

April 9, 2026

Sondra Stone
Central Purchasing
Lexington-Fayette Urban County Government
200 East Main Street
Lexington, KY 40507

Re: RFP-11-2026 (Stormwater Public Survey)

Dear Sondra:

We are pleased to submit this proposal to conduct the 2026 Stormwater Public Survey.

We have conducted the predecessors to this study for LFUCG in 2018 and 2022, and we would be delighted to assist you again.

We are a capable and experienced audience research organization, working with county and municipal governments across the country, and also conducting significant regional and national work. We have worked with local governments in just the last few months in Arkansas, Texas, California, and our home state of Maryland. The focus on local governments makes us budget-conscious, and we have reflected that in this proposal.

We are also a mission-driven research organization, working only for public sector and non-profit agencies and organizations. We have a specialty in stormwater work, having worked extensively for many entities in the Chesapeake Bay watershed, Long Island Sound, Delaware River, and Ohio River basin. OpinionWorks is focused in much of our work on behavior change, conducting research to inform successful outreach campaigns.

Should we be chosen, I will be your project manager. I can be reached at steve@OpinionWorks.com or my direct line, 410-271-3795.

Since we last worked for you, we have added new capabilities, including a Lexington-based qualitative research expert, and much more advanced language capacity.

Thank you for the opportunity. Our proposal follows.

Sincerely,


Steve Raabe
President

Section 1: Proposed Approach, Timeline, and Cost

Proposed Approach

Our research team is led by Steve Raabe, Principal of OpinionWorks, who has been designing and overseeing stormwater-related perceptions studies since 2008, with a focus on social science-based behavior change. He was the project lead for the prior stormwater studies conducted for LFUCG in 2018 and 2022 and will lead our team again should we be chosen.

We are joined in this proposal by Catherine Harbour, Ph.D., who is Lexington-based and has led behavioral research related to maternal and child health, climate, nutrition, and vaccine uptake. Dr. Harbour will play a significant role in the development and staging of the focus groups for this project.

We are recommending a tested survey methodology that reaches out to residents through multiple methods, in both English and Spanish (with capability to add additional languages if needed, as you suggested in the RFP), to achieve the broadest representation of the population of Lexington. We are proposing focus groups that can be conducted in-person, virtually, or a combination of those techniques.

Several understandings guide our approach to this project:

- LFUCG is seeking a representative survey of at least 500 completed interviews among Lexington residents ages 25 and older – not limited to residents who have yards they are responsible for, as in past stormwater surveys. (Note: This difference in sampling does not affect the cost of our proposal but does impact the sampling approach.)
- The survey questionnaire will be similar, but perhaps slightly larger in scope than in past years. The 2022 questionnaire included 56 substantive questions, plus 11 screening and classification questions (total 67). You are anticipating 75 questions for the upcoming survey. We do not see this larger scope as impacting cost.
- You have asked that the survey be made available in languages beyond English and Spanish: Swahili, Arabic, Nepali, and French. Our survey platform is capable in all of those languages, and through our partnership with Multilingual Connections, a Chicago-based market research linguistics agency, we can access translators in those languages. There is a cost factor to introduce languages beyond English and Spanish, which we have identified in a separate line item in our proposed budget.
- When we last conducted focus groups for LFUCG in 2018, there were four groups with various audiences. You are asking for up to five groups in 2026, possibly a combination of in-person and virtual, with an incremental per-group cost to allow for scaling of this budget.
- You expect the project to begin on about May 1, depending on the timing of approvals, with data collection completed (both survey and focus groups) by the end of August, and the final report submitted and accepted by the end of October. Officially, the contract will run through December 2026.

With those considerations in mind, and our past experience conducting this study for LFUCG in 2018 and 2022, we offer this proposed approach:

Kick-off Meeting

The project begins with a kick-off meeting in early May, where our teams will introduce ourselves to each other, and we will confirm your objectives for the project, details of scope and timeline, and discuss topics for the upcoming survey.

Following the kick-off, we will recommend a biweekly cadence of project check-in meetings for our teams to meet and review progress towards milestones throughout the project. These meetings can be held at a different frequency if you prefer. We do find they are helpful to ensure good communication and to keep all project details on track as we move forward.

Survey Questionnaire Development

The LFUCG Stormwater Survey has an established questionnaire that allows tracking of data for key questions back to 2018. Of course you have the ability to carry forward any questions that are useful from the prior surveys for tracking (noting the adjustment of the survey population from residents with yards to all residents over the age of 25).

In addition, of course, you have the ability to update the questionnaire with new topics of interest to you. Based on the RFP and Q&A, we anticipate that your team will have well-defined thoughts on survey topics to bring to the table. Naturally, we have a great deal of experience in other communities developing survey questions on stormwater, and we will bring that expertise and our vast question library to this project as a resource. You can rely on us, to whatever extent you would like, to develop an updated survey questionnaire for your review, based on the topics that are of interest to you.

After your initial review of the draft questionnaire, we will redraft as needed until you are fully satisfied. There is no limit on the number of edits you can make to the questionnaire. The questionnaire review process can be conducted in the shared environment of a Google or SharePoint doc, or we can edit offline and pass the drafts back and forth by email – depending on how you like to work.

As examples of recent work, we have included in an appendix to this proposal a recent behavioral questionnaire on recycling we developed and fielded for the City of McKinney, Texas, as well as a stormwater-focused questionnaire we developed and fielded for the Long Island Sound Partnership.

Survey Sampling

Once the survey questionnaire is approved, we will translate it into Spanish, and if other languages are elected, into those languages, as well. The questionnaire will be programmed in our software platform, Alchemer, for online administration, and it will be laid out graphically for printing and mailing.

Like in 2022, our data collection outreach will occur through multiple modes – though with updated techniques since 2022. Traditional probability telephone sampling is no longer effective due to skyrocketing telephone non-response rates, and because many younger residents are uncomfortable talking on the phone. Unfortunately, the type of traditional probability sampling survey researchers relied upon until just a few years ago is no longer viable due to these non-response concerns. Response rates for telephone are well below 1% today.

Online sampling offers many benefits. The response tends to be younger and much more diverse than traditional survey research approaches. But online outreach alone leaves out many people who are digitally disconnected or uncomfortable online.

Our recommendation is this: To achieve the broadest and most representative sample we can, today we administer a combination of address-based sampling through traditional USPS mail and SMS text messaging, plus an online sample collected through opt-in survey databases known as “consumer panels.” This blended approach provides both rigor and broad-based response, as people respond to survey outreach – like any other form of public education or marketing outreach – through a variety of means.

Specifically, we will conduct no fewer than 500 residential survey interviews through these multiple means. Our goal is always to exceed the sampling target, as we did in 2018 (705 interviews) and 2022 (1,302 interviews) to offer the greatest reliability we can to the survey sample.

These are the details of the sampling methods:

- Mailed survey questionnaires will be sent to an address-based sample of 5,000 Lexington households. The packet will contain a printed questionnaire with a cover letter explaining the general purpose of the survey (without biasing the respondent), and postage-paid reply envelope. The mailing will also offer the option of taking the survey online, rather than mailing it back. For credibility with the public, we recommend that the survey be branded with the LFUCG’s identity. The mailed survey reaches a broad cross-section of the public, and helps ensure we include older residents and others who are digitally disconnected, or who are less trusting of electronic outreach.
- Texted survey links will be sent to a random sample of wireless numbers matched to the address-based sample, timed to correspond with the survey mailing. This technique reinforces the importance of the survey and elevates the response for the mailed survey, while also generating responses through the texted link; texting tends to add a more affluent segment to the sample, and also brings more men into the sample (who are less responsive to other means). Note that through individualized links and PIN controls on the mailed survey, we can ensure that individuals do not submit more than survey.
- Opt-in online panels will fill out the sample. We will reach out to a consortium of consumer panels, which are commercially maintained databases of people who have agreed to participate in surveys from time to time on a wide variety of topics in exchange for small incentives. We subscribe to a dashboard that gives us access to several dozen panels, monitoring in real time for data quality (for example, safeguarding against bots) and preventing duplicate responses from individuals. Online sampling does a very good job of representing younger and more mobile residents, who are much less responsive to other forms of survey outreach, as well as residents of color.

Taken together, these methods produce a survey sample that is widely representative of the general public.

A special note about language and cultural sampling: If additional language or cultural subgroups within Lexington’s population are of particular interest to you, we can conduct a targeted oversample within those populations based on neighborhood (depending on housing patterns), a special list, or by working through community organizations that serve those populations. We have done similar oversampling in

our municipal survey work for Dayton, Ohio, for example, and just this week conducted focus groups in Korean in Howard County, Maryland, through a collaboration with two community-based organizations.

Survey Weighting and Analysis

After the survey interviews are collected, the sample will be statistically weighted to reflect as closely as possible Lexington's population distribution and underlying demographics, based on the most recently available population estimates drawn from the American Community Survey of the U.S. Census Bureau. Weights will be applied based on gender, age, race and ethnicity, and educational attainment.

We collect survey data on the Alchemer software platform. This versatile platform allows for flexible questionnaire design and programming, real-time reporting, and data outputs in SPSS, Excel, or .csv formats. We are able to offer LFUCG online access to graphical reporting of the survey data as it comes in, in real-time, if that is of interest to you.

Our analysis is conducted in both the statistical package SPSS and in WinCross, which is a crosstabular software that calculates subgroup data and assesses differences among subgroups for statistical significance.

