WSU Behavior change survey

Introduction

This survey will be distributed nationwide and use the WSU Qualtrics interface. See "BC Survey Protocol" document for more details on logistics and distribution.

About this Survey (Splash page)

We want your feedback

As a **staff member** who works at a **city or county** throughout the U.S. on **behavior change** campaigns in **stormwater or water quality**, your responses will help us understand how staff choose behavior change campaigns, and how they evaluate them. You will also help us understand the key constraints in the increased use of these tools. The survey is also intended for staff who oversee consultants who design, implement or evaluate behavior change campaigns.

These campaigns are sometimes labeled "non-structural best management practices" and are often a component of broader "education and outreach" programs. By "behavior change", we mean campaigns that seek to get people to change a concrete behavior, such as picking up pet waste, rather than programs that seek to change information, attitudes or beliefs or programs that provide stewardship and volunteer opportunities.

Who we are

This survey is being conducted by Washington State University and the Washington Stormwater Center, with funding from the Stormwater Action Monitoring Program.

The survey

Your participation in the survey is voluntary and anonymous. We will not collect identifying information about you personally, but we will ask you to identify the jurisdiction you work for to help us understand geographical patterns. We will not, however, publicly share the name of your jurisdiction in association with your responses. We expect the survey will take approximately 15 minutes to complete. For questions about the survey, please contact Prof. Joseph Cook (joe.cook@wsu.edu, 509-335-3817). This study has been certified as exempt from the need for review by the Washington State University Institutional Review Board.

To have your opinions and experiences included in the survey, please complete this survey by **NOVEMBER 19, 2021.** We will produce a report on our findings to be posted on the Stormwater Action Monitoring website in the spring of 2022.

Are you a staff member who works at a city or county on behavior change campaigns in stormwater or water quality?

1. Yes
2. No (direct to screen saying: "Thank you for your time, but it seems this survey may not be right for you. Please feel free to forward the survey link to others that you think would be interested in the survey")

Would you like to proceed?

1. Yes *(consent granted, proceed)*
2. No (direct to screen saying: "Are you sure you would not like to participate in the survey? Click "Return to previous screen" if you reached this in error and would like to participate. Otherwise, click "No thank you; I do not wish to participate").

Screen 0. About your organization

0.1 What state do you work in? (**Qualtrics pre-made drop-down**)

0.2. What is the name of city or county you work for? (open text)

(Option bullet in grey below the question "Would prefer not to say")

0.3 What is the name of the division you work for? (**Open text**)

(Option bullet in grey below the question "Would prefer not to say")

0.4 How many full-time staff (expressed as "full-time equivalents" or FTEs) work in your organization on behavior change campaigns on stormwater or water quality? Include yourself, but do **not** include FTEs devoted to general awareness or stewardship campaigns. (**Enter FTEs (fraction less than 1 is OK,** *option to click for "don't know"*)

0.5 Is your organization mandated to implement behavior change campaigns in stormwater or water quality as part of its NPDES permit?

1. Yes
2. No (skip next question)

0.6 For approximately how many years has your organization been implementing behavior change campaigns in stormwater or water quality? (**years**) (*don't know option in gray*)

Screen 1: Current behavior change campaigns

1.1   How many behavior change campaigns is your jurisdiction currently implementing? _____

1.2   What types of behavior change campaigns does your jurisdiction **currently** implement? This list is drawn from the Washington State NPDES Phase I Municipal Stormwater Permit; please try to match your campaigns to these categories if possible, though we provide an option to write in campaigns that don't fit into these categories. (_Choose all that apply_)

1. Pet waste management and disposal.
2. Yard care techniques protective of water quality.
3. Dumpster, grease container and trash compactor maintenance.
4. Litter and debris prevention.
5. Use and storage of automotive chemicals, hazardous cleaning supplies, carwash soaps, and other hazardous materials.
6. Prevention of illicit discharges.
7. Use and storage of pesticides and fertilizers and other household chemicals.
8. Carpet cleaning.
9. Repair and maintenance best management practices (BMPs) for vehicles, equipment, and/or home buildings.
10. Low Impact Development (LID) principles and LID BMPs.
11. Stormwater facility maintenance, including LID facilities
12. Sediment and erosion control
13. Other, specify _____

Screen 2: Choosing campaigns

On this page we want to understand how you chose a behavior change campaign that you are currently implementing. If your jurisdiction currently implements several campaigns, please focus on just **one** of them in answering.

