

Maine Water Conference
March 19, 2008

**Monkey Around: Using Survey
Monkey to Track Baseline Data**

Tamara Lee Pinard



Cumberland County
Soil & Water Conservation District

Why did we do a regional phone survey?

- Guide educational efforts
- Gather baseline information



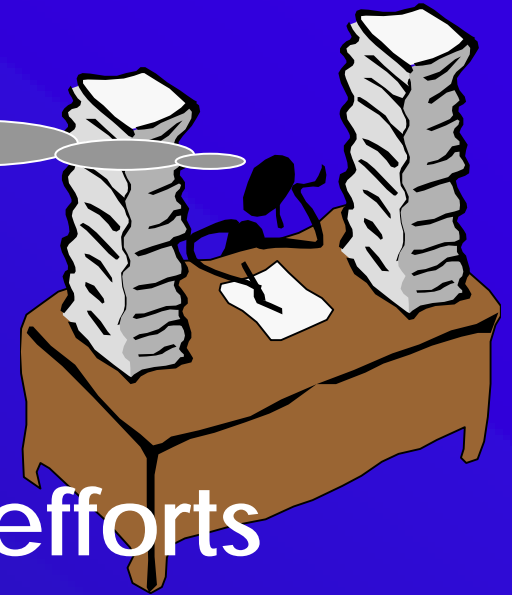
Why did we do a regional phone survey?

Needed to identify:

- Current practices
- Target audiences
- Motivations for action (or inaction)
- Best outreach methods



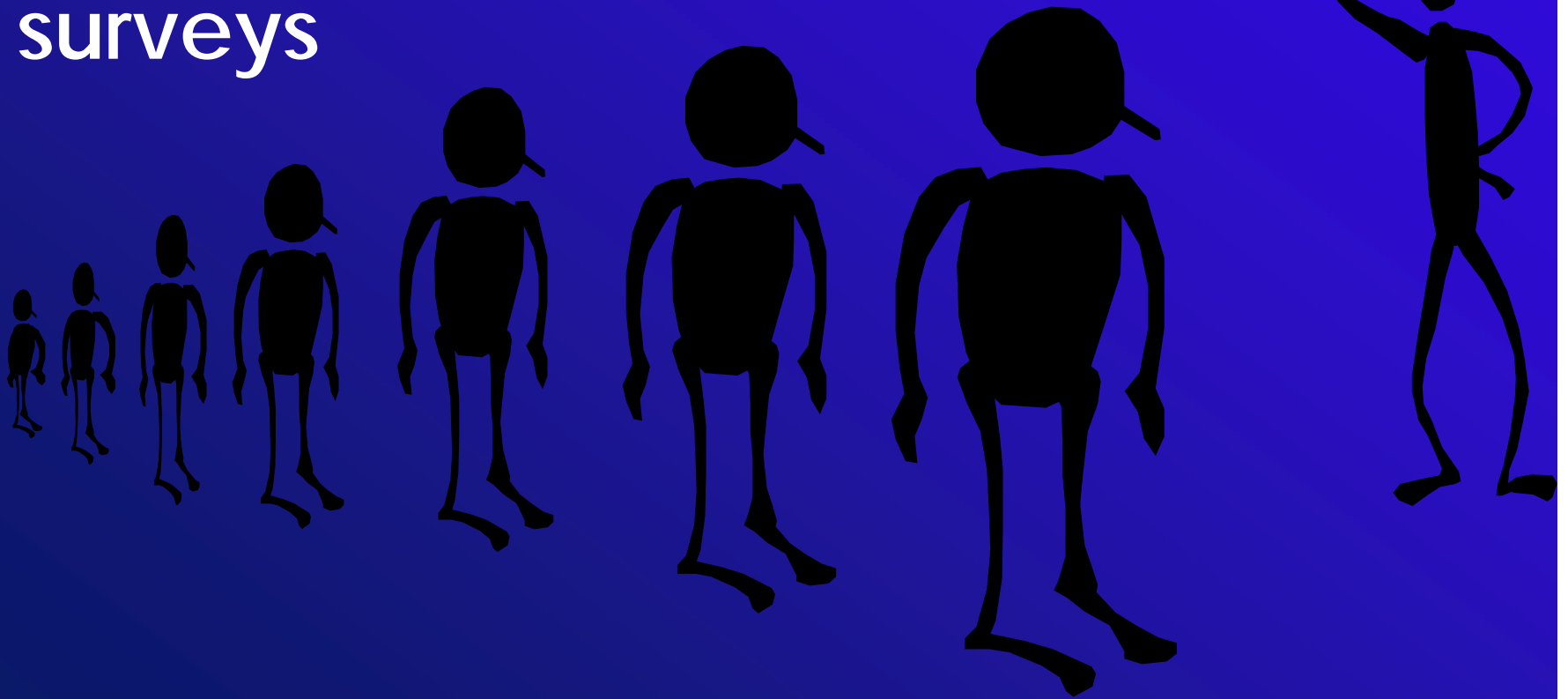
How did we develop
the survey?