You have seen the level of our content analysis and narrative discussion of the results in past years, and we are dedicated to the same level of analysis and output as you have been accustomed to in the past.

Focus Groups

You have indicated that focus groups will be a part of the research plan, reaching up to five distinct audience segments through in-person groups, or a combination of virtual and in-person. Audience segments could include lawn care providers, dog owners, developers and contractors, and others. We find that the survey results typically provide very helpful guidance for the final focus group segmentation, as the survey may identify behavioral, attitudinal, or demographic subgroups of particular interest to you. We can remain flexible on the focus group segmentation until after the survey is conducted, if that is helpful to the project.

We will recruit approximately nine people for each segment. Participants will be compensated for attending. The groups will be held back-to-back at a community center, library, or hotel meeting room in Lexington.

The key benefit of conducting focus groups is to open a window into the perceptions, decision making, barriers, and motivations of your audiences. This is how you refine your outreach approach so it is most engaging and effective in reaching people and changing behavior. The technique is open-ended and in-depth, and relies on an affirmative moderator who can encourage participants to share their thoughts and ideas openly and honestly.

As you have suggested, focus groups may be conducted in-person and/or virtually. There are benefits of each approach. In-person allows for hands-on exercises and enhances the group dynamic. The conversation is more interactive and bubble. Body language is more visible, of course. Virtual groups lower the barriers to participation, such as time, transportation, or childcare. In the virtual setting, individual participants express their thoughts more completely, without interruption, so the nature of the feedback is somewhat different. We perfected our approach to virtual groups through the

pandemic, but they continue to have an important place in our work. Lately, we find combining the two techniques can lead to more well-rounded findings, as well as some budget savings.

These are additional details of how we will conduct your focus groups:

- Subject Matter: Like the survey questionnaire, we will engage in a process of learning from you what you want to know from the focus groups, and will draft for your review, and redraft as needed, a moderator's guide – which will vary somewhat based on the audience segment. We recommend staging the focus groups after the survey so the survey findings can inform where to probe most closely in the focus groups. In the focus group setting, we can test basic attitudes about stormwater-related behaviors and practices, explore messages and tools that would prompt people to adopt positive behaviors, and gather specific reactions to your existing or draft outreach tools. Participants may take part in one or more exercises or complete worksheets to help evaluate their knowledge and behavior, and the moderator will introduce topics and probe to follow up, so we thoroughly understand participants' reactions.
- Up to 10 Participants per Group: You have requested 10 participants per group. We will suggest to you that a slightly smaller group size will yield better results – though we will of course defer to your preference. In-person groups of about eight participants (recruiting slightly more than that to allow for no shows), and virtual groups with about six, create sufficient energy in the group and diversity of viewpoints, while allowing everyone to comfortably weigh in. Think of the discussion as a dinner party, with enough participants so there is energy in the room, but not too many so that individual participants can be fully engaged and heard.
- Always in a Comfortable Setting: Whether in-person or virtual, we want participants to feel comfortable so they are uninhibited and will speak freely. That means that when we are in-person, we tend to hold groups in a community center, library, or comfortable hotel meeting room – always with refreshments served. To minimize travel, we will hold groups back-to-back on weekday evenings or weekend days. For virtual groups, we will use the Zoom platform, which is user-friendly and allows people to join on any screen from any location.
- Familiarity within Each Group: Focus groups are most successful when the participants within each group have a similar outlook and background relative to the issues being discussed. That enables the discussion to go deep, and for people to resonate well with each other. We will listen for consensus both within and across focus groups, and the ideas that *animate* participants. We will discuss the segmentation options with you during the project.
- Affirmative Moderating: Dr. Catherine Harbour, who is a Lexington resident, will moderate all of most of the focus groups, depending on the final segmentation. If there is a Spanish-language focus group, Shirley Marte will moderate. Third languages can be accommodated through our partner, Multilingual Connections. Regardless, we will ensure that the moderator relates well to the audience in the room. Our technique in the focus group is affirming – every answer is the correct answer, and every participant is smart and interesting. That positive and accepting presence by the moderator encourages full participation and the sharing of people's inner thoughts.
- Ability to Observe the Groups Live: LFUCG staff will have the ability to observe the focus group discussions live, if you wish. For the in-person groups, we will have a video feed in an adjoining room (which can also be live streamed to remote observers); for virtual groups, we will stream them live on Zoom. Recordings and transcripts will also be posted on a secure site shortly after the groups are conducted.

- Other Details: OpinionWorks will recruit and host the participants, and we will record and transcribe the sessions. For general population segments like dog owners, we will use the survey as a pre-screening tool, selecting people from among survey respondents to invite to the focus groups. For more specialized audiences like lawn care contractors or builders, we will rely on a list of those audiences provided by LFUCG. Participants will be compensated with an honorarium for the 90-minute to 2-hour group (depending on the range of subject matter), usually \$100 for residents, and \$150 for contractors or other professionals.

Reporting and Sharing

Throughout this process, we will be sharing interim findings: through the real-time reporting link of survey data, a topline briefing of survey results as data collection is completed, a broad themes briefing immediately after the focus groups occur, and periodically as the draft report takes shape. It is our goal to make the findings accessible to you and immediately usable as you shape your public education and outreach efforts.

If LFUCG has outside partners, such as an ad agency, we are happy to integrate them into this process and to share findings with them to whatever extent is helpful to them.

In addition, as always, Steve Raabe will be available to you as needed as part of the basic project fee to present findings to your staff team and other interested stakeholders. Steve will be pleased to provide briefings in-person or virtually.

Project Timeline

You have asked for a process that begins in May and concludes by the end of October, with all data collection completed by the end of August. We are recommending sequencing the survey and focus groups, so the survey can help inform what topics get more attention in the focus group phase.

Therefore, we are proposing:

- A survey preparation phase during May and early June, which includes kick-off, questionnaire development, translation, programming, mailing preparation, and sampling.
- Survey data collection, which begins in about the second week of June and stretches into mid-July to allow for sufficient response from all data collection modes.
- A focus group phase, which begins in July with finalization of the segmentation and development of the moderator's discussion guide, participant recruitment, and culminating in hosting the groups in late August.
- An analysis and reporting phase, which involves survey data segmentation and analysis beginning in July as the focus group effort gets underway and continues with focus group content analysis and report writing in September and October.

We anticipate wrapping up the project deliverables by October 31, but will remain available to you, if needed, as you apply the research findings.

Lexington-Fayette Urban County Government, Proposed 2026 Stormwater Public Survey Project Timeline			
4/9/2026			
Month:	May 2026	June	July
Task			
Phase 1: Planning & Development			
Milestone: Kick-off Meeting	█		
Survey Questionnaire Development & Approval	█		
Translation	█		
List Acquisition & Preparation		█	
Survey Programming & Mail House Preparation		█	
Phase 2: Survey Field Interviewing			
Milestone: Survey Launch		█	
Data Collection		█	
Data Weighting		█	
Milestone: Topline Review			█
Phase 3: Focus Groups			
Segmentation finalized			█
Moderator's Guide Development & Approval			█
Site and Logistics Planning			█
Participant Recruitment			█
Milestone: Hold Focus Groups			█
Milestone: Debriefing			█
Phase 4: Analysis & Reporting			
Survey Data Segmentation & Analysis			█
Focus Group Transcription & Content Analysis			█
Report Writing			█
Milestone: Draft Report			█
Milestone: Final Report			█

Month:	August	September	October 2026
Task			
Phase 1: Planning & Development			
Milestone: Kick-off Meeting			
Survey Questionnaire Development & Approval			
Translation			
List Acquisition & Preparation			
Survey Programming & Mail House Preparation			
Phase 2: Survey Field Interviewing			
Milestone: Survey Launch			
Data Collection			
Data Weighting			
Milestone: Topline Review			
Phase 3: Focus Groups			
Segmentation finalized			
Moderator's Guide Development & Approval	█		
Site and Logistics Planning	█		
Participant Recruitment	█		
Milestone: Hold Focus Groups		█	
Milestone: Debriefing		█	
Phase 4: Analysis & Reporting			
Survey Data Segmentation & Analysis	█		
Focus Group Transcription & Content Analysis	█		
Report Writing		█	
Milestone: Draft Report			█
Milestone: Final Report			█

Project Budget

We are proposing a fixed-fee cost for the scope of work outlined above so the costs are predictable. The options that are offered (additional languages beyond English and Spanish and the incremental number of focus groups) are broken out separately.

As a frame of reference, the cost for conducting the survey alone was \$28,030 for the baseline research in 2018. We held that cost steady in 2022 with no increase. In 2018, the addition of four focus groups cost an additional \$20,000. Those groups were conducted in-person in Lexington.

In 2026, we remain committed to providing the best value we can for your budget, and are offering an option that will enable you to hold to the budget of past years, while also providing for optional add-ons mentioned in the RFP. In particular, though the costs of survey work have indeed increased in the last four years (postage, personnel, software costs, etc.), we can offer an economy of scale and hold to the 2022 budget for the survey if focus groups are also elected.

Please note that we have added Spanish interviewing to our base program, and have added Dr. Harbour, a Lexington resident and experienced researcher, to our team.