2.1 What best describes the type of campaign that you will answer the questions on this screen about?

1. Pet waste management and disposal.
2. Yard care techniques protective of water quality.
3. Dumpster and trash compactor maintenance.
4. Litter and debris prevention.
5. Use and storage of automotive chemicals, hazardous cleaning supplies, carwash soaps, and other hazardous materials.
6. Prevention of illicit discharges.
7. Use and storage of pesticides and fertilizers and other household chemicals.
8. Carpet cleaning.
9. Repair and maintenance best management practices (BMPs) for vehicles, equipment, and/or home buildings.
10. Low Impact Development (LID) principles and LID BMPs.
11. Stormwater facility maintenance, including LID facilities
12. Sediment and erosion control
13. Other, specify _____

2.2	The table below lists several factors that you and your colleagues might have considered in deciding to move forward with that campaign. For each factor, please tell us how important it was on the scale below (very important, somewhat important, not important at all, not sure).

1. The campaign targeted a specific pollutant or contaminant of concern (e.g. E.Coli, metals, toxics)
2. The campaign targeted reducing stormwater runoff volume or sediment control.
3. The campaign had support from management or elected officials
4. The campaign had support of the community or local non-profit organizations
5. The internal staffing requirements of the campaign for your organization
6. The financial cost to implement the campaign, including the cost of outside consultants
7. The campaign was being implemented by other jurisdictions
8. Continuing an existing campaign was easiest since it was already being implemented
9. The targeted behavior was something I and my colleagues noticed and believed was a problem worth addressing.
10. . The campaign targeted a specific audience that I and my organization had prioritized
11. Other, specify: _____

(If 2.2 (1) is "very important" or "somewhat important"; ask 2.3 and 2.4, skip otherwise)

2.3	Which pollutant or contaminant did you focus on? (choose all that apply)

1. Bacteria (e.g. coliforms)
2. Nutrients (e.g. phosphorus)
3. Heavy metal
4. Toxic chemical (pesticide, household cleaner, etc)
5. Automotive-related pollutant (tire, oil leaks, cleaning products, etc)
6. Other, specify: _____

2.4	What was the most important reason you chose that specific pollutant or contaminant to focus on? (choose one)

1. The pollutant is listed in the TMDL of a receiving waterbody in our jurisdiction
2. Addressing the pollutant was a priority of managers and/or elected officials
3. A recent water quality event (for example, a Harmful Algal Bloom) focused attention on the pollutant.
4. Local water quality data indicate that this is a pollutant or stormwater issue of concern
5. Conducted a literature review which indicated this is a pollutant or stormwater issue of concern
6. Interviewed multiple experts, the majority of whom felt that this is a pollutant or stormwater issue of concern
7. Other, specify: _____

2.5 In deciding which audience to target for the behavior change campaign, how important was it for the campaign to target marginalized and/or overburdened communities (e.g. by income, race, or non-native English speakers)?

1. Very important
2. Somewhat important
3. Not important at all

2.6 Did you or your organization hire an external consultant to help you *choose* this behavior change campaign to implement?

1. Yes
2. No

Screen 3: Evaluating campaigns

3.1.   Are you required by your NPDES permit to conduct an evaluation of at least one of your behavior change campaigns?

1. Yes (skip next question)
2. No

3.2 Have you evaluated a stormwater or water-quality behavior change campaign?

1. Yes
2. No (**skip to Section 4)**

3.3 How many stormwater or water-quality behavior change campaigns have you or your organization evaluated in the past five years? _____

If you evaluated more than one in the past five years, please focus on the program you evaluated most recently in answering the remainder of the questions on this page.