- Read surveys from similar efforts
- Stole good questions
- Created questions to fill information gaps
- Tested questions

How did you carry
out the survey?

- Determined target number of surveys



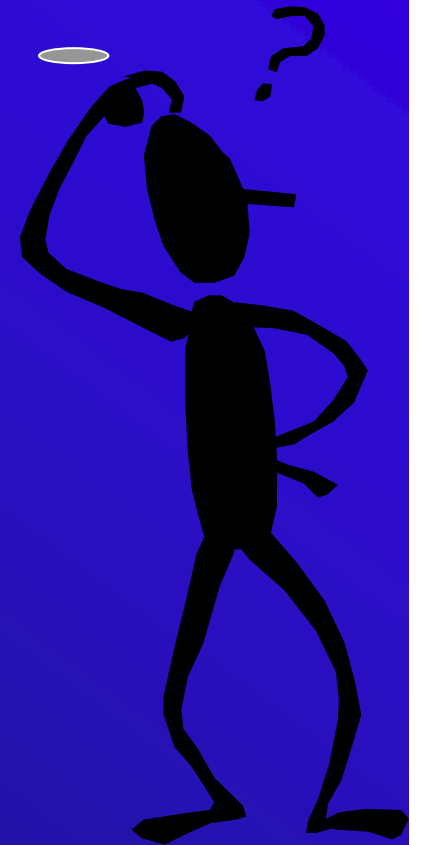
How did you carry
out the survey?

- Population ~ 238,000
- Sample size determination = 384
- This ensured a representative sample to provide statistically significant results



How did you carry
out the survey?

Survey Monkey



5. Why do you like a maintained and manicured grass lawn? (READ LIST)

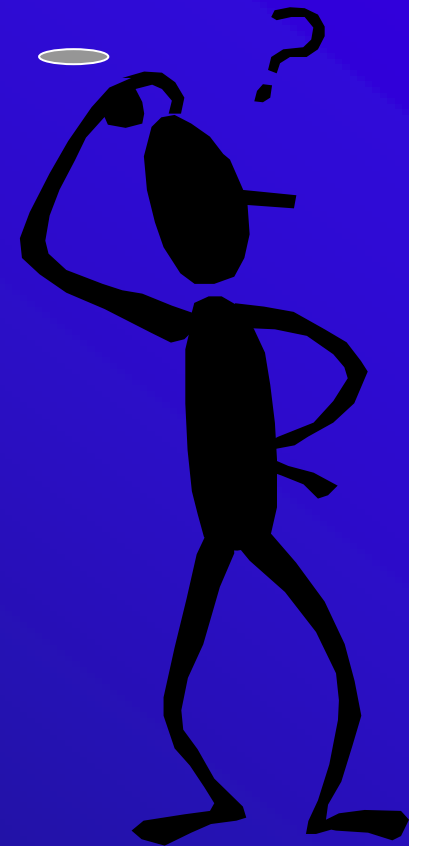
- Less costly to maintain
- Looks like the neighbors
- Looks nice
- Not important
- Easy to care for
- Provides a play area for kids
- Enhances property values
- Other (PLEASE SPECIFY - ENTER N/A HERE)