These are the budget details, showing options:

Stormwater Survey <i>All costs to develop and conduct a representative survey containing approx. 75 questions, administered among no fewer than 500 Lexington residents, conducted in English and Spanish by mail, text, and online, including questionnaire development, programming, hosting, and analysis.</i>	\$ 31,360
Discount (~12%) <i>If both survey and focus groups are elected</i>	(3,330)
Net Survey Cost	\$28,030
Third Languages <i>Preparation and distribution of the Stormwater Survey in one or more additional languages beyond English and Spanish, possibly to include Swahili, Arabic, Nepali, and/or French.</i>	\$ 3,600 per language

	Virtual	In-Person
Focus Groups <i>All costs to plan, recruit, and host focus groups, including developing moderator’s guide, screening and confirming participants, professional moderator, hosting and site costs, recording and transcribing, analysis and reporting.</i>	\$ 4,500 per group	\$ 5,800 per group
Additional Languages <i>Added cost to recruit and conduct a group in Spanish</i>	\$ 750 per group	
Additional Languages <i>Added cost to recruit and conduct a group in third languages</i>	\$ 3,500 per group	
Travel <i>At cost for OpinionWorks staff, not-to-exceed</i>		\$ 2,000 1-3 groups
Travel <i>At cost for OpinionWorks staff, not-to-exceed</i>		\$ 2,500 4-5 groups

Section 2: Key Personnel

The Project Team

Our Research Director: 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 designed and managed many far-reaching research studies. We are committed 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. He is a frequent speaker and webinar leader on the topic of applying perceptions research to bring about measurable behavior change. He is the principal contributor and lead researcher for the innovative online tool, [Chesapeake Behavior Change](#). Steve was the project manager of the two prior Lexington-Fayette stormwater studies, in 2018 and 2022.

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 served nine years as founding Board Chair of the Watershed Stewards Academy, an innovative program designed to train neighborhood-level Watershed Stewards, who foster good conservation behavior through community engagement. Steve is a past member of the City of Annapolis, Maryland Conservancy Board, and is active in leadership in his local church.



Qualitative Lead: Catherine Harbour, Ph.D., Vym Consulting, is a Lexington resident and a mixed-methods researcher with expertise in public health, environment and climate change, program evaluation, behavior communication, and philanthropy. As Founder of Vym Consulting (2019-present), Dr. Harbour has worked with a variety of clients in not-for-profit, government, and philanthropic organizations to help organizations find viable paths to reach their goals, including the Gates Foundation and Surgo Foundation. Working in collaboration with Databoom, Dr. Harbour helped develop a Theory of Change and corresponding monitoring system for Climate Emergency Collaboration Group, a multi-funder collaboration. For this project, Catherine will manage our focus group effort, including moderating English-language focus groups.



Analyst/Moderator: Shirley Marte is a skilled market researcher with a 25-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 research audiences. Shirley has moderated numerous focus groups and in-depth interviews for us across the US and in Latin America. She will moderate any focus group for this project conducted in Spanish.

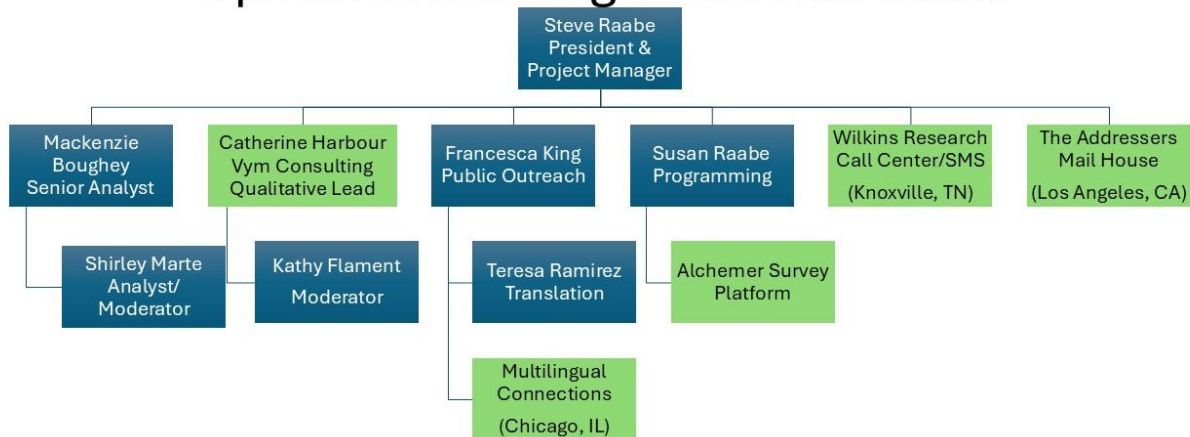


Senior Quantitative Analyst: Mackenzie Boughey is a graduate of Washington College in Chestertown, Maryland, with a strong interest in public policy and opinion research. She previously interned with the Public Religion Research Institute and the Goldstein Program at the Washington College Department of Political Science. Mackenzie has strong quantitative skills and an appreciation for the human elements of qualitative research.



Translation: Teresa Ramirez, Ph.D. is an experienced translator and outreach coordinator. A first-generation Mexican American, Teresa is dedicated to uplifting underrepresented students and communities through mentorship, advocacy, and educational programs, and this approach to ensuring that all voices and perspectives are heard shapes her outreach approach. She also provides translation for Spanish-speaking groups.

OpinionWorks Organizational Chart



Firm Overview and Experience

OpinionWorks is a full-service market research organization, employing all the tools of quantitative and qualitative research. Our surveys range from small community samples fielded on tablets at farmers markets or along trails, all the way up to regional and national samples of several thousand interviews collected across multiple data collection modes: online through large consumer databases known as “panels” or by email; through traditional US Mail; by telephone with live interviewers to both landline and wireless phones; and through text messages encouraging people to visit a survey link.

Steve Raabe founded OpinionWorks in 2001 with a purpose. He wanted to employ all the skills that he had learned through years of public policy polling and commercial market research to advance the public good. That has led to a research organization that focuses on environmental protection, public health, and a strong system of secondary and higher education. This has been a success, and he has built an organization that fills an important niche.

We have a long track record of relevant experience:

- **Deeply Versed in Stormwater and Waterway Restoration:** We have a deep background in examining public attitudes and engagement around stormwater runoff, watershed restoration, and protection, having conducted numerous studies on perception, motivation, and behavior in the Chesapeake Bay watershed dating back to 2008, and more recently in the Delaware River Basin, Long Island Sound Watershed, and Ohio River Basin. These studies have related to safe fish consumption, invasive species, underwater grasses, public access, tree planting, land conservation, comprehensive planning, and a whole host of other issues.
- **Pioneering Research for the Chesapeake Bay Program:** Our work for the Chesapeake Bay Program, exploring behaviors and intentions of the watershed’s 19 million residents through a deep dataset and a public-facing web portal [Chesapeake Behavior Change](#), is pioneering and nationally recognized. Our 2023 dataset of over 6,500 interviews is accessible through a dynamic search engine on this public-facing site.
- **Behavioral and Perceptions Research for the Long Island Sound Partnership:** [Our EPA-funded study](#) in the New York and Connecticut portions of the Long Island Sound watershed established a benchmark of public perceptions about the Sound and provided a behavior change tool for public outreach practitioners throughout the watershed. We are currently engaged with the Partnership to help them develop a new public-facing web portal to make the data readily accessible to practitioners.
- **National and Local Behavioral Studies for The Recycling Partnership (TRP):** OpinionWorks has authored TRP’s national [Recycling Confidence Index](#) (2022), and is soon to release the updated 2026 Index. We have conducted numerous local studies in conjunction with TRP, including in Northwest Arkansas (November 2025); Syracuse, New York (December 2025); the Twin Cities of Minneapolis-St. Paul (January 2026); and Sacramento, California (March 2026).
- **Examining Plastic Pollution and Marine Debris:** OpinionWorks conducted a statewide study in Virginia in 2023 on [perceptions of plastic pollution](#) for Clean Virginia Waterways, with implications for both behavior adoption and public policy. Through an ongoing relationship with the Mid-Atlantic Regional Council on the Ocean, we have conducted studies and designed outreach strategies to lessen the use of disposable plastic water bottles, improperly discarded fishing gear, and abandoned and derelict boats.

Section 3: References

Jes Watts, M.P.P.

Program Manager, Ocean Planning
Mid-Atlantic Regional Council on the Ocean (NOAA grantee)
617-448-1625 (C)

jwatts@midatlanticocean.org

Contract Dates: 2023-present

Place of Performance: New York, New Jersey, Delaware, Maryland, Virginia

A regional survey of 2,294 residents with a battery of 10 focus groups to explore attitudes about the ocean and marine debris, including assessment of various attitudes and behaviors related to plastic ocean pollution. The output of this effort is a marketing and communications effort aimed at engaging the public in good coastal stewardship.

Hilary Ross Browning

Finance Director
City of Fairborn (Ohio); formerly with City of Dayton
44 W. Hebble Avenue

Fairborn, OH 45324

hrossbrowning@yahoo.com

614-905-0306 (C)

Comprehensive annual municipal survey assessing satisfaction with City services, quality of life measures, and residents' expectations for future service delivery; conducted for five years.

Jill Martin

Director, Community Programs
The Recycling Partnership

jmartin@recyclingpartnership.org

(920) 540-0179 (C)

Development and administration of municipal surveys about recycling service, conducted in cooperation with Michigan EGLE and the Cities of East Lansing, Bay City, Grand Rapids, with additional survey and focus group work in Springdale, AR and McKinney, TX. (2023-present)

Section 4: Proposal Modifications

We have no proposed modifications to your scope of work, with the exception of the minor recommendations we are making about focus group size, survey sampling methods, etc., as discussed in Section 1.

