



**Lexington-Fayette
Urban County Government
RFP #43-2017:
Stormwater Survey Research
Proposal**

Submitted October 27, 2017



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Transmittal Letter

October 26, 2017

Todd Slatin, Purchasing Director
Lexington-Fayette Urban County Government
Room 338, Government Center
200 East Main Street
Lexington, KY 40507

Re: RFP #43-2017 Stormwater Survey Research

Dear Mr. Slatin:

OpinionWorks is pleased to submit this proposal to the Lexington-Fayette Urban County Government to conduct a representative survey on stormwater issues.

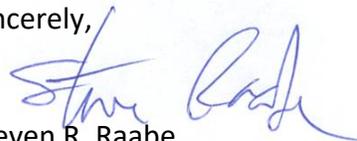
We are deeply experienced researching attitudes and behaviors related to stormwater. We have worked extensively for state environmental agencies, municipal stormwater managers, and interested advocates in the university and foundation communities researching public attitudes and recommending outreach techniques on a broad suite of stormwater-related practices. We have extensively researched many of the behaviors you are targeting, including picking up pet waste, littering and picking up litter, collection and composting of yard waste, and a variety of others.

We are especially proud of our deep stormwater study in the Chesapeake Bay Watershed, soon to be released publicly by a consortium of federal and state agencies through the Chesapeake Bay Watershed Agreement. That survey, consisting of 5,800 interviews across the watershed, measures current adoption and likely future adoption of a range of practices, and will be a great resource for stormwater practitioners who are designing outreach campaigns.

Despite the large scope of that and other projects we conduct, our wheelhouse is really municipal surveys, as evidenced by our recent work for the City of Dayton, Ohio; Multnomah County (Portland), Oregon; Salt Lake County, Utah; Howard County, Maryland; and a host of others.

Our proposal is attached. Please do not hesitate to ask for any additional information you might need to aid your evaluation. We are excited by this opportunity and believe we are best-suited for this work. Thank you in advance for your consideration.

Sincerely,



Steven R. Raabe
President

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Proposal

Project Understanding

The Lexington-Fayette Urban County Government's (LFUCG) Department of Environmental Quality and Public Works (EQPW) is seeking to update its understanding of public attitudes and behaviors related to stormwater, through a professionally conducted population survey.

EQPW is currently focused on these priorities, which we understand will likely be measured in the survey:

- Proper lawn chemical application practices
- Proper disposal of grass clippings & leaves
- Proper disposal of automotive fluids and household hazardous waste
- Proper disposal of litter and pet waste
- Proper disposal of Fats, Oils and Grease (FOG) and "flushable" wipes
- Proper tree care and planting practices
- Calling 311 to report spills
- General watershed awareness

Based on the RFP issued by LFUCG, we understand this project to include the following services:

- Advise on questionnaire development and methodology.
- Conduct 300 or 500 interviews, either through probability or non-probability sampling, with a questionnaire that EQPW is estimating will amount to 50 questions.
- Following anticipated Urban Council approval in December, work is to be completed no later than May 11, 2018. Therefore, we anticipate approximately a four-month timeline for this project (January through April).
- Data collection must be completed by April 13, 2018. OpinionWorks will analyze the survey data and provide a report of findings no later than 4 weeks after completion of data collection.

What OpinionWorks Brings to This Project

OpinionWorks is uniquely qualified to undertake this work for LFUCG. We are extremely experienced developing and conducting stormwater studies for municipal, state, and federal agencies and making recommendations for new or revised outreach strategies based on those research findings.

We have worked extensively on stormwater issues in the Chesapeake Bay Watershed, increasingly in the Delaware River Basin, as well as periodically in other regions of the country. We are currently engaged by the National Oceanic and Atmospheric Administration, the Virginia Department of Environmental Quality, the Delaware Department of Natural Resources and Environmental Control, the Chesapeake Bay Trust, as well as numerous municipalities.

Our work for the Stewardship Workgroup of the Chesapeake Bay Program, set for public release in November, is pioneering. We have developed a wide-ranging 13-minute survey instrument that measures current behavior on 19 stormwater practices – many of the same ones that you are proposing to measure – as well as future likelihood of adopting these behaviors, volunteerism, civic engagement,

and 12 key attitudes that drive stewardship behavior. Through a probability sample that included wireless and landline, as well as Spanish language interviewing, 5,815 residents were interviewed throughout the seven-state Chesapeake Bay Watershed.

Initially, this survey work will be made available through the Bay Program's website <http://www.chesapeakeprogress.com/engaged-communities/citizen-stewardship>. Ultimately, the intent is to share this work with municipal stormwater managers, university researchers, and practitioners based in non-profit organizations to help them design much more targeted and effective public outreach campaigns. To that end, our firm's President, Steve Raabe, is presenting this work at the Chesapeake Watershed Forum in West Virginia in November, and will continue to lead workshops throughout 2018 to make this large dataset accessible and useful to practitioners.

These are just a few other examples of our stormwater work:

- Montgomery County, Maryland, a million-person jurisdiction in suburban Washington, DC, was observing that a particular trash trap was collecting twice as much litter as any of 11 others on the headwaters of the Anacostia River. We developed and conducted a community survey, followed by focus groups among litterers, for the Montgomery County Department of Environmental Protection, to evaluate perceptions and experience with litter, and to help develop a social marketing campaign to change littering behavior in this community.
- Test of public awareness and attitudes about Baltimore's aging stormwater infrastructure for the Baltimore City Department of Public Works, and willingness to pay a proposed stormwater utility fee at various price points. We identified key concerns of citizens regarding perceived lack of equity in assessing the fee, and concerns about possible misuse of the fee that helped City policy-makers refine the technical aspects of the proposal, and the method of presenting it to the public.
- A countywide survey in Salt Lake County, Utah for the Salt Lake County Watershed Planning & Restoration Program. This probability sample of 400 telephone interviews assessed a range of attitudes, perceptions, recreational habits, and public policy preferences related to stormwater and the County's natural areas.

These other conservation-related projects may also be of interest:

- A NOAA- and EPA-funded bi-lingual study of anglers in the Anacostia River watershed (Washington, D.C. and suburbs) through riverbank interviews, telephone surveys, and focus groups, to measure the incidence of eating and sharing contaminated fish and to develop outreach messages that will encourage the audience of anglers to use safer practices in consuming fish. Our report, *Addressing the Risk*, can be read on our website, www.OpinionWorks.com.
- Focus groups and a countywide survey to test prospective public outreach messages about recycling for the Salt Lake County Office of Sustainability. In the first year following these focus groups and the unveiling of a new campaign, the recycling rate climbed from 15% to 23%. OpinionWorks followed up with a countywide telephone survey to assess progress.

- For The Nature Conservancy, a community survey and six focus groups on Virginia's Eastern Shore to assess the public's conservation attitudes and expectations, and their perception of TNC's work to protect barrier islands, with a goal of building stronger connections with residents in those local communities. The survey consisted of 530 interviews spread across two rural counties, collected by telephone, online, and through a mail-out/mail-back survey form.
- Through focus groups and a survey, we developed outreach messages and recommended communications techniques for Hamilton County (Cincinnati), Ohio to increase participation in the County's curbside recycling program.
- For the Virginia Department of Environmental Quality, a Virginia statewide survey, focus groups in multiple communities, and consultation on development of a community based social marketing plan to lessen the problem of mass releases of helium balloons in Virginia.

These large quantitative or mixed-mode studies also demonstrate our capability on behalf of state and local jurisdictions:

- In particular, we commend to you our work developing and conducting the Dayton Survey for the City of Dayton, Ohio. This is a wide-ranging annual municipal study that had been conducted by Wright State University for many years, until awarded to us in 2016. This mixed-mode study uses an addressed-based sample selection method to create a geographically representative sample of households citywide who are then sent a survey packet and reminder post card through conventional mail, with follow-up by telephone and an online response mode made available, as well. The result has been a deep dataset of over 1,500 interviews, which has given the City reliable information on which to base policy and service delivery decisions. The 2017 final report is found here: <http://www.daytonohio.gov/documentcenter/view/3484>.
- Focus groups among Medicaid-eligible new and expecting mothers in six communities across West Virginia, including some very rural communities in the south and southwestern parts of the state. This work, conducted for the West Virginia Department of Health and Human Resources, was aimed at improving the way DHHR communicates and positions its Right From The Start program, which provides free services for low-income mothers to help them have a healthy pregnancy and first year, but was not reaching a large share of eligible mothers, as well as its healthy heart screening programs.
- A statewide survey of adult residents of Ohio, regarding public attitudes about higher education funding, conducted for the Inter-University Council of Ohio, the consortium of the State's public universities.
- A comprehensive biennial assessment of health behaviors, consisting of a bi-lingual 2,000-interview study fielded in Howard County for the Horizon Foundation, Howard County Health Department, Columbia Association, and Johns Hopkins Health. This complex study consists of an 18-minute questionnaire, with methodology modeled after the CDC's Behavior Risk Factor Surveillance System. Results from prior surveys are found at <http://www.howardcountyhealthsurvey.com/>.

OpinionWorks is a full-service opinion research firm, providing telephone surveys, focus groups, online surveys, in-person interviews, and printed questionnaires. Through well-established relationships with

our call center partners, including a strong multi-lingual capability, we have a huge field capacity for telephone studies – literally several hundred workstations when we need them. And we have a robust Web interviewing capability based on the Qualtrics and Survey Gizmo platforms.

OpinionWorks LLC has been continuously in operation since 2001. OpinionWorks' primary mission is to use market research best practices for mission-driven organizations to help bring about positive social change and stronger engagement. To that end, we work almost exclusively for public sector agencies and non-profit organizations and foundations.

On multiple occasions, we have inherited longitudinal studies from other contractors, including university-based researchers, and our clients are always satisfied with the comparability we provide with past studies, as well as a fresh look at updated methods.

References

Hilary Browning, Management Analyst II
Office of Management & Budget
City of Dayton (Ohio)

Hilary.browning@daytonohio.gov

Comprehensive bilingual citywide mail and online survey of residents covering their perceptions of city services and the direction of the city. Conducted in 2016 and again in 2017.

Leslie Wilcox, Watershed Outreach Planner

Montgomery County, Maryland Department of Environmental Protection

240-777-7780

leslie.wilcox@montgomerycountymd.gov

Focus groups and campaign planning in the White Oak community on the topic of littering behavior. (2016-2017)

Amy Handen, Stewardship Team Coordinator

National Park Service/Chesapeake Bay Program

410-260-2493

amy_handen@nps.gov

Development of a pioneering indicator of individual stewardship behavior, piloted in 2016 among 2,000 residents, and updated and baselined in 2017 with 5,200 interviews Bay-wide, plus an oversample of 600 in Anne Arundel County, conducted by telephone in English and Spanish. (2015–2017)

Proposed Approach, Timeline and Cost

Sampling Approach

We are able to offer both probability and non-probability sampling, including a mixed-mode approach.

Our probability sampling is often conducted exclusively by telephone, using a mix of wireless and landline numbers drawn and dialed randomly, or it can be a mixed-mode approach through a rigorous address-based sampling process conducted by mail with telephone and online follow-up. Our recent work for the City of Dayton, Ohio and The Nature Conservancy on the Eastern Shore of Virginia are examples of the latter approach. Our recent Baywide survey conducted for the Chesapeake Bay Program is an example of the former.

Non-probability sampling is less rigorous, but can still offer good directional value if carefully matched against the community's underlying demographic characteristics as measured by American Community Survey estimates. Our recent work for NOAA in the rural Choptank River watershed on Maryland's Eastern Shore is an example of blending probability and non-probability sampling to produce a very good outcome. That project combined telephone interviewing with a mail-out/mail-back survey questionnaire, and added the element on online survey panels to inject a younger, more digitally-oriented segment into the final sample. In the end, we achieved nearly 800 interviews that produced a very broad representation of the communities in the watershed.