3.4 What best describes the type of campaign that you will answer the questions on this screen about?

1. Pet waste management and disposal.
2. Yard care techniques protective of water quality.
3. Dumpster and trash compactor maintenance.
4. Litter and debris prevention.
5. Use and storage of automotive chemicals, hazardous cleaning supplies, carwash soaps, and other hazardous materials.
6. Prevention of illicit discharges.
7. Use and storage of pesticides and fertilizers and other household chemicals.
8.   Carpet cleaning.
9. Repair and maintenance best management practices (BMPs) for vehicles, equipment, and/or home buildings.
10.   Low Impact Development (LID) principles and LID BMPs.
11.   Stormwater facility maintenance, including LID facilities

12. Sediment and erosion control
13. Other, specify _____

3.5.   Organizations conduct evaluations for many reasons. For each of the following reasons, tell us whether it was very important, somewhat important or not important at all for the behavior change campaign you have in mind.

1. Required by permit
2. To improve how we run the campaign
3. To test which audiences and groups are most affected by the campaign
4. To use results to advocate for more financial support for stormwater behavior change campaigns

3.6 Did you or your organization hire an external consultant help you evaluate this behavior change campaign?

1. Yes
2. No
3. Don't know/Not sure

3.7   What measures did you or the consultant collect to evaluate the effectiveness of this behavior change campaign? (*Select all that apply*)

1. Self-reported data from surveys, focus groups or interviews
2. Number of participants or workshops
3. Customer calls or emails
4. Web hits or social media metrics (video views, shares, comments)
5. Observational data
6. Number of coupons, incentives, or other items **given** to help encourage behavior change
7. Number of coupons **redeemed**
8. Other, specify: _____

3.8 Did you collect data on any of these measures before the campaign started?

1. Yes
2. No

3.9. Did your evaluation include collecting data on a comparison group (or "control" group) that was the same target audience but was not exposed to the behavior change campaign materials?

1. Yes
2. No (skip next question)

Screen 4: **About You**

4.1 How long have you been....

Working on behavior change campaigns in stormwater, water quality or **any topic** ….

A)….at your current employer? (**years**)

B)….over the course of your career (**years**)

Working on stormwater or water quality issues, even if not involving behavior change,...

C)….at your current employer? (**years**)

D)….over the course of your career (**years**)

4.2 Please select the highest level of education you've completed

1. High school or GED (skip next question)
2. Associates
3. Bachelors
4. Masters
5. PhD/Doctoral

4.3 What was the field or major of the highest degree you obtained?

1. Engineering
2. Environmental Studies, Natural Resources
3. Environmental Science, Ecology, Biology
4. Psychology
5. Public policy
6. Humanities
7. Communications
8. Other, specify:

4.4 Have you completed a course, training or workshop on **social marketing** during your education or as part of your job?

1. Yes
2. No (*skip next question*)
3. I don't know what social marketing is (*skip next question*)

4.5 How would you describe your expertise with **social marketing** approaches?

1. **Novice**. You have the level of experience gained in a classroom and/or experimental scenarios or as a trainee on-the-job. You are expected to need help when performing this skill.
2. **Intermediate**. You are able to successfully complete tasks in this competency as requested. Help from an expert may be required from time to time, but you can usually perform the skill independently.

3. **Advanced**. You can perform the actions associated with this skill without assistance. You are certainly recognized within your immediate organization as "a person to ask" when difficult questions arise regarding this skill.
4. **Expert**. You are known as an expert in this area. You can provide guidance, troubleshoot and answer questions related to this area of expertise and the field where the skill is used.

4.6 Have you completed a course, training or workshop on **program evaluation or impact evaluation methods** (<u>not</u> including any training in social marketing) during your education or as part of your job?

1.Yes

2.No (*skip next question*)

3.I don't know what program evaluation or impact evaluation is (*skip next question*)

4.7 How would you describe your expertise with **program evaluation or impact evaluation methods**?

1. **Novice**. You have the level of experience gained in a classroom and/or experimental scenarios or as a trainee on-the-job. You are expected to need help when performing this skill.
2. **Intermediate**. You are able to successfully complete tasks in this competency as requested. Help from an expert may be required from time to time, but you can usually perform the skill independently.
3. **Advanced**. You can perform the actions associated with this skill without assistance. You are certainly recognized within your immediate organization as "a person to ask" when difficult questions arise regarding this skill.
4. **Expert**. You are known as an expert in this area. You can provide guidance, troubleshoot and answer questions related to this area of expertise and the field where the skill is used.