Thank you very much for the opportunity to submit this proposal. We hope to be the firm you select to work with once again.

Required forms, CVs for key members of our team, plus additional work samples (beyond those linked above) follow.

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 Procurement 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.

8. Proposer will comply with all registration requirements as a contractor where required by Section 5-85 of the Code of Ordinances of the Lexington-Fayette Urban County Government. Proposer will utilize as subcontractors on the contract only contractors who are registered as required by Section 5-85 of the Code of Ordinances. Proposer will maintain a "current" status with regard to all contractor registration requirements during the life of the contract and will ensure that all subcontractors maintain a "current" status with regard to all contractor registration requirements during the life of the contract. Proposer has authorized the Division of Procurement to verify the registration of Bidder and Bidder's subcontractors with the Division of Building Inspection.

Further, Affiant sayeth naught.



STATE OF MARYLAND

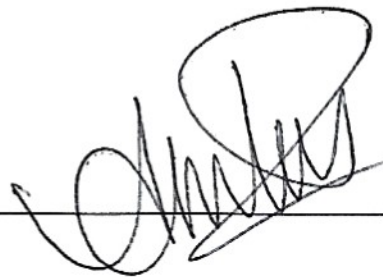
COUNTY OF ANNE ARUNDEL

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

by Steven R Raabe on this the 9

day of April, 2026.

My Commission expires:



Amtul Mahboob, MD
NOTARY PUBLIC, STATE AT LARGE



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.

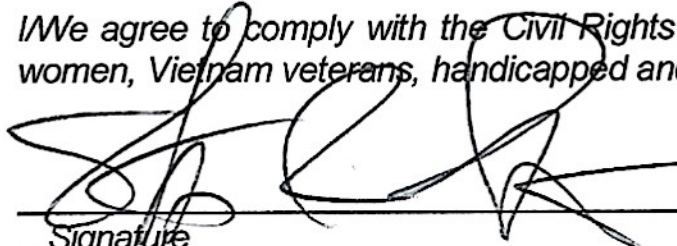
The Lexington-Fayette Urban County Government practices Equal Opportunity in recruiting, hiring and promoting. It is the Government's intent to affirmatively provide employment opportunities for those individuals who have previously not been allowed to enter into the mainstream of society. Because of 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
Steve Raabe, President

OpinionWorks LLC _____
Name of Business

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		1															1	
Professionals			3															3
Superintendents																		
Supervisors																		
Foremen																		
Technicians																		
Protective Service																		
Para-Professionals																		
Office/Clerical																		
Skilled Craft																		
Service/Maintenance																		
Total:		1	2														1	2

Prepared by: Steve Raabe, President Date: 4 / 9 / 2026

(Name and Title)

Revised 2015-Dec-15

**DIRECTOR, DIVISION OF PROCUREMENT
LEXINGTON-FAYETTE URBAN COUNTY GOVERNMENT
200 EAST MAIN STREET
LEXINGTON, KENTUCKY 40507**

**NOTICE OF REQUIREMENT FOR AFFIRMATIVE ACTION TO ENSURE EQUAL
EMPLOYMENT OPPORTUNITIES AND DBE CONTRACT PARTICIPATION**

The Lexington-Fayette Urban County Government has a Certified Minority and Women Business Enterprise seventeen percent (17%) minimum goal including minimum subgoals of five percent (5%) for Minority Business Enterprises (MBE) and a subgoal of twelve percent (12%) for Women Business Enterprises (WBE); a three (3%) minimum goal for Certified Veteran-Owned Small Businesses and/or Certified Service- Disabled Veteran Owned Businesses; and a goal of utilizing Disadvantaged Business Enterprises (DBE), where applicable, for government contracts.

For assistance in locating certified DBEs, MBEs, WBEs, VOSBs and/or VOSBs, contact Sherita Miller at 859/258-3320 or by writing the address listed below:

Sherita Miller, MPA, CPSD
Minority Business Enterprise Liaison
Division of Procurement
Lexington-Fayette Urban County Government
200 East Main Street
Lexington, Kentucky 40507
smiller@lexingtonky.gov
859-258-3323

Firm Submitting Proposal: OpinionWorks LLC

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

Contact Name: Steve Raabe Title: President

Telephone Number: 410-272-3795 Fax Number: _____

Email address: steve@opinionworks.om



LEXINGTON

MINORITY BUSINESS ENTERPRISE PROGRAM

Sherita Miller, MPA, CPSD
Minority Business Enterprise Liaison
Division of Procurement
Lexington-Fayette Urban County Government
200 East Main Street
Lexington, KY 40507
smiller@lexingtonky.gov
859-258-3323

OUR MISSION: The mission of the Minority Business Enterprise Program (MBEP) is to facilitate the full participation of minority and women owned businesses in the procurement process and to promote economic inclusion as a business imperative essential to the long- term economic viability of Lexington-Fayette Urban County Government.

To that end the urban county council adopted and implemented Resolution 272-2024 – a Certified Minority and Women Business Enterprise seventeen percent (17%) minimum goal including minimum subgoals of five percent (5%) for Minority Business Enterprises (MBE) and a subgoal of twelve percent (12%) for Women Business Enterprises (WBE); a three (3%) minimum goal for Certified Veteran-Owned Small Businesses and/or Certified Service- Disabled Veteran Owned Businesses; and a goal of utilizing Disadvantaged Business Enterprises (DBE), where applicable, for government contracts.

The resolution states the following definitions shall be used for the purposes of reaching these goals:

Certified Disadvantaged Business Enterprise (DBE) – a business in which at least fifty-one percent (51%) is owned, managed and controlled by a person(s) who is socially and economically disadvantaged as define by 49 CFR subpart 26.

Certified Minority Business Enterprise (MBE) – a business in which at least fifty-one percent (51%) is owned, managed and controlled by an ethnic minority (i.e. Black American, Asian American, Hispanic American, Native American)

Certified Women Business Enterprise (WBE) – a business in which at least fifty-one percent (51%) is owned, managed and controlled by a woman.

Certified Veteran-Owned Small Business (VOSB) – a business in which at least fifty-one percent (51%) is owned, managed and controlled by a veteran who served on active duty with the U.S. Army, Air Force, Navy, Marines or Coast Guard.

Certified Service -Disabled Veteran Owned Small Business (SDVOSB) – a business in which at least fifty-one percent (51%) is owned, managed and controlled by a disabled veteran who served on active duty with the U.S. Army, Air Force, Navy, Marines or Coast Guard.

The term “Certified” shall mean the business is appropriately certified, licensed, verified, or validated by an organization or entity recognized by the Division of Procurement as having the appropriate credentials to make a determination as to the status of the business.

The following certifications are recognized and accepted by the MBEP:

Kentucky Transportation Cabinet (KYTC), Disadvantaged Business Enterprise (DBE)

Kentucky Minority and Women Business Enterprise (MWBE)

Women’s Business Enterprise National Council (WBENC)

National Women Business Owners Corporation (NWBOC)

National Minority Supplier Development Council (NMSDC)

Tri-State Minority Supplier Development Council (TSMSSDC)

U.S. Small Business Administration Veteran Small Business Certification (VetCert)

Kentucky Service- Disabled Veteran Owned Small Business (SDVOSB)

To comply with Resolution 272-2024, prime contractors, minority and women business enterprises, veteran owned small businesses, and service-disabled veteran owned small businesses must complete monthly contract compliance audits in the Diverse Business Management Compliance system, <https://lexingtonky.diversitycompliance.com/>

A list of organizations that certify and/or maintain lists of certified businesses (i.e. DBE, MBE, WBE, VOSB and/or SDVOSB) is available upon request by emailing, Sherita Miller, smiller@lexingtonky.gov.



LEXINGTON

LFUCG MWDBE PARTICIPATION FORM

Bid/RFP/Quote Reference # 11-2026

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 the Division of Procurement for approval immediately. **Failure to submit a completed form may cause rejection of the bid.**

MWBE Company, Name, Address, Phone, Email	DBE/MBE WBE/VOSB/SDVOSB	Work to be Performed	Total Dollar Value of the Work	% Value of Total Contract
1. Vym Consulting	WBE	Focus group staging and facilitating	\$1,000 per focus group	~12%, depending on number of focus groups elected
2.				
3.				
4.				

The undersigned company representative submits the above list of MDWBE and veteran 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

Steve Raabe
Company Representative

4/9/26
Date

President
Title



U.S Small Business
Administration

800-827-5722 | www.sba.gov
Office | 409 3rd St, SW. | Washington DC 20416

01/15/2025

Catherine Harbour
VYM, L.L.C.
3302 ROXBURG DR LEXINGTON, KY 40503

Dear Catherine Harbour,

Congratulations! I am pleased to inform you that VYM, L.L.C. has been approved for the following U.S. Small Business Administration (SBA) certification(s):

- Women-Owned Small Business (WOSB)

VYM, L.L.C. is eligible for WOSB contracts and will be identified as a certified WOSB program participant in [DSBS](#) as of the date of this letter, **01/15/2025**.