Each of these alternatives has its benefits. We can discuss the pros and cons of each approach with you to make a final decision on methodology should we be selected for this work.

Sample Size

You have asked for options of 300 and 500 interviews. The difference is simply a matter of scale reflected in the budget. The larger sample size will of course provide greater confidence in the findings, and a better ability to segment the sample for subgroups, which is very helpful for audience targeting.

Option 1: Telephone-Based Probability Sample

Under this option, which is standard for many population surveys today, we will draw a random sample of telephone households in Lexington using commercially available sources. Both wireless and landline numbers will be included in the sampling frame. For costing purposes, we have assumed 50% wireless and 50% landline, but those proportions can be changed in discussion with you. As you may know, due to federal law, dialing wireless numbers is significantly more expensive than dialing landline numbers. We have found in most communities that a 50/50 split continues to give us a good representation of the community.

These numbers are dialed randomly by our call center during the data collection process. Through callbacks at regular intervals to non-responding households, and by randomizing who we interview within households, we can approximate the demographic breakdown of the municipality's population during the interviewing process

Furthermore, through analysis of household size and characteristics, survey responses can be weighted to ensure that smaller households do not unduly influence the overall survey results.

Data collection through a phone-only approach can be completed in approximately 7 to 10 days.

Option 2: Address-Based Probability Sample Selection

Should LFUCG opt for a mixed-mode probability sample, it will be our recommendation that we begin with LFUCG providing an electronic database of all housing units within the municipality's limits. This can be drawn from tax or utility records, or another database that LFUCG maintains.

In keeping with best practices in address-based sampling, we will identify a sampling of households to receive the survey through a random selection process, giving each household an equal probability of being selected for the survey. Our random selection will be conducted across the full population of Lexington, regardless of whether a housing unit is known to be occupied, or whether it has a published telephone number or not.

For telephone follow-up, the selected households will be matched by a commercial vendor against both a landline and a separate wireless database to append telephone numbers. Normally, we would expect approximately 60% of such a database to be successfully telephone matched. Through this process, both telephone households and those without publicly-available telephone numbers can be included in the final sampling frame.

The goal of both the random sample selection process and the interviewing itself will be to ensure that hard-to-reach populations, or those that are not responsive to a single survey mode, have ample opportunity to participate in the survey. Our extensive experience in urban survey work gives us a good understanding of how best to accomplish that goal.

The selected households will initially receive a mailed survey packet. In addition to a hard copy of the survey, a cover letter, and a #9 postage-paid reply envelope, the packet will include a URL and PIN that will allow the selected households to take the survey online if they prefer to respond that way. Like the hard copy of the survey, the online questionnaire can be available in both English and Spanish if desired by LFUCG.

These mailings will be dropped at a local Lexington post office to ensure that they bear a local postmark. We will also suggest that LFUCG allow us to brand the outside envelope, cover letter, and survey form with a LFUCG seal and other appropriate identity marks. Both draft text and camera-ready versions of these outreach materials will be developed in discussion with LFUCG staff and submitted to you for approval before they are printed and mailed.

Two weeks after the survey mailing, we will begin calling households that have not responded to the survey, and for whom we have a telephone number. During this phase we will pay attention to the distribution of survey responses to ensure that we are not over-representing any area of the community.

Overall, we expect the mixed-mode data collection process to last about six weeks – though this window can be compressed with some effort. At the end, we will have a representative sample and will be ready to share the results with you.

Option 3: Non-Probability Sample

This approach will be mixed mode, but not as rigorous as above. The survey will not be PIN-protected, and we will likely conduct the telephone, online, and mailed data collection in parallel with separate

segments of the community, rather than working from a single, address-based, randomly selected set of households. The advantage of this approach is slightly less time in the field. The disadvantage is some loss of representativeness of the survey sample, though it can be matched to Census data and weighted accordingly.

Reporting and Presentation of the Survey Results

We will provide both electronic copies and bound hard copies of our report, as well as the electronic data file. Prior to that, however, we will share topline findings and a draft report with LFUCG staff for your comment.

Presentation of survey data is a strength of our firm, and our President will be pleased to present the results and their implications to both LFUCG staff and elected officials in-person. You may ask our references about the strength of our presentation of findings and recommendations.

After the formal presentation of our work, we will remain available if needed should there be questions about interpretation or application of the survey data, even after the formal contract has ended.

Tasks and Milestones

These are our recommendations for the tasks and milestones associated with our work under this project. If this timetable needs to be adjusted, we are happy to discuss that with you. The timetable below has been scaled to the mixed-mode probability method, to demonstrate that the most complicated survey methodology can be accomplished within the time frame available.

Design and Preparation: Weeks 1-8 (December 2017 – early February 2018)

Initial meeting and project planning; identification of survey topics; collaboration with LFUCG staff; development and approval of the survey questionnaire; sample selection; survey programming and preparation of the mail package.

- Our work will begin with an in-person kick-off meeting with LFUCG's staff team, where we will discuss and refine the scope of work and timeline if needed, and thoroughly understand the topics to be examined.
- Based on the kick-off meeting, we will develop/refine the survey questionnaire for LFUCG staff review. We will meet by telephone to review content and discuss the rationale for individual questions. We will continue to edit by email and telephone until LFUCG staff is satisfied with the questionnaire.
- Once approved, we will translate the questionnaire into Spanish (if desired by LCUFG) and lay out the printed version graphically. The survey questionnaire will also be programmed for telephone and online administration.
- LFUCG will provide a household database, drawn from tax or utility records. OpinionWorks will perform the address-based random selection of households who will be included in the survey sample, and will telephone match those households with both landline and cell numbers using a commercial vendor.
- At this time, we will also discuss the form and content of an advance communication for citizens, a step we typically suggest and which LFUCG would distribute through your normal channels, and possibly through the local media.

- We will also draft for your approval ancillary communications – chiefly the cover letter to be sent with the survey itself.
- Note that if the telephone-only option is chosen, these steps will be similar, but there will be no survey layout, cover letter, or mailing package.

Data Collection: Weeks 9-14 (February 12 – March 30)

Mailing of survey package to the target households; telephone follow-up with online option; collection of responses by mail, telephone, online.

- The survey package will be mailed to the targeted households. The mailing will include a cover letter, questionnaire, and mail response mechanism. We will also include a URL and a PIN code that will allow the household to take the survey online if they prefer. Note that we would prefer to choose a local mail house for this task and will research the availability of local suppliers if we are successful with this proposal.
- Ideally, coinciding with this mailing, there would also be attention given to the survey in the local media and through other channels as mentioned above.
- As described above, after an interval of about two weeks to allow for mail response, we will begin telephone calling non-responding households. Our goal with the calls will be to achieve the best possible coverage of neighborhoods, and to reach at least the target sample size.
- We anticipate this full process will take about six weeks in the field.

Reporting: Weeks 15-19 (April – early May)

Summarizing our findings; presenting those findings as needed.

- Once the data collection is complete, we will immediately provide you with a topline report of the survey findings, and will meet with you to review them.
- After that meeting, we will produce a full written report, illustrated with graphics. This report will be provided in draft form, and LFUCG staff will be able to comment and edit as desired. After your comments are received, we will incorporate them and produce a final report.
- Our principal, Steve Raabe, will be available to present the findings to LFUCG staff and elected leaders.
- We will also provide a survey data file in electronic format and bound copies and electronic copies of the final report.
- Once the final report has been received and accepted, we will remain available to LFUCG informally if additional interpretation of the survey findings is needed.

Costs

Following is our projection of costs based on the work plan presented above. Note that we are illustrating the range of cost options, based on the various approaches you have provided on Page 3 of the RFP.

Collection Method:	N=300		N=500	
	Phone only	Mixed Mode	Phone only	Mixed Mode
Sample Type:	Probability	Probability or Non-Probability	Probability	Probability or Non-Probability
Design and Preparation	\$ 5,500	\$ 5,500	\$ 5,500	\$ 5,500
Date Collection	7,397	9,218	13,675	14,030
Reporting	7,500	7,500	8,500	8,500
Project Totals	\$ 20,397	\$ 22,218	\$ 27,675	\$ 28,030

Notes: Cost of travel to Lexington is included for one trip by our Project Manager during the Design and Preparation Phase, and one trip during the Reporting Phase.

Key Personnel

OpinionWorks organizes our projects with a single point of contact for our entire team. Our project manager is in constant touch with e-mail and cell phone, including nights and weekends. He will make himself available for in-person meetings in Lexington as needed during the life of this contract.

Our Project Manager: Steve Raabe



Should we be selected for this project, Steve Raabe will be your point of contact for our team. He is OpinionWorks' founder and president. Dating back to 1984 when he began a market research career as a phone room supervisor, Steve has managed and overseen literally hundreds of research studies. Our team is committed throughout this contract to providing the reliable, experienced, senior-level management and strategic overview that Steve brings.

Steve has conducted extensive communications and message testing and is an expert on studying human decision-making and behavior change under the Community Based Social Marketing (CBSM) model. His research identifies the key drivers of constituent engagement, the most effective cues to charitable giving, voters' issue and candidate preferences, and consumers' buying and shopping habits. He has a grassroots organizing and communications background and an expertise in public opinion research. Steve has been the project manager for all the projects mentioned in this proposal.

Steve Raabe is a sampling expert, known for developing stringent methodologies that will achieve the truest possible representation of the population surveyed. His questionnaire design is well-regarded within the community of research professionals.

He offers public hearing and court testimony as an expert witness on survey findings, is called upon to comment for the Mid-Atlantic news media on public issues, advises non-profit executives on how to strengthen member loyalty and maximize the return from their donors, and briefs corporate leaders on the best methods of improving their standing with the public or their customers.

Prior to forming OpinionWorks in 2001, Steve Raabe served on Capitol Hill in Washington as Director of Public Policy for Lutheran Services in America, one of the largest private human services networks in the nation.

Steve attended American University in Washington, D.C., earning a Bachelor's Degree in Political Science and graduating cum laude in 1986. In his volunteer life, Steve serves as founding Board Chair of the Watershed Stewards Academy, an innovative program designed to train neighborhood-level Master Watershed Stewards, who foster good conservation behavior. Steve is a past member of the City of Annapolis, Maryland Conservancy Board, and is active in leadership in his local church, and as a volunteer at his boys' school.

This is his complete contact information:

Steve Raabe
Project Manager and OpinionWorks Principal
7 Willow Street, Suite 200, Annapolis, MD 21401
(410) 280-2000/ (410) 271-3795 (cell)
steve@OpinionWorks.com

Steve will play the major substantive role on the design and interpretation of the research. He will develop the sampling plan, personally draft the survey questionnaire, monitor the survey methodology while it is in the field, and prepare and present the results of the survey.

Key Staff



Shirley Marte is a skilled market researcher with a 16-year career as an interviewer and facilitator and questionnaire-developer. She is bilingual in English and Spanish, and experienced in reaching and connecting with non-traditional market research audiences. Shirley has been our lead interviewer on the Alice Ferguson Foundation project since 2008, exploring the attitudes and motivations of litterers in D.C. and surrounding jurisdictions. She has conducted message testing focus groups for us in multiple markets including Miami and Cincinnati and in specialized racial/ethnic and lifestyle segments. Shirley has conducted a Spanish language focus group for us in Washington DC on lead testing and child wellness issues among Hispanic audiences. Most recently she conducted a Spanish language group for us in Howard County, Maryland on the perceptions of and barriers to advance directives among the Hispanic population, and English language groups for us in Maryland among smokers on littering of cigarette butts. Through her personal manner and upbeat style, Shirley is extremely skilled at reaching young, urban audiences, but also has an engaging technique that works well across demographic segments.