4.8 Staff like you are often asked to accomplish several objectives as part of their jobs. What percentage of your time would you estimate is spent on **behavior change campaigns** around stormwater or water quality?

1. Less than 10%
2. 10-25%
3. 26-50%
4. 51-75%
5. 76 – 100%

4.9 Do you also work on programs to build general awareness about methods to address and reduce stormwater runoff or stewardship programs that provide opportunities for volunteers?

1. Yes, I work on one or both types of programs
2. No, I don't work on any such programs (*skip next question*)

4.10 What percentage of your job would you estimate is to devoted to **awareness and stewardship programs** around stormwater or water quality?

1. Less than 10%
2. 10-25%
3. 26-50%
4. 51-75%
5. 76 – 100%

Section 5. Constraints on behavior change campaigns

In this last screen we will ask you about some of the possible constraints and challenges you face in designing, implementing and evaluating behavior change programs.

5.1. How would you characterize the level of overall support you and your colleagues receive to **implement behavior change campaigns** from....

> ... **management in your organization**? (*Very supportive, somewhat supportive, neither supportive nor unsupportive, somewhat unsupportive, very unsupportive*)

> ...**local elected officials, like city or county council**? (*Very supportive, somewhat supportive, neither supportive nor unsupportive, somewhat unsupportive, very unsupportive*)

> ...**regulators**? (*Very supportive, somewhat supportive, neither supportive nor unsupportive, somewhat unsupportive, very unsupportive*)

5.2   How easy or difficult is it to find water quality data that you could use to inform your campaigns?

1. Very easy
2. Somewhat easy
3. Neither easy nor difficult
4. Somewhat difficult
5. Very difficult

5.3 How easy or difficult is it for you to find the demographic data for your location, query it and use it to design or evaluate your campaign?

1. Very easy
2. Somewhat easy
3. Neither easy nor difficult
4. Somewhat difficult
5. Very difficult

5.4 Suppose you wanted to change some elements of a current campaign or implement a new campaign and those changes would require additional funding. How easy or difficult is it for you to find that financial support?

1. Very easy
2. Somewhat easy
3. Neither easy nor difficult
4. Somewhat difficult
5. Very difficult

5.5 Do you have a list of qualified consultants you can reach out to?

1. Yes
2. No

5.6. Suppose training programs were made available for various components of social marketing approaches. Which would you find most helpful for you or your staff? (*Drag to rank your top three*)

- Selecting target audiences, audience segmentation
- Choosing which behaviors to target
- Situational analysis
- Communication strategies
- Using survey instruments
- Pilot testing
- Evaluation strategies and metrics

5.7 Has your organization coordinated with other jurisdictions to design or implement behavior change campaigns within the past five years?

1. Yes
2. No (skip next question)

5.8 Why did your organization coordinate with other jurisdictions? (check all that apply)

1. Required to by law or permit
2. To share financial costs (e.g. hiring a common consultant)
3. To share expertise
4. To improve our ability to <u>evaluate</u> the success of the behavior change campaign
5. To create consistent messaging across jurisdictions and increase the campaign's impact by triggering regionally-normative behavior
6. Other, specify: _____

5.9.   Have you used materials provided in the EPA's Non-Point Source Toolbox in the development, implementation or evaluation of your behavior change campaign (https://cfpub.epa.gov/npstbx/index.html)?

1. Yes
2. No (skip next question)
3. Not Sure (skip to 3.1)

5.10.   How did you use materials from the EPA's Non-Point Source Toolbox? (Check all that apply)

1. Used logos, slogans or mascots
2. Consulted evaluation materials
3. Consulted or used media campaign materials (TV, radio, print)
4. "Getting in Step" outreach materials
5. Used workshop curriculum

Other, specify: _____

Screen 6: The end

This is the end of the survey. Thank you very much for your participation. As part of the project we are also building a website to house case studies, reports, evaluations, and peer-reviewed articles on behavior change programs in stormwater or water quality from across the U.S. If you have a case study or report to share, or if you would like to learn more about the results of the survey, please contact Prof. Cook (joe.cook@wsu.edu). You can also follow our project by monitoring the SAM website.

 Please use the space below to tell us anything else about behavior change campaigns or this survey.

6.1 Other comments: (*Open-ended*)