To align with your existing certification, your effective date for recertification for all your SBA certifications is **01/15**. **Your first certification renewal will be due 1/15/2028.**

Responsibilities

The information below sets forth requirements related to your business' continued eligibility and its responsibilities as a certified program participant:

- **Reporting Changes:** You are required to notify SBA in writing of changes to your business that could affect its eligibility. Please refer to the attached supplemental pages for more details and examples.
- **System for Award Management (SAM.gov):** You must keep the business' SAM.gov profile and DSBS records up-to-date in order for the business to receive benefits from our Programs (i.e., to be identified by contracting officers as eligible to be awarded small business set-aside contracts and to be paid under any such contracts). You must validate your business' SAM.gov information at least annually or your SAM.gov registration will become inactive. If you need assistance in updating the business' SAM.gov or DSBS information, please go to the SAM.gov Help Desk at <https://fsd.gov/fsd-gov/home.do>.
- **Notices from SBA:** You are responsible for responding to notices from SBA, including but not limited to notices regarding certification renewals,

eligibility reviews, protests, proposed decertification and termination actions, and recertification requirements. All SBA Programs send such notices to the business' email address listed in its MySBA Profile. If the business fails to respond to these notices, SBA will propose the business for decertification or termination and may subsequently decertify or terminate it from participation in SBA Programs. Therefore, it is critical that you keep the business' SAM.gov and MySBA profiles current, including listing an active email address for contacting the business, and check your email's SPAM folder to make sure that you are receiving emails from SBA.

- **Contracting Requirements:** You are required to comply with limitations on subcontracting requirements and nonmanufacturer rule when performing any small business set-aside contracts (see 13 CFR 125.6)

Resources and More Information

As a certified program participant, there are valuable free resources available to you, including:

- SBA Resource Partners: For general assistance on various topics, information on SBA programs, and upcoming small business events in your area. You can find your local resource partner by visiting: <https://www.sba.gov/tools/local-assistance>.
- The “Contract Opportunities” function in SAM.gov (<https://sam.gov/content/opportunities>) serves as a central listing for Federal procurement opportunities. Anyone interested in doing business with the government can use this system to search opportunities. In addition, the “Contract Data” function in SAM.gov (<https://sam.gov/content/contract-data>) is a database accessible to the public at no cost and you may use it to learn about contract awards to businesses in various socioeconomic categories.
- SBA’s Surety Bond Guarantee Program helps small businesses establish or increase bonding capacity. Bond guarantees increase eligibility for contracts up to \$10M. Go to <http://www.sba.gov/osg> to find an SBA authorized agent.
- APEX Accelerators are an official government contracting resource for small businesses. Find your local APEX Accelerator for free government expertise related to contract opportunities.

Downloading Certification Icons

As a certified business participating in the program(s), you may [visit SBA’s website](#) to download SBA-approved digital icons that indicate your certification status for use on your business’ website, business cards, social media profiles, and in your capability statements and proposal bids. However, you **cannot** use the digital icon to express or imply endorsement of any goods, services, entities, or individuals. Thus, the digital icon **cannot** be used on a company’s letterhead, marketing materials or advertising, paid or public service announcements, in traditional or digital format.

Misrepresentation

Any business found to have willfully misrepresented its certification status in obtaining an SBA program set-aside or sole source award may be subject to a range of civil and criminal penalties, treble damages under the False Claims Act, and/or suspension or debarment from federal contracting.

Next Steps

It is important that you review the attached supplemental pages carefully. These pages contain vital details about the program(s) you are now certified in, including period of eligibility, next steps, guidelines, and additional resources.

Our SBA team is here to support you and your business as you pursue new growth and build capacity. Please keep a copy of this letter to confirm VYM, L.L.C.'s continued program eligibility. Wishing you much success!

Sincerely,

John Perkins
Government Contracting and Business Development
Office of Certifications and Eligibility



All SBA programs and services are extended to the public on a nondiscriminatory basis.

ATTACHMENT A – SMALL AND DISADVANTAGED, MINORITY-, WOMEN-, AND VETERAN-OWNED BUSINESS OUTREACH PLAN

Proposer Name:	<u>OpinionWorks LLC</u>	Date:	<u>April 3, 2026</u>
Project Name:	<u>Stormwater Public Survey</u>	Project Number:	<u>11-2026</u>
Contact Name:	<u>Steve Raabe</u>	Telephone:	<u>410-271-3795</u>
Email:	<u>steve@opinionworks.com</u>		

The mission of the Minority Business Enterprise Program is to facilitate the full participation of disadvantaged businesses, minority-, women-, veteran-, and service-disabled veteran-owned businesses in the procurement process and to promote economic inclusion as a business imperative essential to the long-term economic viability of Lexington-Fayette Urban County Government.

To that end, small and disadvantaged businesses, including minority-, woman-, veteran-, and service-disabled veteran-owned businesses, must have an equal opportunity to be utilized in the performance of contracts with public funds spent from certain discretionary agreements. By submitting its offer, Bidder/Proposer certifies that it has taken, and if there are further opportunities will take, reasonable steps to ensure that small and disadvantaged businesses, including minority-, woman-, veteran-, and service-disabled veteran-owned businesses, are provided an equal opportunity to compete for and participate in the performance of any subcontracts resulting from this procurement.

The information submitted in response to this clause will not be considered in any scored evaluation. Failure to submit this form may cause the bid or proposal to be rejected.

Is the Bidder/ Proposer a certified firm? Yes No

If yes, indicate all certification type(s):

DBE MBE WBE SBE VOSB/SDVOSB

and supply a copy of the certificate and/or certification letter if not currently listed on the city's Minority Business Enterprise Program's (MBEP) certified list.

1. Include a list of firms that Bidder/ Proposer has had a contractual relationship with within the last two years that are minority-owned, woman-owned, veteran-owned or small businesses, regardless of their certification status.

2. Does Bidder/Proposer foresee any subcontracting opportunities for this procurement?

Yes No

If no, please explain why in the field below. Do not complete the rest of this form and submit this first page with your bid and/or proposal. (Click or tap here to enter text.)

If yes, please complete the following pages and submit all pages with your bid and/or proposal.

Describe the steps Bidder/Proposer took to solicit small and disadvantaged businesses, including MBEs, WBEs, VOSBs, and SDVOSBs, for subcontracting opportunities for this procurement.

3. Check the good faith and outreach efforts the Bidder/Proposer used to encourage the participation of small and disadvantaged businesses including, MBEs, WBEs, VOSBs and SDVOSBs:

- Bidder placed advertisements in search of prospective small businesses, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs for the solicitation.
- Bidder attended LFUCG Procurement Economic Inclusion Outreach event(s) within the past year.
- Bidder attended pre-bid and/or pre-proposal meetings for this solicitation.
- Bidder sponsored an Economic Inclusion Outreach event.
- Bidder requested a list of certified small, DBE, MBE, WBE, VOSB and/or SDVOSB subcontractors or suppliers from LFUCG.
- Bidder contacted organizations that work with small, DBE, MBE, WBE, VOSB and/or SDVOSB companies.
- Bidder sent written notices to certified small, DBE, MBE, WBE, VOSB and SDVOSB businesses.
- Bidder followed up to initial solicitations with interested small, DBE, MBE, WBE, VOSB and/or SDVOSB.
- Bidder provided small, DBE, MBE, WBE, VOSB and/or SDVOSB businesses interested in performing the solicited work with prompt access to the plans, specifications, scope of work, and requirements of the solicitation.
- Bidder made efforts to segment portions of the work to be performed by small businesses, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs, including dividing sub-bid/partnership opportunities into economically feasible units/parcels, to facilitate participation.

- Bidder negotiated in good faith with interested small, DBE, MBE, WBE, VOSB and/or SDVOSB businesses.
- Bidder provided adequate rationale for rejecting any small business', DBEs, MBEs, WBEs, VOSBs or SDVOSBs for lack of qualifications.
- Bidder offered assistance in obtaining bonding, insurance, financial, equipment, or other resources to small businesses, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs, in an effort to assist them in meeting project requirements.
- Bidder made efforts to expand the search for small businesses, DBEs MBEs, WBEs, VOSBs and/or SDVOSBs beyond the usual geographic boundaries.
- Bidder made other reasonable efforts to include small businesses, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs participation.

4. Bidder/Proposer must include documentation, including the date each effort was made, the medium through which each effort was made, and the outcome of each effort with this form, regardless of the level of small, DBE, MBE, WBE, VOSB and/or SDVOSB participation. Examples of required documentation include copies of email communications, copies of newspaper advertisements, or copies of quotations received from interested small businesses, DBEs, MBEs, WBEs, VOSBs or SDVOSBs.

 Click or tap here to enter text.

For detailed information regarding outreach efforts that satisfy the MBE Program's requirements, please see "Documentation Required for Good Faith Efforts and Outreach Plans" page.

Note: The Bidder/Proposer must be willing to report the identity of each subcontractor and the value of each subcontract to MBEP if awarded a contract from this procurement.

Failure to submit the documentation requested may be cause for rejection of the bid. Bidders may include any other documentation deemed relevant to this requirement, which is subject to review by the MBE Liaison. Documentation of Good Faith and Outreach Efforts must be submitted with the bid, regardless of the proposed level of SBEs, DBEs, MBEs, WBEs, VOSBs and/or SDVOSBs participation in the procurement. If the Good Faith and Outreach Effort Form and associated documentation is not submitted with the bid response, the bid may be rejected.

The undersigned acknowledges that all information is accurate. Any misrepresentations 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

_April 3, 2026

Date

__Steve Raabe__

Company Representative

President

Title

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.