Prior to her association with OpinionWorks, Shirley moderated anti-tobacco focus groups under the auspices of the University of West Virginia and has conducted a wide variety of consumer research for private industry.



Kathy Flament is an experienced executive interviewer and a talented, innovative focus group moderator, with over 25 years' experience. She leads our team of executive interviewers, coordinating our outreach to stakeholders and community partners. She has conducted numerous interviews on the topic of green building for the NAHB Research Center and is a noted expert on qualitative research using advanced projective techniques and observational research. Kathy has been a featured speaker at the Marketing Research Association and the International Builders' Show and has facilitated board meetings for the Steel Framing Alliance and the Custom Electronic Design and Installation Association (CEDIA).

Kathy has an engaging style, and employs a sense of humor to put participants at ease. When participants are comfortable, they speak openly and freely so the data collected goes beyond what participants think they should say to what they really feel and believe. As a hallmark of her approach, Kathy consistently lets participants drive the conversation as experts.



Wayne Jacobs is extremely experienced in moderating focus groups and facilitating group discussions, with over 25 years' experience personally facilitating over 200 groups per year. He is a noted expert and lecturer on group dynamics and qualitative research, and a past president of the Mid-Atlantic chapter of the American Marketing Association. He has worked with Steve Raabe for more than 12 years and has been associated with OpinionWorks since its formation in 2001 as its leading qualitative expert.

During his extensive market research career, Mr. Jacobs has worked for a number of governmental and non-profit clients, including the New York State Department of Tourism, MARC Train (Maryland), the Maryland Transportation Authority, Norfolk & Southern Railroad, the Board of Trade, the US EPA, the Federal Emergency Management Agency, the Federal Highway Administration, the Virginia Economic Development Partnership, the City of Richmond (Virginia) and the Baltimore Area Convention and Visitors Association.

Wayne has a knowledgeable but self-effacing style, and employs a soft sense of humor, all of which is agreeable and comfortable for respondents at all levels and allows the focus to be on the research findings, not on the moderator. As a hallmark of his approach, Wayne goes to school on the subject at hand, becoming extremely conversant on the core subjects so he can relate effectively to high-level respondents as a peer. In checking references, we hope you will ask specifically about Wayne's style and his comfort with the subject matter for each project.

Ayiko Konopaski: Executive Interviewing



Ayiko heads our in-house team of interviewers and recruiters. An extremely talented recruiter and interviewer, Ayiko has a 30-year career in advertising sales and market research in both the San Francisco Bay and Washington/Baltimore areas, and has been with OpinionWorks since 2015.

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Forms

Firm Submitting Proposal: OpinionWorks LLC

Complete Address: 7 Willow Street, Suite 200, Annapolis, MD 21401
Street City Zip

Contact Name: Steven R. Raabe Title: President

Telephone Number: 410-280-2000 Fax Number: 410-280-3400

Email address: steve@opinionworks.com

GENERAL PROVISIONS

1. Each Respondent shall comply with all Federal, State & Local regulations concerning this type of service or good.

The Respondent agrees to comply with all statutes, rules, and regulations governing safe and healthful working conditions, including the Occupational Health and Safety Act of 1970, 29 U.S.C. 650 *et. seq.*, as amended, and KRS Chapter 338. The Respondent also agrees to notify the LFUCG in writing immediately upon detection of any unsafe and/or unhealthful working conditions at the job site. The Respondent agrees to indemnify, defend and hold the LFUCG harmless from all penalties, fines or other expenses arising out of the alleged violation of said laws.

2. Failure to submit ALL forms and information required in this RFP may be grounds for disqualification.
3. Addenda: All addenda and IonWave Q&A, if any, shall be considered in making the proposal, and such addenda shall be made a part of this RFP. Before submitting a proposal, it is incumbent upon each proposer to be informed as to whether any addenda have been issued, and the failure to cover in the bid any such addenda may result in disqualification of that proposal.
4. Proposal Reservations: LFUCG reserves the right to reject any or all proposals, to award in whole or part, and to waive minor immaterial defects in proposals. LFUCG may consider any alternative proposal that meets its basic needs.
5. Liability: LFUCG is not responsible for any cost incurred by a Respondent in the preparation of proposals.
6. Changes/Alterations: Respondent may change or withdraw a proposal at any time prior to the opening; however, no oral modifications will be allowed. Only letters, or other formal written requests for modifications or corrections of a previously submitted proposal which is addressed in the same manner as the proposal, and received by LFUCG prior to the scheduled closing time for receipt of proposals, will be accepted. The proposal, when opened, will then be corrected in accordance with such written request(s), provided that the written request is contained in a sealed envelope which is plainly marked "modifications of proposal".
7. Clarification of Submittal: LFUCG reserves the right to obtain clarification of any point in a bid or to obtain additional information from a Respondent.
8. Bribery Clause: By his/her signature on the bid, Respondent certifies that no employee of his/hers, any affiliate or Subcontractor, has bribed or attempted to

bribe an officer or employee of the LFUCG.

9. Additional Information: While not necessary, the Respondent may include any product brochures, software documentation, sample reports, or other documentation that may assist LFUCG in better understanding and evaluating the Respondent's response. Additional documentation shall not serve as a substitute for other documentation which is required by this RFP to be submitted with the proposal,
10. Ambiguity, Conflict or other Errors in RFP: If a Respondent discovers any ambiguity, conflict, discrepancy, omission or other error in the RFP, it shall immediately notify LFUCG of such error in writing and request modification or clarification of the document if allowable by the LFUCG.
11. Agreement to Bid Terms: In submitting this proposal, the Respondent agrees that it has carefully examined the specifications and all provisions relating to the work to be done attached hereto and made part of this proposal. By acceptance of a Contract under this RFP, proposer states that it understands the meaning, intent and requirements of the RFP and agrees to the same. The successful Respondent shall warrant that it is familiar with and understands all provisions herein and shall warrant that it can comply with them. No additional compensation to Respondent shall be authorized for services or expenses reasonably covered under these provisions that the proposer omits from its Proposal.
12. Cancellation: If the services to be performed hereunder by the Respondent are not performed in an acceptable manner to the LFUCG, the LFUCG may cancel this contract for cause by providing written notice to the proposer, giving at least thirty (30) days notice of the proposed cancellation and the reasons for same. During that time period, the proposer may seek to bring the performance of services hereunder to a level that is acceptable to the LFUCG, and the LFUCG may rescind the cancellation if such action is in its best interest.

A. Termination for Cause

- (1) LFUCG may terminate a contract because of the contractor's failure to perform its contractual duties
- (2) If a contractor is determined to be in default, LFUCG shall notify the contractor of the determination in writing, and may include a specified date by which the contractor shall cure the identified deficiencies. LFUCG may proceed with termination if the contractor fails to cure the deficiencies within the specified time.
- (3) A default in performance by a contractor for which a contract may be terminated shall include, but shall not necessarily be limited to:

- (a) Failure to perform the contract according to its terms, conditions and specifications;
- (b) Failure to make delivery within the time specified or according to a delivery schedule fixed by the contract;
- (c) Late payment or nonpayment of bills for labor, materials, supplies, or equipment furnished in connection with a contract for construction services as evidenced by mechanics' liens filed pursuant to the provisions of KRS Chapter 376, or letters of indebtedness received from creditors by the purchasing agency;
- (d) Failure to diligently advance the work under a contract for construction services;
- (e) The filing of a bankruptcy petition by or against the contractor; or
- (f) Actions that endanger the health, safety or welfare of the LFUCG or its citizens.

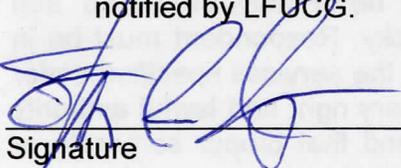
B. At Will Termination

Notwithstanding the above provisions, the LFUCG may terminate this contract at will in accordance with the law upon providing thirty (30) days written notice of that intent, Payment for services or goods received prior to termination shall be made by the LFUCG provided these goods or services were provided in a manner acceptable to the LFUCG. Payment for those goods and services shall not be unreasonably withheld.

- 13. **Assignment of Contract:** The contractor shall not assign or subcontract any portion of the Contract without the express written consent of LFUCG. Any purported assignment or subcontract in violation hereof shall be void. It is expressly acknowledged that LFUCG shall never be required or obligated to consent to any request for assignment or subcontract; and further that such refusal to consent can be for any or no reason, fully within the sole discretion of LFUCG.
- 14. **No Waiver:** No failure or delay by LFUCG in exercising any right, remedy, power or privilege hereunder, nor any single or partial exercise thereof, nor the exercise of any other right, remedy, power or privilege shall operate as a waiver hereof or thereof. No failure or delay by LFUCG in exercising any right, remedy, power or privilege under or in respect of this Contract shall affect the rights, remedies, powers or privileges of LFUCG hereunder or shall operate as a waiver thereof.
- 15. **Authority to do Business:** The Respondent must be a duly organized and authorized to do business under the laws of Kentucky. Respondent must be in good standing and have full legal capacity to provide the services specified under this Contract. The Respondent must have all necessary right and lawful authority to enter into this Contract for the full term hereof and that proper corporate or

other action has been duly taken authorizing the Respondent to enter into this Contract. The Respondent will provide LFUCG with a copy of a corporate resolution authorizing this action and a letter from an attorney confirming that the proposer is authorized to do business in the State of Kentucky if requested. All proposals must be signed by a duly authorized officer, agent or employee of the Respondent.

16. **Governing Law:** This Contract shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky. In the event of any proceedings regarding this Contract, the Parties agree that the venue shall be the Fayette County Circuit Court or the U.S. District Court for the Eastern District of Kentucky, Lexington Division. All parties expressly consent to personal jurisdiction and venue in such Court for the limited and sole purpose of proceedings relating to this Contract or any rights or obligations arising thereunder. Service of process may be accomplished by following the procedures prescribed by law.
17. **Ability to Meet Obligations:** Respondent affirmatively states that there are no actions, suits or proceedings of any kind pending against Respondent or, to the knowledge of the Respondent, threatened against the Respondent before or by any court, governmental body or agency or other tribunal or authority which would, if adversely determined, have a materially adverse effect on the authority or ability of Respondent to perform its obligations under this Contract, or which question the legality, validity or enforceability hereof or thereof.
18. Contractor understands and agrees that its employees, agents, or subcontractors are not employees of LFUCG for any purpose whatsoever. Contractor is an independent contractor at all times during the performance of the services specified.
19. If any term or provision of this Contract shall be found to be illegal or unenforceable, the remainder of the contract shall remain in full force and such term or provision shall be deemed stricken.
20. Contractor [or Vendor or Vendor's Employees] will not appropriate or make use of the Lexington-Fayette Urban County Government (LFUCG) name or any of its trade or service marks or property (including but not limited to any logo or seal), in any promotion, endorsement, advertisement, testimonial or similar use without the prior written consent of the government. If such consent is granted LFUCG reserves the unilateral right, in its sole discretion, to immediately terminate and revoke such use for any reason whatsoever. Contractor agrees that it shall cease and desist from any unauthorized use immediately upon being notified by LFUCG.