<< Prev

Next >>

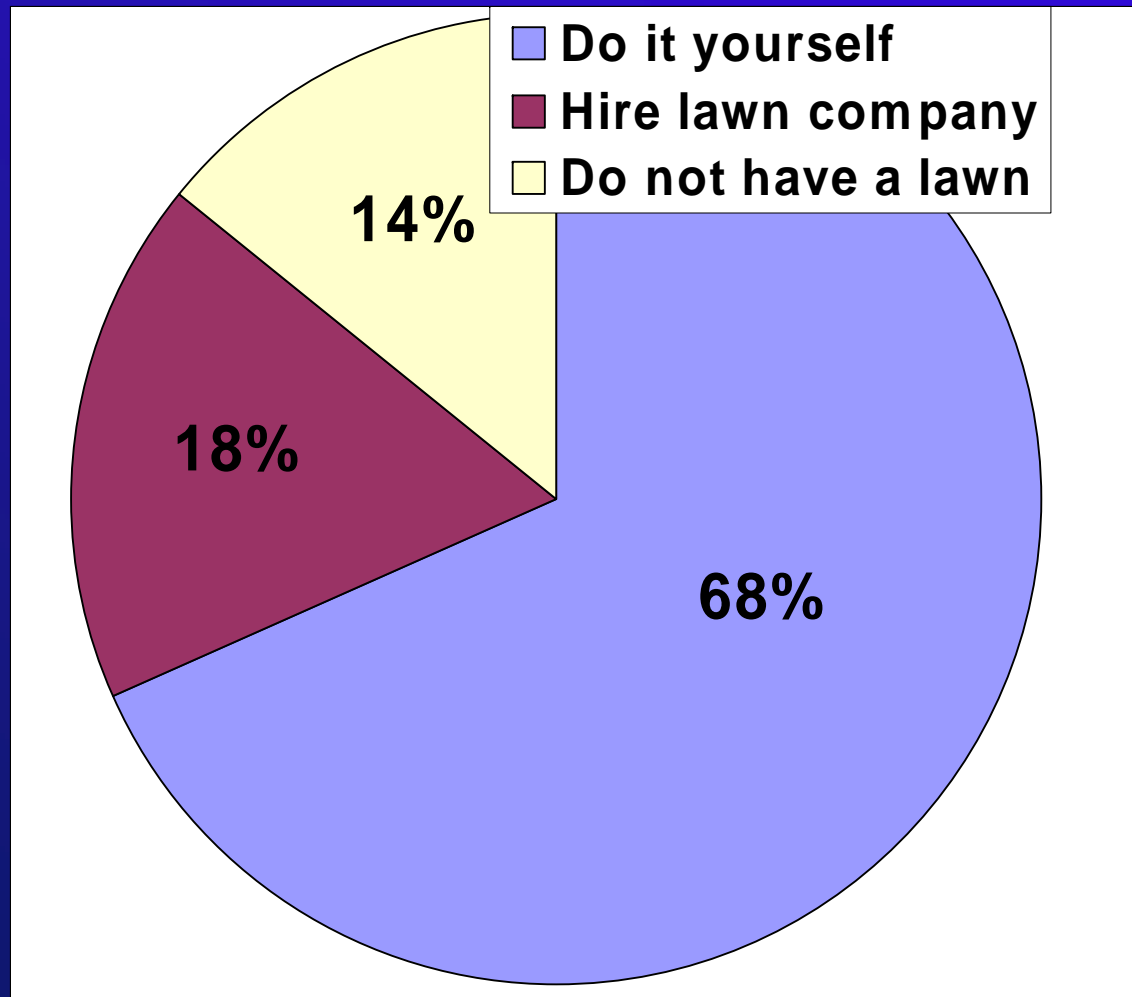
How did you carry
out the survey?

- Started making calls



Survey Results

388 surveys



Survey Results

What would most encourage you to use more natural weed and bug control methods?