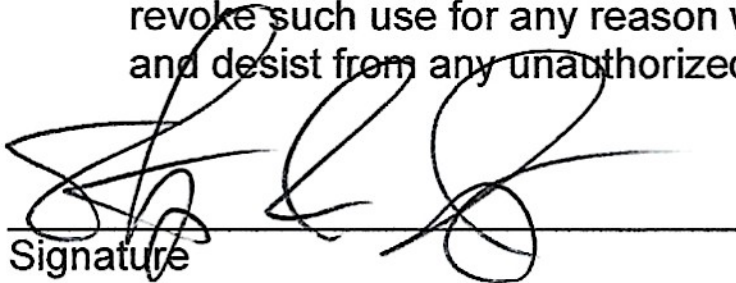
B. At Will Termination

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

April 3, 2026
Date

Steve Raabe

Curriculum Vitae

President, OpinionWorks (2001–present)

Steve Raabe is president of OpinionWorks, a full-service market research firm based in Annapolis, Maryland. Steve founded OpinionWorks in 2001 to provide mission-driven clients with critical insights into individual decision-making behavior and public policy preferences based on sound survey research. He has built a research firm that is grounded in social science and specializes in helping non-profit and public sector clients reach and engage their constituents and the general public to motivate action.

Reflecting Steve's priorities, OpinionWorks specializes in the fields of sustainability, public health, education, and volunteerism. OpinionWorks has become a specialist in reaching and engaging hard-to-reach audiences in the U.S., and has worked extensively in Latin America. He has designed and overseen studies among people diagnosed with HIV who are out of care, unhoused community members to explore social determinants of health, Marylanders who remain without health coverage, and Latinas who have experienced trauma.

In his home region, Steve is a trusted and non-partisan observer of public opinion, and a knowledgeable expert on Greater Baltimore and Washington, the State of Maryland, and the broader Mid-Atlantic region. Since mid-2025, Steve Raabe has been the public opinion pollster for *The Baltimore Banner*, examining elections and public attitudes on a wide range of issues, following 17 years polling for *The Baltimore Sun*. He regularly conducts statewide and local polls in the surrounding states, as well.

Nationally, Steve has conducted research for the National Oceanic and Atmospheric Administration (NOAA), the Environmental Protection Agency (EPA), Community Catalyst, Lutheran World Relief, and The Recycling Partnership. Internationally, he has worked for associations, universities, and religious organizations with global constituencies.

For the Chesapeake Bay Program, Steve developed the pioneering Bay Stewardship Index, (detailed here): [Chesapeake Behavior Change](#), which measures residents' behaviors and intentions across the 7-state watershed. He authored a study for the William Penn Foundation in Philadelphia examining the impact of access to urban green spaces on residents of overburdened neighborhoods. Steve designed and authored behavior and perceptions studies for the National Wildlife Federation in the Ohio River basin and the University of Connecticut in the [Long Island Sound](#) watershed, and has studies littering behaviors that lead to marine debris for the Mid-Atlantic Regional Council on the Ocean. Steve developed the national [Recycling Confidence Index](#) for The Recycling Partnership and collaborates with the Partnership to measure recycling behaviors and motivations in local communities from Virginia to California.

Steve is an innovative researcher, knowing that these times require new approaches to reaching audiences that are mobile, multilingual, mistrustful, and not answering their phone, or digitally disconnected. He believes that his own team must reflect the diversity of the communities he studies, and has built an organization that is extremely proficient in reaching people whose first language is not English, low-income residents, young and mobile residents, and others who are often difficult to reach through traditional methods.

Executive Vice President/Director of Research, Potomac Incorporated (1991–1998, 1999–2001)

Prior to forming OpinionWorks in 2001, Steve spent nearly ten years as Director of Research and Executive Vice President of Potomac Incorporated, a Washington, D.C.-area public affairs firm.

He built a vigorous market research department which polled extensively for the news media in the Mid-Atlantic region and conducted customer satisfaction studies for large corporations including Allegheny Energy and Comcast. Working with the Brookings Institution, Steve developed and conducted a two-year study into quality of life indicators in Greater Washington, and examined the growing public frustration over traffic issues in the region.

Director of Public Policy, Lutheran Services in America (1998 – 1999)

Steve served on Capitol Hill in Washington as Director of Public Policy for Lutheran Services in America, which is by some estimates the largest private human services network in the nation. LSA combines over 300 health care, social service, and relief agencies affiliated with the major Lutheran church bodies. As Director of Public Policy, Steve kept members informed of legislative developments on issues such as welfare reform, international adoption, and nursing home standards, and connected them with their congressional delegations to encourage grassroots action.

Field Organizer (1983 – 1991)

While still in college and for the years immediately thereafter, Steve worked as a grassroots organizer, voter contact expert, fundraiser, and campaign manager for the Maryland State Teachers Organization, the AFL-CIO, two presidential campaigns, and several statewide and local campaigns on the East Coast and in the Midwest.

Education and Community Engagement

Steve lives out these commitments in his volunteer life. He was founding Board Chair of the Anne Arundel Watershed Stewards Academy, which is an innovative model of individual stewardship, marrying the social science of behavior change and the physical science of Bay restoration. This model is built on the principle of exponential growth, training Master Watershed Stewards who then engage their neighbors in collective restoration projects and individual behaviors that are healthier for the Bay.

Steve is a past member of the City of Annapolis Conservancy Board, and spearheaded an effort to create a new street-end park in his West Annapolis neighborhood. He is an active community volunteer, having served on the Board of the Lighthouse Shelter, a homelessness prevention organization located in Annapolis, and for various other local projects.

Steve and his wife are active historic preservationists, having restored an 1812 Federal-style house and operated it as a bed and breakfast.

Steve attended American University in Washington, D.C., earning a bachelor's degree in Political Science and graduating cum laude in 1986.

Professional Experience

Vym Consulting *Founder* Lexington KY

2018 - present

- With [Databoom](#): Developed Theory of Change and corresponding monitoring system for [Climate Emergency Collaboration Group](#), a multi-funder collaboration incubated by Children's Investment Foundation (CIFF) (2022-23)
- [UN Statistics Division](#) and [UNITAR](#), scripted microlearning videos on topics including [Human Rights Based Approach to Data](#), integrated planning with SDGs, and promotion of National Statistics Offices (October 2020 – August 2021)
- [Gavi-Girl Effect Partnership](#) – Chaired Steering Committee for Swiss TPH's evaluation of partnership to increase uptake of HPV vaccine for girls in Ethiopia, Rwanda, Malawi (June 2020 – June 2021)
- Bill & Melinda Gates Foundation – created Social & Behavior Change Investment Database of 300+ investments in social & behavior change, now managed by [World Bank eMBED unit](#). Designed and conducted donor workshop on social & behavior change and donor coordination (October 2018 – March 2021)
- [Driver Youth Trust](#) (UK) reviewed evidence on behavior change in schools (November 2019 – March 2020)
- [Surgo Foundation](#) – designed and facilitated workshop on human heterogeneity in global development programming with segmentation to maximize program effectiveness (February - May 2019)

Sankofa Consulting *Senior Evaluator (freelance, remote)* Seattle WA

2021 - present

- For Bill & Melinda Gates Foundation:
 - Partnerships for Impact evaluation: Mixed-methods qualitative and quantitative study of the Gates Foundation's approaches to engaging with partners and strengthening their capacity to achieve impact. (July 2023+)
 - Conducted case study research on successful policy advocacy strategies for North America Team (2021-22)
 - Built monitoring, evaluation, learning capacity in Public Health Emergency Operations Centers in Nigeria (2022-23)
- For Central Valley (California) Community Foundation, built monitoring system for [Fresno DRIVE](#) community and workforce development initiative (2022-23)
- For UKAid-funded [FSD Africa](#), led case study research on [Risk, Remittance, and Integrity](#) program (2021-22)

Johns Hopkins Center for Communication Programs *Senior Program Officer (freelance)* Baltimore, MD 2019 – 5/2025

- Research Lead for USAID/President's Malaria Initiative-funded [Malaria Behavior Survey](#) in Liberia (2021-3), cross-sectional survey of 3,719 households in three of Liberia's six health regions, representing high, moderate, and low prevalence of malaria.
- For USAID, conducted an [assessment](#) to understand how youth in low- and middle-income countries seek, vet, and share information about contraception and reproductive health using digital technologies. Reviewed literature, conducted key informant interviews, and conducted online survey of youth. Assessment informed [five recommendations videos](#) and a technical brief intended for program designers.

Children's Investment Fund Foundation London, United Kingdom

2014 – 2018

- **Manager** for cumulative £15 M (\$20M) portfolio of research and evaluations for £250M (\$190M) portfolio of CIFF investments, focusing on nutrition, maternal and child health, and climate change; in geographies including Bangladesh, Ethiopia, Europe, Ghana, India, Malawi, Nigeria, Rwanda, Tanzania, US, UK, and global programs.
- Managed JHU evaluation of Gov of Malawi & World Food Program "Right Foods at the Right Time" [feeding program](#).
- Led creation, adoption, and implementation of CIFF's [Transparency Policy](#).
- Contributed to organizational reporting to Board and senior management across portfolio of investments.

BBC Media Action London, United Kingdom

2011 – 2014

Senior Research Manager, Africa (2013) and **Research Manager** (2011-2014): Member of Research & Learning team's Management Team; line-managed 3 Research Managers. Designed quantitative and qualitative research to inform the production of projects in health, humanitarian, education, climate change, governance, and resilience, and to evaluate their impact. Funders included DfID, BMGF, UNICEF.