Signature

10/26/17

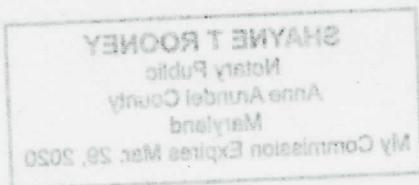
Date

AFFIDAVIT

Comes the Affiant, STEVEN R. RAABE, and after being first duly sworn, states under penalty of perjury as follows:

1. His/her name is STEVEN R. RAABE and he/she is the individual submitting the proposal or is the authorized representative of OPINIONWORKS LLC, the entity submitting the proposal (hereinafter referred to as "Proposer").
2. Proposer will pay all taxes and fees, which are owed to the Lexington-Fayette Urban County Government at the time the proposal is submitted, prior to award of the contract and will maintain a "current" status in regard to those taxes and fees during the life of the contract.
3. Proposer will obtain a Lexington-Fayette Urban County Government business license, if applicable, prior to award of the contract.
4. Proposer has authorized the Division of Central Purchasing to verify the above-mentioned information with the Division of Revenue and to disclose to the Urban County Council that taxes and/or fees are delinquent or that a business license has not been obtained.
5. Proposer has not knowingly violated any provision of the campaign finance laws of the Commonwealth of Kentucky within the past five (5) years and the award of a contract to the Proposer will not violate any provision of the campaign finance laws of the Commonwealth.
6. Proposer has not knowingly violated any provision of Chapter 25 of the Lexington-Fayette Urban County Government Code of Ordinances, known as "Ethics Act."

Continued on next page



7. Proposer acknowledges that "knowingly" for purposes of this Affidavit means, with respect to conduct or to circumstances described by a statute or ordinance defining an offense, that a person is aware or should have been aware that his conduct is of that nature or that the circumstance exists.

Further, Affiant sayeth naught.

[Signature]

STATE OF Maryland

COUNTY OF Anne Arundel

The foregoing instrument was subscribed, sworn to and acknowledged before me

by Shayne Rooney on this the 26th day

of October, 2017.

My Commission expires: 3/29/2020

[Signature]
NOTARY PUBLIC, STATE AT LARGE

SHAYNE T ROONEY
Notary Public
Anne Arundel County
Maryland
My Commission Expires Mar. 29, 2020

EQUAL OPPORTUNITY AGREEMENT

Standard Title VI Assurance

The Lexington Fayette-Urban County Government, (hereinafter referred to as the "Recipient") hereby agrees that as a condition to receiving any Federal financial assistance from the U.S. Department of Transportation, it will comply with Title VI of the Civil Rights Act of 1964, 78Stat.252, 42 U.S.C. 2000d-4 (hereinafter referred to as the "Act"), and all requirements imposed by or pursuant to Title 49, Code of Federal Regulations, U.S. Department of Transportation, Subtitle A, Office of the Secretary, (49 CFR, Part 21) Nondiscrimination in Federally Assisted Program of the Department of Transportation – Effectuation of Title VI of the Civil Rights Act of 1964 (hereinafter referred to as the "Regulations") and other pertinent directives, no person in the United States shall, on the grounds of race, color, national origin, sex, age (over 40), religion, sexual orientation, gender identity, veteran status, or disability be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity for which the Recipient receives Federal financial assistance from the U.S. Department of Transportation, including the Federal Highway Administration, and hereby gives assurance that will promptly take any necessary measures to effectuate this agreement. This assurance is required by subsection 21.7(a) (1) of the Regulations.

The Law

- Title VII of the Civil Rights Act of 1964 (amended 1972) states that it is unlawful for an employer to discriminate in employment because of race, color, religion, sex, age (40-70 years) or national origin.
- Executive Order No. 11246 on Nondiscrimination under Federal contract prohibits employment discrimination by contractor and sub-contractor doing business with the Federal Government or recipients of Federal funds. This order was later amended by Executive Order No. 11375 to prohibit discrimination on the basis of sex.
- Section 503 of the Rehabilitation Act of 1973 states:

The Contractor will not discriminate against any employee or applicant for employment because of physical or mental handicap.

- Section 2012 of the Vietnam Era Veterans Readjustment Act of 1973 requires Affirmative Action on behalf of disabled veterans and veterans of the Vietnam Era by contractors having Federal contracts.
- Section 206(A) of Executive Order 12086, Consolidation of Contract Compliance Functions for Equal Employment Opportunity, states:

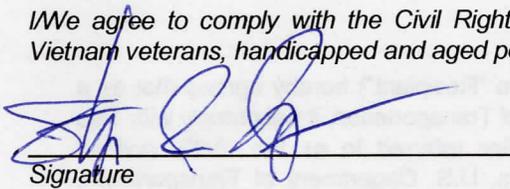
The Secretary of Labor may investigate the employment practices of any Government contractor or sub-contractor to determine whether or not the contractual provisions specified in Section 202 of this order have been violated.

The Lexington-Fayette Urban County Government practices Equal Opportunity in recruiting, hiring and promoting. It is the Government's intent to affirmatively provide employment opportunities for those individuals who have previously not been allowed to enter into the mainstream of society. Because of its importance to the local Government, this policy carries the full endorsement of the Mayor, Commissioners, Directors and all supervisory personnel. In following this commitment to Equal Employment Opportunity and because the Government is the benefactor of the Federal funds, it is both against the Urban County Government policy and illegal for the Government to let contracts to companies which knowingly or unknowingly practice discrimination in their employment practices. Violation of the above mentioned ordinances may cause a contract to be canceled and the contractors may be declared ineligible for future consideration.

Please sign this statement in the appropriate space acknowledging that you have read and understand the provisions contained herein. Return this document as part of your application packet.

Bidders

I/We agree to comply with the Civil Rights Laws listed above that govern employment rights of minorities, women, Vietnam veterans, handicapped and aged persons.



Signature

OpinionWorks LLC
Name of Business

OpinionWorks LLC
Affirmative Action Policy

1. Policy. OpinionWorks LLC (OpinionWorks) has an equal employment opportunity policy, as follows:

OpinionWorks agrees to: provide equal opportunity in employment for all qualified persons, prohibit discrimination in employment because of race, color, religion, national origin, sex, marital status, age or disability, and promote equal employment through a positive, continuing program from itself and each of its subcontracting agents. OpinionWorks shall ensure that all employees are treated during their employment without regard to their race, color, religion, national origin, sex, marital status, age or disability.

2. Dissemination of Policy. OpinionWorks will maintain or initiate appropriate steps to ensure that all employees understand the company's obligation under this policy and will specifically instruct supervisory personnel in their responsibilities for carrying out this policy.

3. Affirmative Action Program. OpinionWorks will maintain an Affirmative Action Program designed to ensure that there will be no discrimination on the basis of race, color, religion, sex, national origin, marital status, age, or disability.

4. Responsibility for Program. OpinionWorks will designate one of its employees as equal opportunity compliance officer.

5. Hiring Practices. OpinionWorks will maintain hiring practices designed to achieve a reasonable representation of minority and female employees at every job level.

6. Testing. OpinionWorks will review any applicable testing procedures to see that they are kept up to date and reflect standard and acceptable testing practices.

7. Recruitment Sources. OpinionWorks will notify any sources of recruitment, employment agencies, placement bureaus, colleges, universities, etc., that it does not discriminate on the basis of race, religion, color, sex, national origin, marital status, age, or disability; that it actively solicits minority group applicants and that it will discontinue the use of sources where it appears that direct or indirect discriminatory practices exist.

8. Changes in Employee Status. OpinionWorks will review all procedures relating to transfer, upgrading, downgrading and lay-off, to ensure that all such actions are taken without regard to race, religion, color, sex, national origin, marital status, age or disability.

9. Training. OpinionWorks will cooperate with available resources in utilizing training programs designed to admit minority group members and females to regular employment with the company.

10. Subcontractors. OpinionWorks shall obtain written assurance from its subcontractors that these requirements have been read and that the subcontractor fully agrees with this Program and implements them fully.

WORKFORCE ANALYSIS FORM

Name of Organization: OpinionWorks LLC

Categories	Total	White (Not Hispanic or Latino)		Hispanic or Latino		Black or African-American (Not Hispanic or Latino)		Native Hawaiian and Other Pacific Islander (Not Hispanic or Latino)		Asian (Not Hispanic or Latino)		American Indian or Alaskan Native (not Hispanic or Latino)		Two or more races (Not Hispanic or Latino)		Total	
		M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Administrators																	
Professionals		1	3		2		1									1	6
Superintendents																	
Supervisors																	
Foremen																	
Technicians																	
Protective Service																	
Para-																	
Office/Clerical			1														1
Skilled Craft																	
Service/Maintenan																	
Total:		1	4		2		1									1	7

Prepared by: Susan Raabe,, Office Manager Date: 10 / 26 / 17

(Name and Title)

Revised 2015-Dec-15



LFUCG MWDBE PARTICIPATION FORM

Bid/RFP/Quote Reference # 43-2017

The MWDBE and/or veteran subcontractors listed have agreed to participate on this Bid/RFP/Quote. If any substitution is made or the total value of the work is changed prior to or after the job is in progress, it is understood that those substitutions must be submitted to Central Purchasing for approval immediately. **Failure to submit a completed form may cause rejection of the bid.**

MWDBE Company, Name, Address, Phone, Email	MBE WBE or DBE	Work to be Performed	Total Dollar Value of the Work	% Value of Total Contract
1. American Directions Research Group, Inc. 1350 Connecticut Ave NW, Suite 1102 Washington DC 20036 202-223-4747	VSOB	Telephone survey	\$7,397	29%
2.				
3.				
4.				

The undersigned company representative submits the above list of MWDBE firms to be used in accomplishing the work contained in this Bid/RFP/Quote. Any misrepresentation may result in the termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and false claims.

OpinionWorks LLC

Company

10/26/17

Date

Company Representative

President

Title



MWDBE QUOTE SUMMARY FORM

Bid/RFP/Quote Reference # 43-2017

The undersigned acknowledges that the minority and/or veteran subcontractors listed on this form did submit a quote to participate on this project. Failure to submit this form may cause rejection of the bid.

Company Name OpinionWorks LLC	Contact Person Steven R. Raabe
Address/Phone/Email 7 Willow Street, Suite 200 Annapolis, MD 21401 410-280-2000 steve@opinionworks.com	Bid Package / Bid Date October 27, 2017

MWDBE Company Address	Contact Person	Contact Information (work phone, Email, cell)	Date Contacted	Services to be performed	Method of Communication (email, phone meeting, ad, event etc)	Total dollars \$\$ Do Not Leave Blank (Attach Documentation)	MBE * AA HA AS NA Female	Veteran
American Directions Research Group, Inc. 1350 Connecticut Ave NW, Suite 1102 Washington DC 20036	Rob Heilig	202-223-4747 robh@americandirections.com	10-13-17	Telephone survey	Email/phone	\$7,397		VSOB

(MBE designation / AA=African American / HA= Hispanic American/AS = Asian American/Pacific Islander/ NA= Native American)

The undersigned acknowledges that all information is accurate. Any misrepresentation may result in termination of the contract and/or be subject to applicable Federal and State laws concerning false statements and claims.

OpinionWorks LLC
Company

10-26-17
Date

Company Representative

President
Title

Steve Raabe

From: Rob Heilig <robh@americandirections.com>
Sent: Wednesday, October 25, 2017 2:29 PM
To: Steve Raabe
Subject: RE: ADRG follow up and background info

Steve,

Let me know your thoughts on the listed pricing below, thanks.

Listed samples	Option 1		Option 2	
	LL	Cell	LL	Cell
Interviews	150	150	250	250
Length	12	12	12	12
Cost per Interview	\$14.47	\$21.79	\$14.47	\$21.79
Interviewing Cost	\$5,440		\$9,066	
Program and Setup	\$807		\$857	
Sample List	\$1,151		\$2,113	
Tabulations	\$0		\$0	
Coding	\$0		\$0	
Total Project	\$7,397		\$12,036	

Listed samples	Option 1		Option 2	
	LL	Cell	LL	Cell
Interviews	150	150	250	250
Length	15	15	15	15
Cost per Interview	\$17.26	\$25.54	\$16.70	\$25.54
Interviewing Cost	\$6,420		\$10,561	
Program and Setup	\$952		\$1,002	
Sample List	\$1,151		\$2,113	
Tabulations	\$0		\$0	
Coding	\$0		\$0	
Total Project	\$8,522		\$13,675	

From: Steve Raabe [mailto:steve@opinionworks.com]
Sent: Wednesday, October 25, 2017 2:03 PM
To: Rob Heilig <robh@americandirections.com>
Subject: RE: ADRG follow up and background info

Yes, I would be happy to see listed pricing. Thanks, Rob.