52% - Protect health of kids & pets

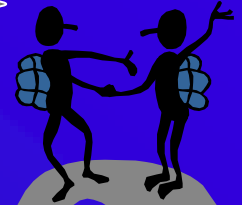
42% - Protect water quality

31% - Alternatives that are as effective

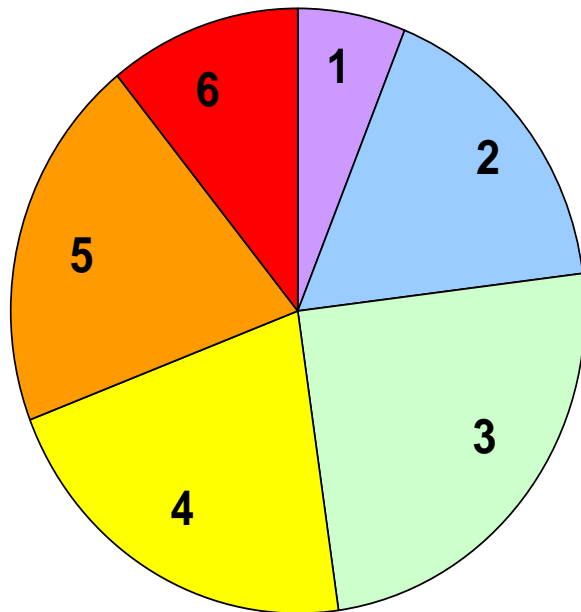
28% - Knowing the alternatives

Survey Results

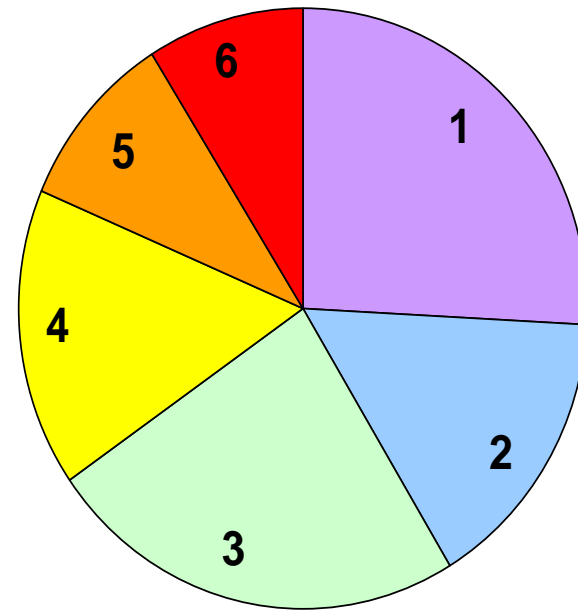
How important is it to you to have a perfect lawn?



Hire Lawn Care Company



Do It Yourselfers



1 = Not Important 6 = Very Important

Why should you YardScape?

- ✓ Saves money.
- ✓ Saves time.
- ✓ Protects you, your family and the environment.



A healthy, natural lawn is more resistant to weeds, bugs, disease and drought!

Call the Conservation District for YardScaping info:
892-4700

Check out:
www.cumberlandswcd.org
Click on the ducky!



The Maine YardScaping Partnership was formed out of the rising concern over the pollution caused by yard care chemicals washing away into water bodies, as well as the risks of pesticide exposure to people, pets and wildlife.



Cumberland County
Soil & Water Conservation District

Casco Bay Estuary
PARTNERSHIP



Do you want
a lush
green lawn
safe for kids
and pets?



Let the ducky
point you in
the right
direction!

Survey Results

Where have you gotten information about local water quality issues?

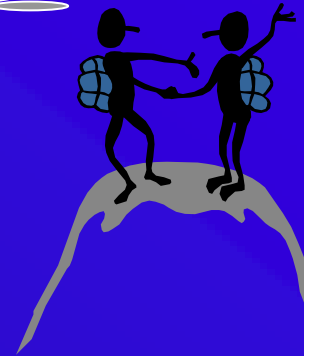
45% - Newspapers

28% - TV

10% - Brochures

7% - Newsletters

7% - Word of mouth





YardScape!



“Do you want a lush green lawn safe for kids and pets?”



Healthy lawncare made simple. Follow the ducky.

Find a wide variety of lawncare products that promote a healthy lawn.
Speak with knowledgeable staff trained in healthy lawncare practices.