Johns Hopkins Center for Communication Programs Baltimore, MD

2001 – 2011

- Program Officer** (November 2001 – February 2007); **Monitoring & Evaluation Advisor** (March 2007 – August 2011)
- Collaborated on USAID-funded [Nijeke Jano](#) multi-media for Bangladeshi adolescents on reproductive health & life skills.
 - Backstopped 6-year, \$29 million USAID-funded reproductive health programme in Indonesia.

International Rescue Committee (Shimelba refugee camp, Ethiopia) *Consultant*

2010 – 2011

Collected and analyzed quantitative and qualitative data about hand washing with soap with a multi-disciplinary team supported by US State Department's Bureau of Population, Refugees, and Migration.

- [Population Council West Asia & North Africa Regional Office \(Cairo, Egypt\)](#) *Consultant*** 2010
Analyzed data and wrote health chapter for [Survey of Young People in Egypt 2009](#).
- [U.S. Department of State Fulbright Program \(Cairo, Egypt\)](#) *Post-Doctoral Fellow*** 2009 – 2010
- Conducted research on the health of Egyptian youth, focusing on reproductive health and on tobacco use.
 - Affiliated with the Population Council and the Johns Hopkins [Communication for Healthy Living](#) program.
- World Bank Global Scaling Up Handwashing Project (Washington, DC) *Consultant*** 2008 – 2009
Reviewed literature and interviewed practitioners about sustainability of behaviors after cessation of project inputs.
- Albert Schweitzer Fellowship / International Rescue Committee (Baltimore, MD)** 2007 – 2008
Awarded Albert Schweitzer Fellowship to mentor young family recently arrived from Sudan. Developed treatment for an entertaining, instructional video on home hygiene and personal hygiene for newly-arrived refugees resettled in Baltimore.

Volunteer Experience (selected)

- [League of Women Voters of Lexington KY](#) – Board Member (2021-present). Lead Global League collaboration with local organizations serving naturalized Americans to register voters and encourage civic participation.
- [Members Heritage Credit Union](#) (2024-present). Member of Supervisory and of Asset/Liability Committees.
- [Fulbright Association Kentucky Chapter](#) – Treasurer (2023-2025); members are former and current Fulbrighters
- [Riverside Neighborhood Association](#) (Baltimore MD) Placemaking Committee – led formation of Business Council
- [South Baltimore Peninsula Post](#) (Baltimore MD) – freelance journalist for community newspaper (2023-present)
- [Asylee Women Enterprise](#) (Baltimore MD) – support food delivery programs and youth programs (2023-present)
- [Brown University Alumni Clubs](#) (Baltimore, Cairo, & London UK) – President or co-President (2004-2020)

Publications (selected)

- Maulik, P., **Harbour, C.**, & McCarthy, J. (2024) History and epidemiology of intellectual disability. In Matson, Johnny L. (Ed.) [Handbook of Psychopathology in Intellectual Disability](#) (p. 3-22). New York: Springer-Verlag.
- Harbour, C.**, Hempstone, K.H., Brasington, A., & Agha, S. (2021). Learning Together, Planning Together, Acting Together: How Donors Can Collaborate to Improve Reach, Quality, and Impact in SBC for Health. [Global Health Science and Practice](#) 9(2):246-253. DOI /10.9745/GHSP-D-21-00007
- Ayyanat, J. A., **Harbour, C.**, Kumar, S., & Singh, M. (2018). LiST modelling with monitoring data to estimate impact on child mortality of an ORS and zinc programme with public sector providers in Bihar, India. [BMC Public Health](#) 18(1): 102. DOI: [10.1186/s12889-017-5008-y](#)
- Holman, E., **Harbour, C.**, Said, R., Figueroa, M.E. (2016). In the eyes of the beholder: Using photo-based projective techniques to elicit normative and alternative discourses on gender, relationships and sexuality in Mozambique. [Global Public Health](#) 11, 719-741. DOI: [10.1080/17441692.2016.1170870](#)
- Harbour, C.** (2012). Descriptive norms and male youth smoking in rural Minya, Egypt: A multilevel analysis of household and neighborhood normative influence. [Nicotine & Tobacco Research](#) 14 (7):840-848. DOI: [10.1093/ntr/ntr296](#)
- Harbour, C.** (2011) Normative influence and desired family size among young people in rural Egypt. [Studies in Family Planning](#) 42(2). DOI: [10.1111/j.1728-4465.2011.00270.x](#)
- Harbour, C.** & Barsoum, G. (2010). *Chapter 2: Health*. In [Survey of Young People in Egypt: Final Report](#). Cairo: Population Council.
- Bender, D.E., **Harbour, C.K.**, Thorp, J., & Morris, P. (2001). Tell me what you mean by “Si”: Perceptions of quality of prenatal care among immigrant Latina women. [Qualitative Health Research](#), 11(6), 780-794. DOI: [10.1177/104973230101100607](#)

Education

- Johns Hopkins University Bloomberg School of Public Health (Baltimore, MD)** 2004 – 2009
Ph.D. in Health Communication; Department of Health, Behavior, & Society. Coursework in biostatistics, reproductive health, mental health, adolescent health, demography, epidemiology. Conducted multi-level longitudinal analyses of household data for dissertation entitled, “Normative influences on youth in Minya, Egypt for smoking and desired family size.”
- Annenberg School for Communication at the University of Pennsylvania (Philadelphia, PA)** 2006
Visiting student; studied behavior change, cultural studies, and evaluation of communication programs.
- University of North Carolina (Chapel Hill, NC)** 1997 – 1999
M.P.H. Health Behavior and Health Education, Research Track. Minor in Biostatistics. Conducted qualitative and quantitative research for thesis “Data collection on subjective topics for health services with international Latino migrants.”
- Brown University (Providence, RI)** 1988 – 1992
B.A. Environmental Studies. Conducted senior thesis research on energy-efficient renovation of houses.

10. (All): When you have a question about recycling, where do you go for information? _____

11. How would you prefer to receive or find information about recycling? Select any that apply.

- Directions on my recycling bin or cart
- Printed guide
- Social media
- None of these
- Local newspapers or publications
- Product packaging or label
- E-newsletter
- City of McKinney website
- Refrigerator magnet
- Other: _____

The next few questions address how you feel about recycling. Remember, there are no right or wrong answers. Just say what you really think.

12. Do you think recycling makes a difference?

- No, definitely not
- No, probably not
- Might or might not, or not sure
- Yes, probably does
- Yes, definitely does

13. Do you agree or disagree with this statement? I have everything I need to do a good job of recycling.

- Strongly disagree
- Somewhat disagree
- Neutral or not sure
- Somewhat agree
- Strongly agree

14. What would help you recycle better? _____

15. Do you think the items you recycle are made into new things?

- Never
- Rarely
- Sometimes
- Usually
- Always
- Not sure

16. Please say if you agree or disagree with these statements, and how strongly.

	Strongly disagree	Somewhat disagree	Neutral or not sure	Somewhat agree	Strongly agree
A. Recycling is an expectation in my community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. I'm confident that recycling has a positive impact.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. I feel guilty not recycling, or not recycling often enough.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. I actively research information on recycling.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Recycling is not a top priority for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. If I am not near a recycling bin, I am less likely to recycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. I worry that I'm not doing enough when it comes to recycling.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
H. Others in my community don't recycle.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I. The local government isn't doing enough to support recycling efforts.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
J. Recycling is difficult.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
K. Recycling is not worth the effort.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. There are many reasons why a household might recycle. Which of the following, if any, are the main reasons that you or your household might recycle? Choose up to 2.

- I am required to by my local community
- It's the morally right thing to do
- Recycling protects the planet
- Recycling lowers environmental impact, including reduced emissions
- Recycling reduces waste
- The community makes it easy for me
- To feel like I am making a difference
- Other: _____
- None of these

18. Do you scan QR codes like this one?

- Often Sometimes Rarely Never Not sure



19. How likely would you be to scan a QR code if it gave you accurate and updated information about recycling in McKinney?

- Very likely Somewhat likely Not very likely Not at all likely Not sure

20. Here is a list of messages or headlines about recycling. Please mark as many as 3 that would make you want to click or scan to find out more.

- Want to recycle more (without thinking about it)? Click or scan to find out.
- Recycling should be easy! Click or scan for the tips to make recycling easier.
- Confused about recycling? It's okay, you're not alone. Click or scan here to find out whether you can recycle that item.
- Click or scan to learn how small changes at home can make a big difference in your recycling.
- Think all plastics are recyclable? Click or scan to get the facts!
- Busy week? I hear you, so let's keep it simple! Toss your paper, bottles, and cans into your cart and set it out every week. Click or scan to find out more!
- Want to find out what actually happens to your recycling? Click or scan here.
- None of these

These last few questions are to make sure we receive a balanced sample. They will not be connected to you personally.

C1. How many years have you lived in McKinney? _____

C2. Including yourself, how many people live in your household? _____

C3. What is the last level of school that you completed? Less than 12th grade High school diploma/ GED

- Attended some college, Associate (2-year) degree, or trade school 4-year degree/ Bachelor's degree

- Post-graduate or advanced degree Not sure or prefer not to say

C4. Do you identify your race or ethnicity as...? Mark any that apply to you.