Steve



**MARKET RESEARCH
SURVEY DATA COLLECTION
AND ANALYSIS SERVICES**

Veteran-Owned Small Business

DUNS:
785989583

CAGE CODE:
3ENT3

NAICS CODES:
541910 541720
541611 541990
541613 611170
541618

CONTACT:
Jerry Karson
(866) 968-7224 x116
jerryk@americandirections.com
www.adg-research.com

For three decades, **American Directions Research Group** (ADRG) has conducted survey research projects for government, corporate and academic clients that seek the information needed to make decisions, grow/retain customers, and accomplish their missions.

All offices and operations are proudly and exclusively located in the United States of America.

Core Competencies

Headquartered in Washington, D.C., ADRG has a strong core team of 40 full-time corporate Directors and close to 1,000 survey interviewers. This team offers experience in the following technical areas:

- Call Center and Project Management
- Multimodal Survey research, including online, telephone, mail and intercept methodologies
- Qualitative research, including Focus Groups
- Multilingual Interviewing
- Statistical Analysis of Survey Data
- Sampling Theory
- Tabulation and Reporting
- Practical, Actionable Insights
- Survey Research Consultation

Differentiators

Capacity. Throughout the United States, ADRG offers state-of-the-art call center facilities supported by Computer-Assisted-Telephone-Interviewing (CATI) technology. These facilities encompass over 750 interviewing stations allowing ADRG to maximize capacity, efficiency and best value for every project.

Project Experience. ADRG conduct over one million survey calls annually.

Personnel Expertise. All key departments are managed by Directors with significant research and call center experience.

Quality. 100% of all interviews are monitored, 50% are validated.

Multilingual Interviewing. ADRG operates several multilingual interviewing facilities, enabling access to the entire population.



American Directions Research Group - 1350 Connecticut Ave., NW, Suite 1102, Washington DC 20036



Representative Past Performance & Current Contracts

US Department of Veterans Affairs, Northeast Program Evaluation Center

ADRG is currently conducting over 25,000 interviews per year with Veterans who have recently commenced treatment for mental health issues at VA Medical Centers. This project consists of baseline and follow-up interviews with the same group of Veterans over an extended period of treatment.

US Department of Veterans Affairs, National Cemetery Administration

As a prime contractor, ADRG led a team which conducted a series of qualitative and quantitative surveys, leading to development of a historic resources educational program for NCA so that it can share its extensive resources with educators, students, the general public as well as other Federal, State and non-profit organizations. This educational program and the lesson plans developed provide a sensitive review and understanding of an important part of our country's history, and NCA's rich history of honoring our nation's Veterans.

Department of the Interior, Bureau of Land Management

ADRG is under contract to conduct a survey in Arizona as part of the Collaborative Visitors Transportation Surveys (CVTS) effort. The information obtained will directly impact Federal Land Management Agency resources and visitor experience quality, and help the FLMA's meet their various resource, recreation, and transportation management mandates.

Maryland DOT Motor Vehicle Administration

Working with the University of Maryland, Office of Research Administration, and the Pacific Institute for Research and Evaluation (PIRE), ADRG conducted a multi-year study evaluating the State Police Impaired Driving Reduction Effort (SPIDRE). Specifically, ADRG conducted baseline surveys in the key intervention county and selected comparison county.

University of Michigan National Teen Driving Survey

Conducted jointly by University of Michigan Transportation Research Institute (UMTRI) and Toyota, with all telephone data collection conducted by American Directions Group. For this study, ADRG worked to develop a national sampling frame, as well as in specific markets. ADRG telephone interviewers conducted telephone interviews with 5,500 young drivers and parents.

Impact Study of Entrepreneurial Dynamics

On behalf of the Small Business Administration (SBA) - American Directions Research Group was contracted to conduct N=4,054 telephone surveys amongst participants in the Small Business Association's (SBA) Office of Entrepreneurial Dynamics (OED) Resource Partner program.

North Carolina Department of Transportation, Raleigh, NC – numerous studies
Per North Carolina's Chief Survey Methodologist: "I have been in the survey research business for more than 22 years, and I cannot remember a project that I have worked on where I felt I was in more capable hands. The attention to detail, the sheer diligence to meet the project specs, and the true professionalism exhibited were outstanding."





DEPARTMENT OF VETERANS AFFAIRS
Center for Verification and Evaluation
Washington, DC 20420

April 1, 2016

In Reply Refer To: 00VE

Mr. Walter Clinton, Jr.
American Directions Research Group, Inc.
DUNS: 785989583
1350 Connecticut Avenue, NW, Suite 1102
Washington, DC 20036

Dear Mr. Clinton:

On behalf of the U.S. Department of Veterans Affairs (VA), Center for Verification and Evaluation (CVE), I am writing to inform you that your application for renewal has been approved. American Directions Research Group, Inc. will remain eligible to participate in Veterans First Contracting Program opportunities with VA as a verified Veteran-Owned Small Business (VOSB).

This verification is valid for two years from the date of this letter. Please retain a copy of this letter to confirm American Directions Research Group, Inc.'s continued program eligibility in accordance with 38 Code of Federal Regulations (CFR) § 74.12. You may reapply 120 days prior to your new expiration date by logging in to your Vendor Information Pages (VIP) profile at www.vip.vetbiz.gov.

To promote American Directions Research Group, Inc.'s verified status, you may use the following link to download the logo for use on your marketing materials and business cards: http://www.vetbiz.gov/cve_completed_v.jpg. In addition, please access the following link for information on next steps and opportunities for verified businesses: <http://www.va.gov/osdbu/verification/whatsNext.asp>.

While CVE has confirmed that American Directions Research Group, Inc. is presently, as of the issuance of this notice, in compliance with the regulation, American Directions Research Group, Inc. must inform CVE of any changes or other circumstances that would adversely affect its eligibility. Eligibility changes not reported to CVE within 60 days could result in a referral to the Office of Inspector General (OIG), a referral to the Debarment and Suspension Committee, and the initiation of cancellation proceedings—all of which could result in American Directions Research Group, Inc. being removed from the VIP Verification Program.

Please be advised all verified businesses may be required to participate in one or more post-verification audits at CVE's discretion. Additionally, this letter and other information pertaining to American Directions Research Group, Inc.'s verification application may be subject to Freedom of Information Act (FOIA) requests. However, FOIA disclosures include exceptions regarding the personal privacy of individuals, and VA policy similarly provides limitations on the release of individual records.

*"World Class Professionals
Enabling Veteran Business Opportunities by Protecting the Veteran Advantage - One Vet at a Time"*

Page 2.

Mr. Walter Clinton, Jr.

If American Directions Research Group, Inc. receives a negative size determination from the U.S. Small Business Administration (SBA), CVE must act in accordance with 38 CFR § 74.2(e). Also note, if at any time American Directions Research Group, Inc. discovers that it fails to meet the size standards for any NAICS Code(s) listed on its VIP profile, CVE requires such NAICS Code(s) be removed within five (5) business days. If the NAICS Code(s) are not removed within the allotted five (5) business days, CVE may request SBA conduct a formal size determination. In addition, CVE may initiate a referral to OIG, a referral to the Debarment and Suspension Committee, and pursue cancellation proceedings. All of the aforementioned referrals and procedures could result in American Directions Research Group, Inc. being removed from the VIP Verification Program.

Thank you for your service to our country and for continuing to serve America through small business ownership.

Sincerely,

A handwritten signature in cursive script, reading "Thomas J. McGrath".

Thomas J. McGrath
Director

**LFUCG MWDBE PARTICIPATION
RFP #43-2017**

Subcontracted work for this proposal will be performed by a certified Veteran-Owned Small Business. Should the scope of the project broaden to require services beyond what is to be performed by the VOSB, OpinionWorks will make good faith efforts to utilize a qualified MWDBE firm to provide those services.

OpinionWorks LLC



Steven R. Raabe, President

October 26, 2017

4

Work Samples

COMMISSIONERS
NAN WHALEY, MAYOR
JOEY D. WILLIAMS
MATT JOSEPH
JEFFREY J. MIMS, JR.
CHRIS SHAW
DIRECTOR OF THE
CITY COMMISSION OFFICE
KERY T. GRAY
CLERK OF COMMISSION
RASHELLA LAVENDER



CITY of DAYTON, OHIO
OFFICE OF THE CITY COMMISSION
101 WEST THIRD STREET • P.O. BOX 22 • DAYTON, OHIO 45401
CITY HALL • (937) 333-3636 • www.daytonohio.gov

May 5, 2017

Dear City Resident,

For three decades, the City of Dayton has surveyed residents and stakeholders to gather valuable opinions about City services and priorities. Enclosed is your copy of the 2017 Dayton Survey. Your participation in the survey is **very important** to the community and City government.

Your household has been randomly selected to participate (not all residents will take part in the survey). Your responses are anonymous and will be combined with responses from other residents. The responses will be used to evaluate and prioritize City services and programs, helping to set the direction and service priorities for the City of Dayton over the next year.

We ask that an adult 18 years or older who has most recently had a birthday complete this survey. Please answer all the questions completely. Please return the survey in the enclosed postage-paid envelope by **June 2, 2017**.

For your convenience, you can complete the survey online at www.DaytonSurvey.org using your unique survey pin that is printed on your survey questionnaire.

If you have questions, please call 937-333-3754 or email thedaytonsurvey@daytonohio.gov. Thank you very much for your participation.

Sincerely,

Nan Whaley
Mayor

Joey D. Williams
City Commissioner

Matt Joseph
City Commissioner

Jeffrey Mims Jr.
City Commissioner

Christopher Shaw
City Commissioner



2017 Dayton Survey: Please respond by June 2, 2017

Please complete this survey if you are the adult (age 18 or older) in the household *who most recently had a birthday*. Please mark the response that most closely represents your opinion for each question. Your responses are anonymous and will be reported in group form only.
You may also take this survey online at www.DaytonSurvey.org
Use the PIN below to access the online survey.

PIN:

1. Are you 18 years of age or older and live in the city limits of Dayton?

- Yes (*continue*)
- No (*Please ask an adult member of your household to complete the survey*)

2. What is your 5-digit zip code at home?

3. In general, would you say things in Dayton are heading in the right direction or in the wrong direction?

- Right direction Wrong direction No opinion

4. How satisfied are you with Dayton as a place to live?

- Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied Not sure

5. How likely are you to remain living in Dayton for the next five years?

- Very likely Likely It depends/Not sure Unlikely Very unlikely

6. When you compare the services you receive from the City of Dayton to the taxes you pay, does the amount you pay seem reasonable, too high, or too low?

