



QZ Prevention Survey Plan Template

Goal: Please identify the objective(s) for constructing and distributing the QZ Prevention survey.

Example A: *"The objective of this survey is to measure public (waterway users) knowledge of: QZ mussels, their effects on a reservoir if it were to become infested, the "Clean, Drain and Dry" program, and the mussel fee sticker associated with the DMV QZ Mussel Infestation Prevention Fee."*

Target Area and Timing: Please identify the reservoir(s) where the survey will be distributed and the survey time frame.

Example A: *"The survey will be distributed at Reservoir A at the main boating launch ramp from May 1, 2020 through September 30, 2020."*

Target Demographic: Please identify who the survey will be distributed to.

Example A: *"The survey will be distributed to all boat operators using launch ramps or docked at reservoir marinas, anglers and other waterway users."*

Methodology: Please identify how the survey will be distributed and if it will be advertised.

Example A: *"We will distribute the survey at our three outreach events and at the launch ramp and will collect the results which will be reported to DBW in the annual and draft final reports."*

Example B: *"We will develop signage, digital ads, social media and launch ramp handouts to ask boaters and other waterway users to take the online QZ Prevention Survey."*

Use of Incentives (Optional): Please identify if incentives will be used to encourage participation. Reminder: incentives are not eligible for reimbursement through the QZ Grant.

Example A: *"We will incentivize boaters to take the online survey by giving them a chance to win a free life jacket."*

Survey Results Analysis: Please identify how the survey results will be interpreted for future outreach optimization.

Example A: *"At the end of the survey period, staff will analyze the results, will make recommendations for improving the public's knowledge of QZ infestation prevention, will prepare an outreach plan based on the survey findings and will report the findings in the annual and draft final report."*