- Asian Black or African-American Hispanic or Latino Native American or Alaska Native
- Pacific Islander or Native Hawaiian White or Caucasian A race not listed Prefer not to say

C5. What is your gender? Female Male Identify in another way Prefer not to say

C6. Would it be easier to recycle in your household if the materials were in another language?

- Yes, Spanish Yes, another language: _____ No, English is fine Prefer not to say

C7. Which of these categories includes the total income before taxes for all members of your household?

- Less than \$30,000 \$60,000 to \$99,999 \$150,000 or more
- \$30,000 to \$59,999 \$100,000 to \$149,999 Not sure or prefer not to say

In the next few weeks we will be inviting people to a 90-minute focus group in McKinney to talk more about the topic of recycling. A meal will be provided as a thank you. How interested would you be in participating if the focus group was held at a convenient time for you?

- Definitely Probably About 50-50 Not interested

If you are interested in knowing more about the focus group, please provide your contact information. Your information will be kept confidential and will not be shared.

First Name: _____ Last Name: _____

Email address: _____ Best telephone number to reach you: _____

Is that a mobile phone? Yes No

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

July 8, 2024

Resident
[Address block]

Dear Neighbor of Long Island Sound,

We are conducting an important study of public attitudes about access to clean water and outdoor spaces for the University of Connecticut, Cornell University, and several government and non-profit partners.

These sponsors are working to restore and protect the waters and lands in your area, to make them clean and safe for you and your family and neighbors.

They have asked us to survey the public about your experiences and priorities. This survey will help inform how government funds are spent, where non-profit groups will focus their volunteer efforts, and what problems university scientists in this region will focus on.

Please respond to this survey. You have been randomly selected to represent your neighbors. Your participation is very important to ensure your point of view is represented.

We ask that an adult 18 years or older in your household complete this survey. Please answer all the questions completely.

Visit SoundSurvey.org to complete the survey online, or you can scan this QR code to respond. Or if you prefer, you can fill out the enclosed paper questionnaire and return it in the postage-paid envelope.



Please respond before August 1. As a thank you, those who respond by then will be entered in a drawing for a \$100 gift card.

If you have questions, please call or email me, 410-280-2000, or steve@opinionworks.com.

Thank you very much for your participation. Your response is very important to help make sure this survey reflects the needs of your community.

Sincerely,

A handwritten signature in blue ink that reads "Steve Raabe".

Steve Raabe
President



Long Island Sound Survey, July 2024

This survey is part of an effort to protect and restore Long Island Sound.

Please take the survey online today at [SoundSurvey.org](https://www.soundstudy.org) or scan the QR code:

Or you can fold and return this survey in the postage-paid envelope.

Everyone who completes the survey in the next 14 days is eligible for the \$100 gift card drawing



Where do you live? State: _____ County: _____ Zip code: _____

What is your age? _____

Do you do these things frequently, occasionally, rarely or never? Then mark the last column if you ever do them on or near Long Island Sound.

Frequently Occasionally Rarely Never *I do this on/ near the Sound*

A. Go fishing or shellfishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Canoe, kayak, or paddleboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Powerboat or sail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Swim or wade in natural waters (not a pool)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. Hike or walk near the water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. Birdwatch or observe other wildlife	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
G. Other activities I do frequently or occasionally there: _____					

Do you feel like you have convenient access to Long Island Sound or other waters near you?

Yes No Not sure

When you think about all the other things you could be doing with your time, how important is it to you to have convenient access to the water for outdoor activities?

Very unimportant Somewhat unimportant Neutral Somewhat important Very important

If you are in the parks or trails near the water, do you feel welcome and a sense of belonging there?

Never Only sometimes Usually Always Don't go to those places Not sure

Can you picture in your mind a stream, river, bay, or coastline close to where you live?

Yes, I can picture it and this is its name: _____ Yes, I can picture it, but I do not know its name
 Yes, I can picture it, but it is too small to have a name No, I cannot picture it Not sure

If you were to consider all the issues and challenges facing this area today, where would protecting the natural environment rank on that priority list for you?

At the bottom Below average In the middle of the pack Above average At the top Not sure

Do you consider climate change to be a...?

Very serious problem Somewhat serious problem Not much of a problem Not a problem at all Not sure

As far as you know, do you live in the Long Island Sound watershed?

No, definitely not No, maybe not Yes, maybe Yes, definitely I have no idea

What three adjectives first come to mind when you think about Long Island Sound?

1: _____ 2: _____ 3: _____

From a public health perspective, how safe do you think it is for adults and children to swim in Long Island Sound?

Very unsafe Somewhat unsafe Somewhat safe Very safe Not sure

How safe is it to eat fish and shellfish from Long Island Sound?

Very unsafe Somewhat unsafe Somewhat safe Very safe Not sure

Do you think the quality of the water in Long Island Sound is...?

Poor Fair Good Excellent Not sure

Compared to five years ago, do you think the quality of water in Long Island Sound is...?

Much worse Somewhat worse About the same Somewhat better Much better Not sure

In the last two years, have you...?	<i>No</i>	<i>Yes</i>	<i>Not sure/ Does not apply</i>
Volunteered in your community to help clean up or beautify a neighborhood park, beach or garden.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connected a rain barrel to your downspouts and used the water between rainstorms (if you have a yard or property).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Created a rain garden, which is an area that has been dug out and planted with water-loving native plants to capture and quickly absorb excess rainwater (if you have a yard or property).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduced the size of your lawn and replaced grass with native and pollinator plants (if you have a grass lawn).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgraded your septic system with the latest advanced technology (if you have a septic system)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you typically...?	<i>Never</i>	<i>Seldom</i>	<i>Sometimes</i>	<i>Usually</i>	<i>Always</i>	<i>Not sure/ Does not apply</i>
Toss food wrappers, cups, or cigarette butts on the ground when you are not near a trash can.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pick up litter when you see it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a refillable water bottle instead of disposable plastic water bottles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wash your car in a paved driveway or street (if you have a car).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pick up your dog's waste and dispose of it in the trash (if you have a dog).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How many times a year is your grass lawn fertilized? If you have a lawn that is never fertilized, enter 0. If you are completely unsure, leave this blank. _____

Is there anything else you are doing to help improve the health of Long Island Sound or any nearby waters?

Now we're going to look to the future. Looking ahead over the next year or so, how likely are you to do these things?	<i>Not likely</i>	<i>Somewhat likely</i>	<i>Very likely</i>	<i>Not sure</i>
Recycle cans and bottles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use chemical pesticides in or around your home to control mosquitos and ticks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use herbicide to control weeds in your yard.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Volunteer in your community to help clean up or beautify a neighborhood park, beach or garden.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Connect a rain barrel to your downspouts and use the water between rainstorms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Create a rain garden, which is an area that has been dug out and planted with water-loving native plants to capture and quickly absorb excess rainwater.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reduce the size of your lawn and replace the grass with native or pollinator plants.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Upgrade your septic system with the latest advanced technology.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Toss food wrappers, cups, or cigarette butts on the ground when you are not near a trash can.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pick up litter when you see it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use a refillable water bottle instead of disposable plastic water bottles.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wash your car in a paved driveway or street.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pick up your dog's waste and dispose of it in the trash.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fertilize your lawn less often.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much would you trust information about water pollution and the environment that comes from each of these sources?

	<i>Not at all</i>	<i>Only a little</i>	<i>Some</i>	<i>A lot</i>	<i>Not sure</i>
A. Your faith community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Local environmental organizations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Your local government.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
D. Your doctor or a health organization.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E. University scientists.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
F. State environmental agencies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Here are several ways of getting information. How often do you use each one?

	<i>Never</i>	<i>Seldom</i>	<i>Sometimes</i>	<i>Frequently</i>	<i>Not sure</i>
A. Social media like Facebook, Instagram, TikTok, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
B. Local TV or newspapers, whether in print or online	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
C. Newsletters or emails from local organizations or government	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the next few weeks we will hold a focus group to talk more about some of these topics. It will last two hours and pay \$100. It may be in-person or on Zoom. No one will try to sell you anything. How interested would you be in participating if it was held at a good time for you?

- Definitely Probably About 50-50 Not interested

Are you interested in participating in the drawing for the \$100 gift card? Yes No

So that we can reach you, what is your...? Your information will be kept confidential and will not be shared.

First name: _____ Last name: _____

Email address: _____ Best telephone number for you: _____

Is that a mobile phone? Yes No

The last few questions are just to make sure we have a balanced sample. The answers will not be tied back to you personally.

How many years have you lived in the area? _____

Do you live in a...?

- Single-family house Apartment or condo Other: _____
 Attached townhouse, rowhouse, or duplex Mobile home Not sure or prefer not to say

What is the last grade in school or level of education that you completed?

- Less than 12th grade Attended some college, no degree Bachelor's (4-year) degree Prefer not
 High school diploma or GED Associate (2-year) degree Post-graduate degree to say

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

- African-American or Black Middle Eastern or North African White
 Asian or Pacific Islander Mixed race or multi-racial (unspecified) Something else: _____
 Hispanic or Latino Native American or Alaska Native Not sure or prefer not to say

What is your gender identity? Male Female Non-binary Another gender category: _____
 Prefer not to say

About what was the total income for all members of your household last year before taxes? Just give it your best guess.

- Less than \$25,000 \$50,000 to \$74,999 \$100,000 to \$149,999
 \$25,000 to \$49,999 \$75,000 to \$99,999 \$150,000 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, 7 Willow St., Suite 200, Annapolis, MD 21401**