- Reasonable Too high Too low Not sure

7. How satisfied are you with your neighborhood overall?

- Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied Not sure

How satisfied are you with each of these aspects of your neighborhood?	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied	Not sure
8. The quality of housing in your neighborhood	1	2	3	4	5	6
9. The overall appearance of your neighborhood	1	2	3	4	5	6
10. Maintenance of parks and green spaces in your neighborhood	1	2	3	4	5	6

11. How would you rate your neighborhood as a place to raise children?

- Excellent Good Fair Poor Very poor

12. How much trust do you have in your neighbors?

- Very high High Moderate Low Very low

How often, if at all, do you do these things?	Often	Sometimes	Rarely	Never
13. Attend meetings or events in your neighborhood	1	2	3	4
14. Talk with your neighbors	1	2	3	4

15. How safe would you feel being out alone in your neighborhood at night?

- Very safe Somewhat safe Somewhat unsafe Very unsafe Not sure

16. How safe would you feel being out in your neighborhood during the day?

- Very safe Somewhat safe Somewhat unsafe Very unsafe Not sure

17. Do you believe race relations in Dayton have improved, stayed about the same, or gotten worse in the last few years?

- Improved Stayed about the same Gotten worse Not sure

18. Do you agree or disagree with this statement? I would be supportive if an immigrant family moved in next door to me.

- Strongly agree Agree It depends Disagree Strongly disagree

How satisfied are you with each of these services provided by the City of Dayton?	<i>Very satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very dissatisfied</i>	<i>Not sure</i>
19. Police services	1	2	3	4	5	6
20. Fire Department	1	2	3	4	5	6
21. Condition of the streets and pavement	1	2	3	4	5	6
22. Trash collection	1	2	3	4	5	6
23. The range of programs offered by the Department of Recreation & Youth Services	1	2	3	4	5	6

24. How much confidence do you have in the purity and cleanliness of Dayton's tap water?

- Very confident Somewhat confident Neutral Not so confident Not at all confident

25. How satisfied were you with the quality of equipment and facilities at the following Recreation Centers?	<i>Very satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very dissatisfied</i>	<i>Not sure/ Not applicable</i>
A. Greater Dayton Recreation Center	1	2	3	4	5	6
B. Lohrey Center	1	2	3	4	5	6
C. Northwest Recreation Center	1	2	3	4	5	6
D. Kettering Field	1	2	3	4	5	6
E. Jim Nichols Tennis Center	1	2	3	4	5	6
F. Fairview Pool	1	2	3	4	5	6

26. If the City was creating a park on vacant land in your neighborhood, which of these would you prefer the most? Mark your top one or two choices.

- Mowed green space A community vegetable garden Playground Native prairie grass and wildflowers
 An urban tree farm or nursery Something else: _____

27. In your opinion, should the City demolish more vacant structures than it currently does, about the same amount, or should it demolish fewer vacant structures?

- More Same Fewer

28. Do you recycle at home?

- Yes No Not sure

29. Which of these, if any, would make you more likely to recycle? Mark any that apply.

- Weekly recycling pick-up A free recycling bin from the City
 Incentives, such as a reduction in trash collection fee Something else: _____
 Information on what can be recycled None of these

30. How often have you contacted the City of Dayton for any reason over the last 12 months?

- Never Once or twice a year Monthly Weekly Daily Not sure

31. If you have contacted the City at least once in the past year, what department did you contact most often?

- Building Inspection Economic Development Police Recreation & Youth Services
 Housing Inspection Fire Public Affairs Tax or Utility Billing
 City Commission Office Human Relations Council Public Works Call Center
 City Manager's Office Planning & Community Development

- 32. The last time you were in contact with the City, how easy or difficult was it to find the right contact to respond to your request?**
- Very difficult Difficult Easy Very easy Can't remember
- 33. Was your request handled in the first contact, or did you have to contact the City again?**
- First contact Had to contact them again Can't remember
- 34. As a customer of the City of Dayton, did you feel that your issue was understood and that an appropriate effort was made to address it?**
- Yes No Can't remember
- 35. Do you agree with this statement? City Staff were courteous and professional throughout the course of your interaction.**
- Strongly agree Agree Neutral Disagree Strongly disagree Can't remember
- 36. Overall, how satisfied were you with the City's handling of your issue?**
- Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied Not sure
- 37. How safe would you feel in downtown Dayton at night?**
- Very safe Somewhat safe Somewhat unsafe Very unsafe Not sure
- 38. How safe would you feel in downtown Dayton during the day?**
- Very safe Somewhat safe Somewhat unsafe Very unsafe Not sure
- 39. Do you have children that attend school in Dayton? If yes, which of these do they attend? Mark any that apply to you.**
- No children in school in Dayton Dayton Public Schools Charter school
 Parochial school Home school Other
- 40. If you have children that attend school in Dayton, how satisfied are you with the quality of their education?**
- Very satisfied Satisfied Neutral Dissatisfied Very dissatisfied Not sure
- 41. Regardless of whether you are raising a family today, would the quality of the schools available make you more likely or less likely to raise your family in the City of Dayton, or would it make no difference either way?**
- More likely Less likely No difference Not sure
- 42. How satisfied are you with the Preschool Promise initiative in Dayton?**
- Very satisfied Satisfied Neutral/ No opinion Dissatisfied Very dissatisfied Unaware of the initiative
- 43. If anyone in your household has used the City's paramedic services in the last 12 months, were the paramedics very respectful, somewhat respectful, somewhat disrespectful, or very disrespectful?**
- Very respectful Somewhat respectful Somewhat disrespectful Very disrespectful Not sure
 Our household did not use paramedic services
- 44. In your opinion, would you say that Dayton police officers are generally very respectful, somewhat respectful, somewhat disrespectful, or very disrespectful in their dealings with people?**
- Very respectful Somewhat respectful Somewhat disrespectful Very disrespectful Not sure
- 45. Do you agree or disagree with this statement? Dayton police officers enforce laws consistently regardless of someone's race or ethnicity.**
- Strongly agree Agree Neutral Disagree Strongly disagree Not sure
- 46. How much respect do you have for police in Dayton?**
- A great deal Some Hardly any
- 47. Would you say that Dayton Police are visible in your neighborhood and attend community events often, sometimes, rarely, or never?**
- Often Sometimes Rarely Never Not sure
- 48. Do you agree or disagree with this statement? The police presence in my neighborhood is appropriate for the need.**
- Strongly agree Agree Neutral Disagree Strongly disagree Not sure
- 49. Have you or anyone in your household had contact with any Dayton police officer for any reason in the last 12 months?**
- Yes No Can't remember Prefer not to say

50. If yes, what was the nature of the most recent contact? Choose the one response that best describes it.

- As a witness, or to report a crime
- Arrested
- Other: _____
- Traffic stop
- Victim of a crime
- Can't remember
- Helped by an officer
- In a social setting or at a community event
- Involved in an accident
- Safety training
- Prefer not to say

51. How concerned are you about the possibility of gun violence in your neighborhood?

- Very concerned
- Somewhat concerned
- Only a little concerned
- Not concerned
- Not sure

52. In your neighborhood, how often do you see drug transactions, or activities that appear to be drug dealing?

- Never
- Once or twice a year
- Monthly
- Weekly
- Daily
- Not sure

53. What type of information do you want to receive from the City of Dayton? Mark any that apply.

- City Services/programs
- City sponsored events
- Notification when a new business opens
- Infrastructure updates
- Legislation and ordinance info
- Something else: _____

54. How do you want to receive information from the City of Dayton? Mark any that apply.

- Email
- Social media, like Facebook
- The City's website
- An electronic newsletter from the City
- Traditional mail
- City of Dayton Channel/Government Access TV
- A local newspaper
- Local television
- Some other way: _____

55. Do you have any other comments about the City of Dayton or any of the issues covered on this survey?

Finally, there are a few questions just to classify the survey. They are confidential and not tied back to you personally.

56. What is your gender? Male Female Prefer not to say

57. What is your age? 18 to 34 35 to 49 50 to 64 65 or older Prefer not to say

58. What was the last grade or level in school that you completed?

- 11th grade or less
- Attended some college
- Graduate work/ Advanced degree
- 12th grade/ High school diploma/ GED
- Four-year degree/Bachelor's degree
- Prefer not to say

59. Please choose the one that best describes your marital status.

- Married
- In a long-term committed relationship
- Single
- Divorced
- Widowed
- Prefer not to say

60. Are there any children under the age of 6 in your household?

- One or more infants or toddlers (ages 0 to 2)
- One or more preschool children (ages 3 to 5)
- None of the above

61. Please choose the single answer that best describes your work status:

- Work full-time
- Work part-time
- Stay-at-home caretaker or homemaker
- Student
- Retired
- Unable to work
- Not working, looking for work
- Other: _____
- Prefer not to say

62. Do you own or rent your home? Own Rent Prefer not to say

63. How many years have you lived in Dayton?

- Lived here all my life
- Lived here less than all my life. How many years? Round to the nearest year:

--	--

64. What is your race or ethnicity? Please choose any that apply.

- White
- African-American/Black
- Hispanic
- Asian
- Something else: _____
- Prefer not to say

65. In what country were you born? United States Another country: _____

- Prefer not to say

66. Which of these categories includes the total income before taxes for all members of your household?

- Less than \$10,000
- \$25,000 to \$49,999
- \$75,000 to \$99,999
- \$10,000 to \$24,999
- \$50,000 to \$74,999
- \$100,000 or more
- Not sure/ Prefer not to say

Thank you for completing the survey. Please return the completed survey in the postage-paid envelope to:

OpinionWorks, PO Box 1445, Dayton, OH 45401-9909

July 14, 2017

Dear Friend:

Your household has been randomly selected to complete this survey because you live or own property near the Choptank River. Please take a few minutes to respond by completing and returning the enclosed survey in the postage-paid envelope.

OpinionWorks is an independent, non-partisan research organization based in Annapolis. We conduct surveys like this to help charitable organizations and local leaders understand the needs and preferences of community residents, so they can work to make things better.

This survey has been sponsored by a consortium of organizations that are working to protect and improve recreation, quality of life, and water quality in the areas surrounding the Choptank River.

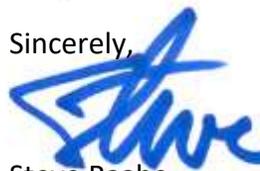
So that your opinions can be included, please complete and return this survey within the next several days in the enclosed postage-paid envelope. Or if you would find it easier, please visit the website www.ShoreSurvey.org and complete the survey online.

We find that most people complete this survey in about 10 minutes. Individual results are anonymous and cannot be tied back to you personally. Your responses and will be combined with 800 other Delmarva residents and landowners before they are shared with the survey's sponsors.

Your response is important. Thank you in advance for your participation. If you have any questions, please do not hesitate to contact me directly.

In the meantime, once again, thank you.

Sincerely,



Steve Raabe
President

Choptank Survey

Thank you for taking a few minutes to complete this survey about issues affecting the quality of life on Delmarva.
Your answers are important for a complete picture of community opinions.
You have been selected randomly, and your answers will not be tied back to you personally.

If you prefer, you may also take this survey online at www.OpinionWorks.com. Click on the link under "Choptank Survey."

Only one response per household, please.

What is your 5-digit zip code at home?

Which of these best describes you?

- I live on Delmarva I do not live there but own property there I do not live or own property there Not sure

Think for a moment about the issues that are most important to you in your daily life.

A. What is the most prominent issue or challenge you face? _____

B. And what is the second most prominent? _____

In a few words or a sentence, what do you like about living or owning property here? _____

What do you wish was different? _____

Can you picture in your mind the closest stream, lake, or river to your home? If yes, what is its name?

- Yes, can picture it and name it. What is that name? _____
- Yes, can picture it; do not know name
- Yes, can picture it; too small to have a name
- No, cannot picture it
- Not sure

Next, we will think about the Choptank River watershed, in other words the area around your home or property that drains into the Choptank River.

If you were to consider all the issues and challenges facing Delmarva today...?	<i>At the top</i>	<i>Above average</i>	<i>In the middle of the pack</i>	<i>Below average</i>	<i>At the bottom</i>	<i>Not sure</i>
A. Where would pollution in the Choptank River rank on that priority list for you?	1	2	3	4	5	6
B. Where would loss of natural animal habitat rank on that priority list for you?	1	2	3	4	5	6

Do you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree with this statement? "I care a lot about the Choptank River."