Let the ducky point you in the right direction at these So. Portland locations:

- Drillen Hardware** (Mill Creek Shopping Center)
- Broadway Gardens** (460 Cottage Rd.)
- Yerxa's Lawn and Garden** (753 Broadway)
- Shopper's True Value** (1640 Broadway)

Visit our website and enter to win a gift certificate at participating stores.

www.cumberlandswcd.org

Click on the ducky.

Newspaper ad

Autumn is no time to start abandoning your lawn

By Kim Barletta

Autumn is a great season to tackle a few lawn care projects that will save you time and money next year. Get that lush green lawn you want without spending a small fortune on chemical fertilizers, insecticides, herbicides and watering. It's easy if you start thinking about soil health. If you do what's right for the soil, you'll have a better lawn that is safe for you and your family. It's that simple. Aeration, top-dressing and applying compost tea are your fall tasks for a healthy lawn. Put them on your to-do list today.

Soil becomes compacted over time so that water, air and nutrients cannot get to the grasses' roots. Soils lacking organic matter or heavy with clay are especially prone to compaction. Fill brought in for new construction is typically poor soil prone to compaction. Aeration loosens the soil so that water, air and nutrients do reach the roots. At the Cumberland County Soil and Water Conservation District, we recommend renting a mechanical aerator. This machine removes plugs of soil and thatch from your lawn that are then left on the surface. It is no more difficult than a rototiller to operate. You can aerate anytime throughout the fall.

After aerating, top-dress your soil with a good, local source of quality compost. Great local composts we rec-

Guest column

ommend are organic and contain shellfish. These composts improve soil structure and fertility by adding the organic matter and nutrients that grasses need to thrive. Spread one-half inch over the lawn, and lightly rake out so that the grass blades poke through. All you need is the compost, a wheelbarrow and a few rakes.

Applying compost tea is the last step. Compost tea is compost that has been brewed in water. This process grows populations of beneficial microorganisms and suspends nutrients in water so that they are immediately available to the lawn. This is the most effective way to transition quickly to a safe, healthy and self-sustaining lawn.

These tasks are easy to do yourself. Visit the Cumberland County Soil & Water Conservation District website at www.cumberlandswcd.org for more information about aeration, top-dressing and compost tea applications. You will also find a Community Resources section on our website with listings of aerator rentals, local com-



Windham resident Payson Plummer playing on her safe, healthy lawn this autumn. Courtesy photo

posts, grass seeds and skilled lawn care professionals.

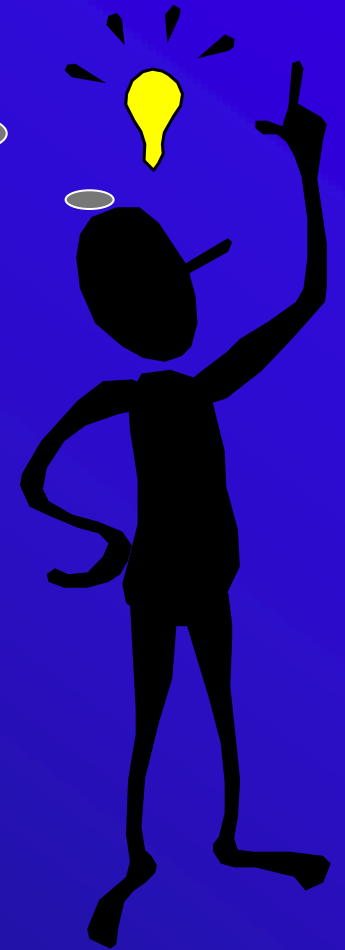
The Cumberland County Soil & Water Conservation District is also offering YardScape classes through your local Community Adult Education Center. In two hours we can show you how to grow a self-sustaining lawn that saves you time and money. You will leave

with tips, resources and a yearly lawn care calendar so that you can get the best results. Happy YardScaping!

Kim Barletta is the Stormwater Education Coordinator for AmeriCorps at the Cumberland County Soil & Water Conservation District. She can be reached at kim@cumberlandswcd.org.

