

Appendix S2: (i) Mailer with normative appeal; (ii) mailer with no normative appeal.

This is a [] outreach/research project. Participation is voluntary. []



Healthy streams ensure **CLEAN WATER & DIVERSE WILDLIFE**

RIPARIAN BUFFERS help keep streams **HEALTHY**

MOST LANDOWNERS, like you, invest in a riparian buffer

What is a riparian buffer? A riparian buffer is a vegetated strip of land adjacent to streams. Properly designed, a healthy riparian buffer offers a multitude of benefits, such as:

- ☐ **CLEAN WATER** - Riparian buffers help stop sediment and pollutants from reaching streams.
- ☐ **STABLE STREAMS** - The vegetation in a riparian buffer helps slow floodwaters, reducing streambank erosion. The buffer also captures rainfall which recharges groundwater, and traps sediment.
- ☐ **ABUNDANT WILDLIFE** - By keeping streams shaded they provide cool waters for fish populations, and the streamside forests offer travel corridors for wildlife such as deer, small game, and birds.

There are many ways to install a riparian buffer on your property. If you are interested in further general information, technical assistance, or funding opportunities from the [], either visit the website below, or complete and return the response card.

D.I.Y. RIPARIAN BUFFERS

- Technical "How-To" information
- Seasonal considerations
- Long-term maintenance planning

FUNDING OPPORTUNITIES

- Federal grants (e.g., [])
- State grants (e.g., [])
- Non-government grants (e.g., land trusts, sportsmen/conservation groups)

CONTACT US: [] | LEARN MORE ONLINE: []

OR RETURN THIS CARD FOR MORE INFORMATION

Name: _____

Mailing Address: _____

Email: _____

Please send me more information about (check all that apply):

- ☐ D.I.Y. Riparian Buffers
- ☐ Technical Assistance & Funding Opportunities

Appendix S2: (i) Mailer with normative appeal; (ii) mailer with no normative appeal.

This is a research project. Participation is voluntary.

Healthy streams ensure **CLEAN WATER & DIVERSE WILDLIFE**

RIPARIAN BUFFERS
help keep streams
HEALTHY

What is a riparian buffer? A riparian buffer is a vegetated strip of land adjacent to streams. Properly designed, a healthy riparian buffer offers a multitude of benefits, such as:

- CLEAN WATER** - Riparian buffers help stop sediment and pollutants from reaching streams.
- STABLE STREAMS** - The vegetation in a riparian buffer helps slow floodwaters, reducing streambank erosion. The buffer also captures rainfall which recharges groundwater, and traps sediment.
- ABUNDANT WILDLIFE** - By keeping streams shaded they provide cool waters for fish populations, and the streamside forests offer travel corridors for wildlife such as deer, small game, and birds.

There are many ways to install a riparian buffer on your property. If you are interested in further general information, technical assistance, or funding opportunities from the [US Forest Service](#), either visit the website below, or complete and return the response card.

D.I.Y. RIPARIAN BUFFERS

- Technical "How-To" information
- Seasonal considerations
- Long-term maintenance planning

FUNDING OPPORTUNITIES

- Federal grants (e.g., [US Forest Service](#))
- State grants (e.g., [California State Parks](#))
- Non-government grants (e.g., land trusts, sportsmen/conservation groups)

CONTACT US: [US Forest Service](#) | LEARN MORE ONLINE: [US Forest Service](#)

OR RETURN THIS CARD FOR MORE INFORMATION

Name: _____

Mailing Address: _____

Email: _____

Please send me more information about (check all that apply):

- ☐ D.I.Y. Riparian Buffers
- ☐ Technical Assistance & Funding Opportunities