- Strongly disagree Somewhat disagree Neutral Somewhat agree Strongly agree Not sure

How often do you do any of the following things in or near the Choptank River or the streams and creeks that flow into it?	<i>Frequently</i>	<i>Occasionally</i>	<i>Rarely</i>	<i>Never</i>	<i>Not sure</i>
A. Canoe, kayak, sail, power boat, or paddleboard	1	2	3	4	5
B. Swim or wade	1	2	3	4	5
C. Fish, crab, or oyster	1	2	3	4	5
D. Eat fish or seafood caught there	1	2	3	4	5
E. Hunt	1	2	3	4	5

Are you very confident, somewhat confident, or not confident that the fish, crabs, and oysters that come out of the Choptank River and nearby streams and creeks are safe to eat?

- Very confident
 Somewhat confident
 Not confident
 Not sure

Students are often given the grades of A, B, C, D, or Fail. If asked to grade the health of the creek, stream or section of river closest to your home or property on that A to F scale where "A" means it is extremely clean and healthy, and "F" means it is extremely polluted and unhealthy, what grade would you give it?

- A
 B
 C
 D
 F (Fail)
 Not sure/ Don't know

How would you grade the condition of the natural areas on the lands surrounding the Choptank River, such as animal habitat and woodlands, on that same A to F scale?

- A
 B
 C
 D
 F (Fail)
 Not sure/ Don't know

Compared to five or ten years ago, do you think the health of the Choptank River and nearby streams and creeks is generally getting better, getting worse, or staying about the same?

- Better
 Worse
 Same
 Not sure

Scientists refer to the places where crabs, fish, and oysters live as "aquatic habitat," which can include places like wetlands or oyster reefs. Do you think the condition of aquatic habitat in the Choptank River and nearby streams and creeks is generally getting better, getting worse, or staying about the same?

- Better
 Worse
 Same
 Not sure

For each of the statements that follow please indicate if you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree.	<i>Strongly disagree</i>	<i>Somewhat disagree</i>	<i>Neutral</i>	<i>Somewhat agree</i>	<i>Strongly agree</i>	<i>Not sure</i>
A. Restoring the oysters in the Choptank River is important to me.	1	2	3	4	5	6
B. The Choptank River is fishable and swimmable today	1	2	3	4	5	6
C. My own actions contribute to water pollution where I live.	1	2	3	4	5	6
D. Polluted water affects me personally	1	2	3	4	5	6
E. I know some things I can do to help reduce water pollution where I live	1	2	3	4	5	6
F. If people work together, water pollution around here can be fixed	1	2	3	4	5	6

Can you think of at least one group in the local area that is working to clean up and protect local waters? If yes, can you name that group ?

- Yes, can name the group. What is the name? _____
 Yes, but can't name the group
 No, can't think of a group
 Not sure

Please keep in mind that these questions relate to your home or property on Delmarva.

Do you have a yard or property that you are responsible for maintaining?

- Yes No Not sure

Do you use fertilizer on your grass lawn?

- Yes No Do not have a grass lawn Not sure

If yes, who typically cares for that grass lawn? Mark any that apply.

- Yourself Someone you hire like a lawn service or a contractor
 Another family member Someone else: _____ Not sure

Does your home or property have a septic system to handle its waste, or are you connected to a public sewer system?

- Septic Public sewer Neither/ Vacant land/ No waste generated Not sure

In this next section, only answer questions that apply to your home or property on Delmarva. There are no right or wrong answers to these questions. Just answer each one based on your own experience.

In the last several years, have you...?	Yes	No	Does not apply to me	Not sure/ Can't remember
Created a rain garden, or an area specifically designed to capture and quickly absorb excess rainwater?	1	2	3	4
Had your septic system inspected or pumped out?	1	2	3	4
Replaced an area of grass lawn with native low-maintenance plants?	1	2	3	4
Had a soil test done to adjust the amount of fertilizer you use on your grass lawn?	1	2	3	4
Installed a rain barrel, which is a container that collects rain water from your downspouts?	1	2	3	4
If you have a rain barrel, is your rain barrel connected to a downspout and being emptied between rain storms?	1	2	3	4

What would you need to know, or what would encourage you to take the type of actions just mentioned on your own property?

If someone encouraged you to take one of the actions just mentioned on your own property to help reduce water pollution, do you think your action would actually make a difference or not really make a difference for the problem of pollution in local waters?

- Make a difference
 Not make a difference
 Not sure/ Depends

How much would you trust information you might get about conservation and protecting natural resources from each of these groups and people?	1 Trust them not at all	2	3	4	5 Trust them a lot	Have not heard of them	Not sure
A. The local Soil Conservation District	1	2	3	4	5	6	7
B. University of Maryland Extension	1	2	3	4	5	6	7
C. The State Department of Agriculture	1	2	3	4	5	6	7
D. National Oceanic and Atmospheric Administration, or NOAA	1	2	3	4	5	6	7
E. Maryland Department of the Environment	1	2	3	4	5	6	7
F. Maryland Department of Natural Resources	1	2	3	4	5	6	7
G. Delaware Department of Natural Resources and Environmental Control, or DNREC	1	2	3	4	5	6	7
H. Chesapeake Bay Foundation	1	2	3	4	5	6	7
I. Midshore Riverkeeper Conservancy	1	2	3	4	5	6	7
J. Environmental Protection Agency, or EPA	1	2	3	4	5	6	7
K. Eastern Shore Land Conservancy	1	2	3	4	5	6	7
L. The Nature Conservancy	1	2	3	4	5	6	7
M. Pickering Creek Audubon Center	1	2	3	4	5	6	7
N. Maryland Sea Grant Extension	1	2	3	4	5	6	7

Finally, there are a few questions just to classify the survey. They are confidential and not tied back to you personally.

What is your age? Less than 25 25 to 34 35 to 49 50 to 64 65 to 74 75 or more
 Not sure/ Prefer not to say

What is the last grade in school that you completed?

Less than 12th grade Some college/ Associate's degree Graduate work/ Advanced degree
 12th grade/ High school diploma/GED Four year degree/ Bachelor's degree Not sure/ Prefer not to say

Do you attend religious worship...?

Weekly Once or twice a month Several times a year
 Less often than that Never attend Not sure/ Prefer not to say

Is your immediate family actively involved in farming or agriculture on Delmarva?

Yes, involved in agriculture No, not involved in agriculture Not sure/ Prefer not to say

Do you own or rent your home?

Own Rent Not sure/ Prefer not to say

On a scale of 1 to 5, where 5 means you consider yourself to be a strong conservationist, 3 is average, and 1 is not a conservationist at all, where would you put yourself?

1—not conservationist at all 2 3—Average 4 5—strong conservationist Not sure/Prefer not to say

Do you most closely identify your race or ethnicity as...? Please indicate any that apply to you.

White African-American/Black Hispanic/Latino/Latina Asian Native American
 Something else: _____ Not sure/ Prefer not to say

When there is an election, do you vote rarely, sometimes, usually, or always, or are you not registered to vote?

Not registered Vote rarely Vote sometimes Vote usually Vote always Not sure/ Prefer not to say

If you are registered to vote, with which party are you registered?

Democratic Republican Independent/ Unaffiliated Another party Not sure/ Prefer not to say

What is your gender?

Male Female Prefer not to say

**Thank you for completing the survey. Please return the survey in the postage-paid envelope to:
OpinionWorks, 7 Willow Street, Suite 200, Annapolis, MD 21401
www.OpinionWorks.com**

N=600 adult Anne Arundel County residents, fielded early 2017; *differences from Baywide in yellow.*

Introduction and Screening

This is _____ with OpinionWorks, the independent research firm, calling with a survey about issues affecting your community. This is not a sales or marketing call. You have been selected at random to represent the views of people in your community.

May I please speak with the *(age and gender rotation)* adult who is at home right now?

S1. Before we begin, I need to know if I have reached you on a cell phone. *(If yes):* Are you in a place where you can talk safely without endangering yourself or others?

- 1 No, not on cell
- 2 Yes, cell and can talk safely
- 3 Yes, cell but cannot talk safely *(Seek callback time and telephone number.)*
- 9 Refused to say/Not sure *(Thank and terminate.)*

S2A. In what county do you live?

- 1 Anne Arundel *(Continue.)*
- 2 Any other *(Thank and terminate)*
- 9 Not sure/Refused to say *(Thank and terminate.)*

S2B. What is your zip code at home? *(Enter 5-digit zip code; 99999=Not sure/Refused to say.)*

S3. Do you have a yard or property that you are responsible for maintaining?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

S4. Does your home have a grass lawn that you are responsible for maintaining?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

(If yes):

S4A. Who typically cares for that grass lawn? *(Read options. Allow multiple but do not probe.)*

- 1 Yourself
- 2 Another family member
- 3 Someone you hire like a lawn service or a contractor
- 7 *(Do not read):* Other *(Specify.)*
- 8 *(Do not read):* Refused to say
- 9 *(Do not read):* Not sure

N=600 adult Anne Arundel County residents, fielded early 2017; *differences from Baywide in yellow.*

(All):

S5. Does your home have a septic system to handle its waste, or are you connected to a public sewer system?

- 1 Septic
- 2 Public sewer
- 8 Refused to say
- 9 Not sure

S6. Does your home have gutters and downspouts that you are responsible for maintaining?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

S7. Do you have a dog?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

S8. Do you own a car?

(Anne Arundel County only.)

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure

Stewardship Behaviors

I would like to ask about a few things that you may or may not have done. There are no right or wrong answers to these questions. Just answer each one based on your own experience.

In the last several years, have you...? *(Read and randomize B1-4; do not randomize B5-8.)*

B1. *(If S4=1):* Replaced an area of grass lawn with native low-maintenance plants.

B2. *(If S3=1 or S4=1):* Created a rain garden, or an area specifically designed to capture and quickly absorb excess rainwater.

B3. *(If S5=1):* Had your septic system inspected or pumped out.

B4. Planted a tree.

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure/Can't remember

N=600 adult Anne Arundel County residents, fielded early 2017; *differences from Baywide in yellow.*

B5. (If S6=1): Do any of your downspouts drain directly to hard surfaces like a driveway, sidewalk, or street gutter?

B6. (If S6=1): Do you have a rain barrel, which is a container that collects rain water from your downspouts?

B7. (If yes): Is your rain barrel connected to a downspout and being emptied between rain storms?

B8. Have you installed low flow sinks, shower heads or toilets to conserve water at your home?

- 1 Yes
- 2 No
- 8 Refused to say
- 9 Not sure/Can't remember

For the next few things, please tell me if you never, seldom, sometimes, frequently, or very frequently do it. (Read and randomize B16, 18, 19, 21.)

B16. (If S4=1): Put fertilizer on your grass lawn.

B18. Use pesticides in or around your home, for example mosquito spray or poison for rodents.

B19. (If S3=1 or S4=1): Use herbicide to control weeds in your yard.

~~(Asked for access; does not figure into Indicator):
B20. Go kayaking, canoeing, boating, fishing, or crabbing?~~

B21. (If S8=1): Wash your car in the driveway or in the street?
(Anne Arundel County only.)

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Frequently
- 5 Very frequently
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

For each of the following things, please tell me if you never, seldom, sometimes, usually, or always do it. (Read and randomize B9-15, 17.)

B9. (If S7=1; yoke B9A & B9B so they are always asked together): Pick up your dog's waste and dispose of it in the trash when you are...

- A. On your own property?
- B. Off your property?

B10. (If S3=1 or S4=1): Bag, mulch, or compost the leaves that fall on your property.

B11. (If S4=1): Blow or rake leaves and grass clippings off your lawn and onto hard surfaces like the driveway or street.