Lessons Learned

- Keep questions simple
- Read other survey results
- Test your questions
- Survey Monkey pays for itself
- Serve good food



Next Steps

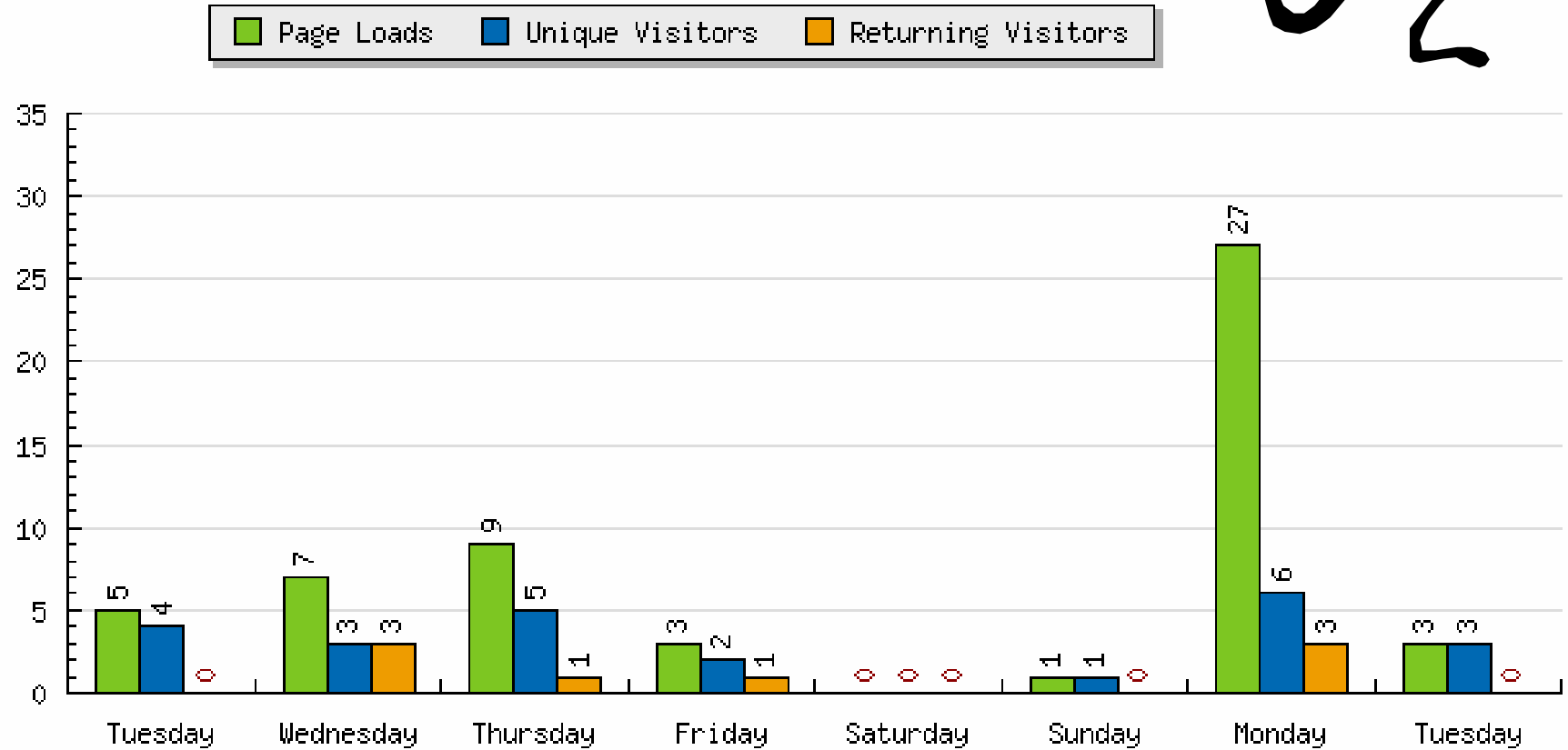
- Follow up survey planned
- Track project progress



Next Steps



www.statcounter.com



Thank you!

Tamara Lee Pinar



Cumberland County
Soil & Water Conservation District

Presentation available at:
www.cumberlandswcd.org

