)

28. If the reason you will not be renewing your membership is not indicated above, please let us know the reason or provide comments on how we can maintain your support.

29. The Alliance's Mission Statement: The Alliance brings together individuals, organizations, businesses and governments to find collaborative solutions, to build a strong commitment to stewardship, and to deliver innovative, broadly-supported programs that benefit the land, waters and residents of the Chesapeake Bay watershed. What does the Alliance mission mean to you? What do you think makes the Alliance unique?

30. What can we do to provide you with a more satisfying membership. OR I would like to see the Alliance... (add your idea for what the Alliance should work on and why).