N=600 adult Anne Arundel County residents, fielded early 2017; *differences from Baywide in yellow.*

- B12. Pick up other people's litter when you see it.
- B13. Toss food wrappers, cups, or cigarette butts on the ground when you are not near a trash can.
- B14. Dispose of medicine or prescription drugs down the drain or by flushing them down the toilet.
- B15. Wash used cooking oil or grease down the drain.
- B17. *(If fertilize at least sometimes; i.e., B16=3, 4, 5):* Sweep lawn fertilizer off hard surfaces, or use a spray guard to keep it off hard surfaces.

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Usually
- 5 Always
- 8 *(Do not read):* Refused to say
- 9 *(Do not read):* Not sure

Volunteerism

(All):

Thinking back over the past year, have you done the following things never, seldom, sometimes, frequently, or very frequently?

- V1. Volunteered your time for a charitable organization.
- V2. Volunteered your time for an organization to help clean up and protect local waters or the natural environment, for example a community clean-up or tree planting.
- V3. Donated money to a charitable organization, other than any money you may have given to your own religious congregation.
- V4. Donated money to an organization that helps clean up and protect local waters or the natural environment.

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Frequently
- 5 Very frequently
- 8 *(Do not read):* Refused to say
- 9 *(Do not read):* Not sure

N=600 adult Anne Arundel County residents, fielded early 2017; *differences from Baywide in yellow.*

V5. Can you think of at least one group in your own community that is working to clean up and protect local waters? *(If yes):* Can you name that group?

- 1 Yes (Specify name.)
- 2 Yes, but can't name the group
- 3 No, can't think of a group
- 9 Not sure

Civic Engagement

E12. Thinking back over the past year, have you never, seldom, sometimes, frequently, or very frequently gotten personally involved in an issue that was important to you by attending a hearing or a rally, writing a letter to the editor or blog post, calling talk radio, or something like that?

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Frequently
- 5 Very frequently
- 8 *(Do not read):* Refused to say
- 9 *(Do not read):* Not sure

(If sometimes, frequently, or very frequently in E12):

E13. Was any of that activity related to an environmental cause? *(If yes):* Were you siding with environmental advocates, or against them?

(Do not read):

- 1 Yes, siding with environmental advocates
- 2 Yes, against environmental advocates
- 3 Yes, both for and against
- 4 Not related to environmental cause
- 8 Refused to say
- 9 Not sure

Future Likelihood

Now I would like to ask you about a few of those actions again. Looking forward over the next year or so, how likely are you to do each of these things using the scale *(rotate high to low/low to high):* [very likely, somewhat likely, (or) not likely].

- L1. *(If B1=2, 8, or 9):* Replace an area of grass lawn with native low-maintenance plants.
- L2. *(If B2=2, 8, or 9):* Create a rain garden, or an area specifically designed to capture and quickly absorb excess rainwater.
- L3 *(If B3=2, 8, or 9):* Have your septic system inspected or pumped out.
- L4. *(If B4=2, 8, or 9):* Plant a tree.
- L5. *(If B5=1, 8, or 9):* Redirect one or more downspouts to planted areas rather than hard surfaces.

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- L6. (If B6=2, 8, or 9): Install a rain barrel at your home.
- L7. (If B7=2, 8, or 9): Empty your rain barrel between rainstorms.
- L8. (If B8=2, 8, or 9): Install low flow sinks, shower heads or toilets to conserve water at your home.
- L9A. (If B9A=1, 2, 8 or 9): Pick up your dog's waste and dispose of it in the trash while you were on your own property.
- L9B. (If B9B=1, 2, 8 or 9): Pick up your dog's waste and dispose of it in the trash while you were off your property.
- L10. (If B10=1, 2, 8 or 9): Bag, mulch, or compost the leaves that fall on your property.
- L11. (If B11=3, 4, 5, 8 or 9): Blow or rake leaves and grass clippings off your lawn and onto hard surfaces like the driveway or street.
- L12. (If B12=1, 2, 8 or 9): Pick up other people's litter when you see it.
- L13. (If B13=3, 4, 5, 8 or 9): Toss food wrappers, cups, or cigarette butts on the ground when you are not near a trash can.
- L14. (If B14=3, 4, 5, 8 or 9): Dispose of medicine or prescription drugs down the drain or by flushing them down the toilet.
- L15. (If B15=3, 4, 5, 8 or 9): Wash used cooking oil or grease down the drain.
- L16. (If B16=3, 4, 5, 8 or 9): Put fertilizer on your grass lawn.
- L17. (If B17=1, 2, 8 or 9): Sweep lawn fertilizer off hard surfaces, or use a spray guard to keep it off hard surfaces.
- L18. (If B18=3, 4, 5, 8 or 9): Use pesticides in or around your home, for example mosquito spray or poison for rodents.
- L19. (If B19=3, 4, 5, 8 or 9): Use herbicide to control weeds in your yard.
- L21. (If S8=1): Wash your car in the driveway or in the street?**
(Anne Arundel County only.)

1 Very likely

2 Somewhat likely

3 Not likely

8 (Do not read): Refused to say

9 (Do not read): Not sure

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Individual Engagement: Perceptions and Attitudes

For each of the statements that follow please tell me if you strongly disagree, somewhat disagree, are neutral, somewhat agree, or strongly agree. *(Read and randomize E1-8.)*

E1. My actions contribute to water pollution where I live.

E2. Polluted water affects me personally.

E3. I want to do more to help make local creeks, rivers, and lakes healthier.

E4. I know some things I can do to help reduce water pollution where I live.

E5. If people work together, water pollution around here can be fixed.

E6. If I wanted to volunteer to help the natural environment locally, I would know how to do that.

E7. I could see myself attending meetings or speaking out publicly for clean water.

~~E8. There is convenient access to the water for boating, fishing, or swimming near where I live.~~

E9. The water near where I live is healthy and safe for boating, fishing, or swimming.

~~E10. I consider myself to be very health-minded, because I eat healthy foods, exercise for my health, or read a lot about health issues.~~

~~E11. Strong federal and state action is needed to help clean up the Chesapeake Bay.~~

1 Strongly disagree

2 Somewhat disagree

3 Neutral

4 Somewhat agree

5 Strongly agree

8 *(Do not read)*: Refused to say

9 *(Do not read)*: Not sure

Anne Arundel County Questions

A1. Did you know that Anne Arundel County has an environmental hotline to report environmental problems?

1 Yes

2 No

9 Not sure

(Note: If asked, interviewers can indicate the hotline number is 410-222-7777.)

(If yes):

A2. Have you ever called it to report a problem?

1 Yes

2 No

9 Not sure

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(If yes):

A3. Did the County take your complaint seriously?

- 1 Yes
- 2 No
- 9 Not sure

(All):

A4. I am going to read several sources of local news and information. For each one, please tell me if you pay attention to it never, seldom, sometimes, or frequently. (*Read and randomize.*)

- A. The Capital-Gazette
- B. The Washington Post
- C. The Baltimore Sun
- D. The Patch
- E. Social media such as Facebook, Instagram, or Twitter
- F. WRNR radio
- G. WNAV radio

- 1 Never
- 2 Seldom
- 3 Sometimes
- 4 Frequently
- 8 (*Do not read*): Refused to say
- 9 (*Do not read*): Not sure

A5. Please tell me if you do each of these things never, seldom, sometimes, or frequently. (*Read and randomize list.*)

- A. Canoe, kayak, sail, or power boat
- B. Swim in the Bay or local creeks and rivers
- C. Fish, crab, or oyster
- D. Eat fish or seafood caught in local rivers or bays
- E. (*If S7=1*): Let your dog swim in the Bay or local creeks and rivers

- 1 Frequently
- 2 Occasionally
- 3 Rarely
- 4 Never
- 9 (*Do not read*): Not sure/Refused to say

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A6. (If S8=1): Do you or someone else in your household change the oil in your car yourself? (If yes): What do {you/they} do with the used motor oil?

(Do not read list):

- 1 Do not change motor oil self or not sure
- 2 Change self (Specify what is done with the used motor oil.)
- 3 Change self, not sure what happens with used motor oil
- 9 Refused to say

Classification

(All):

The last few questions are to classify the survey only.

C1. What is your age? (Read categories until stopped.)

- 1 Less than 25
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 to 74
- 7 75 or more
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

C2. What is the last grade in school that you completed?

(Do not read list):

- 1 Less than 12th grade
- 2 12th grade/High school diploma/GED
- 3 Some college/Associate's degree
- 4 Four-year degree/Bachelor's degree
- 5 Graduate work/Advanced degree
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

~~C3. Thinking about your health, in general, would you say your health is...? (Read choices.)~~

- 1 Excellent
- 2 Very good
- 3 Good
- 4 Fair
- 5 or Poor
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

C4. Including yourself, how many people live in your household?

(Key in number; valid range 1 – 97; 98=Refused to say; 99=Not sure.)

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(If C4 > 1):

C5. How many of those people are under the age of 18?

(Key in number; valid range 1 – 97; 98=Refused to say; 99=Not sure.)

(If C5 > 0):

C5A. {Do those children/Does that child} attend public school or private school? (Allow multiple responses.)

(Anne Arundel County only.)

(Do not read list):

- 1 Public
- 2 Private
- 3 Home schooled
- 4 Do not attend school/Too young
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

(All):

C6. Do you own or rent your home?

- 1 Own
- 2 Rent
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

C7. Is your home single-family detached; a rowhouse, townhouse, or duplex; or a multi-family building like an apartment or condo?

- 1 Single-family detached
- 2 Rowhouse/Townhouse/Duplex
- 3 Multi-family
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

C8. Which of these best describes the area in which you live? (Read choices.)

- 1 Urban, in other words a city
- 2 Suburban
- 3 Small town
- 4 Rural
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

C9. Is your immediate family involved in farming or agriculture?

- 1 Yes
- 2 No
- 8 (Do not read): Refused to say
- 9 (Do not read): Not sure

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C10. What is your religious affiliation, if any?

(Do not read):

- 1 Catholic
- 2 All other Christian/Protestant/Non-denominational Christian
- 3 Jewish
- 4 Muslim
- 5 Hindu
- 6 Buddhist
- 7 Not religious/Agnostic/Atheist
- 8 Spiritual/No specific religion
- 97 Other (Specify.)
- 98 Refused to say
- 99 Not sure

(All except C10-7, 98, 99):

C11. Do you attend religious worship weekly, once or twice a month, several times a year, or less often than that?

- 1 Weekly
- 2 Once or twice a month
- 3 Several times a year
- 4 Less often than that

(Do not read):

- 8 Refused to say
- 9 Not sure

C12. Do you identify your race or ethnicity as (randomize): [White, African-American or Black, Hispanic or Latino, Asian], or some other? Please mention any that apply to you. (Allow multiple.)

- 1 White
 - 2 African-American/Black
 - 3 Hispanic/Latino
 - 4 Asian
 - 5 Other (Specify or code below.)
- (Do not read):
- 6 Native American
 - 7 Pacific Islander
 - 8 Mixed/Multi-racial (unspecified)
 - 98 Refused to say
 - 99 Not sure

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C13. About what was the total income for all members of your household last year before taxes?
Stop me when I get to the right category. *(Read categories until stopped.)*
(If necessary): Just give me your best guess.

- 1 Less than \$25,000
- 2 25 to less than \$50,000
- 3 50 to less than \$75,000
- 4 75 to less than \$100,000
- 5 100 to less than \$150,000
- 6 \$150,000 or more
- 8 *(Do not read):* Refused to say
- 9 *(Do not read):* Not sure

(Not asked; by observation):

C14. Gender

- 1 Male
- 2 Female

That's all the questions I have. Thank you for your time. Goodbye.