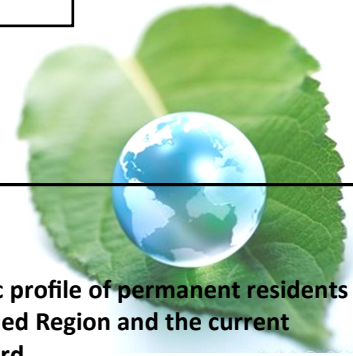


Muskoka Watershed Council

E
N
V
I



The Project ...

The purpose of our research is to assess the awareness and impact of the Muskoka Watershed Report Card on the residents in the Muskoka Watershed area through our proposed Research Objectives.

The Muskoka Watershed Council is currently distributing the Report Card in the Muskoka and the Weekender publications however, the Muskoka is a publication that is distributed to businesses throughout the Muskoka region for the purpose of reaching tourists.

The Muskoka Watershed Council is concerned with reaching their permanent residents with the Report Card. Therefore, it must be determined which distribution methods will reach their target audience.

Objectives ...

- To create a demographic profile of permanent residents in the Muskoka Watershed Region and the current readers of the Report Card
- To determine the levels of awareness among permanent residents about watershed issues and the Report Card
- To assess residents' attitudes and perspectives towards the Report Card
- To determine the most effective and efficient way to create the Report Card, with respect to format, content and distribution

Proposed Methods...

Phase 1

- Explore the effectiveness and awareness of the Muskoka Watershed Report Card through a survey of the census population.
- A questionnaire distributed as an insert via local newspapers on May long-weekend will mirror the effectiveness of the Report Card's distribution method (*The Muskoka* and the *Muskoka Magazine*).

The following newspapers will be used as the distribution system for the survey to explore which area has the highest response rate and interest:

- *District Weekender* (circulation count of 25 000)
- *Bracebridge Examiner* (circulation count of 5100)
- *Gravenhurst Banner* (circulation count of 2700)
- *Huntsville Forester* (circulation count of 7300)
- *Parry Sound North Star* (circulation count of 4500)

*Drop boxes will be placed at areas accessible to local residents (ie: grocery stores, pharmacies, coffee shops)

*As Contingency, we will provide postage for mail-in option

Phase 2

Using Community Events to facilitate intercept surveys using a systematic random sampling method of the local residents to determine public response to the Report Card

- Weekly farmers markets (June 30th / July 7, 14 & 21)
- Baysville Walkabout Festival (July 28)
- Annual McTier Big Weekend Festival (July 29)

Volunteers from the MWSC will ideally assist with intercept surveys.

Phase 3

- On-site Focus Groups to take place on intercept survey dates
- Focus Group Participants will be recruited during the intercept surveys through the last question on the survey
- Recruit 5 participants for each group.
- They can be recorded using the MP3 portable recording devices.

These focus groups will be specifically about the design and layout of the Report Card. We will place a few copies of the Report Card out in front of them. Here participants can discuss what they do/ don't like about it and brainstorm effective changes that can be made to the next one.

Budget...

	Low	High
Planning and Development		
Questionnaire and Discussion Guide Development	\$950.00	\$950.00
Data Collection		
Questionnaire		
Material Distribution and Collection	\$4,455.00	\$13,265.00
Intercept Survey		
Volunteers, Data Collection and Equipment	\$685.00	\$885.00
Qualitative Research		
Conducting Focus group	\$1,000.00	\$1,100.00
Data Processing and Analysis	\$1,000.00	\$1,000.00
Reporting and Preparation of Deliverables	\$600.00	\$600.00
Incentives		
Incentives for Questionnaires, Intercept Surveys and Focus Groups	\$500.00	\$1,150.00
Research Team	\$12,500.00	\$12,500.00
Total	\$21,700.00	\$31,000.00



E
N
V
I

Timeline ...

Task Name	Start Date	End Date
Phase 1 - Publication Questionnaire	April 1, 2012	June 12, 2012
Questionnaire Development	April 1, 2012	April 5, 2012
Questionnaire Review - Council	April 6, 2012	April 9, 2012
Promotional Material Development	April 9, 2012	April 9, 2012
Promotional Material Distribution	April 23, 2012	April 23, 2012
Questionnaire Drop Boxes	May 18, 2012	June 1, 2012
Questionnaire Drop Boxes Creation	May 18, 2012	May 18, 2012
Questionnaire Drop Boxes	May 18, 2012	May 22, 2012
Questionnaire Distribution	May 18, 2012	May 18, 2012
Questionnaire Collection	May 18, 2012	June 1, 2012
Data Analysis	June 2, 2012	June 12, 2012
Phase 2 - Intercept Survey	June 14, 2012	July 30, 2012
Intercept Survey Development	June 14, 2012	June 20, 2012
Intercept Survey Review - Council	June 21, 2012	June 28, 2012
Volunteer Coordination	June 22, 2012	June 29, 2012
Intercept Surveys in the Field	June 29, 2012	July 30, 2012
Weekly Farmers' Markets	June 29, 2012	July 21, 2012
Baysville Walkabout Festival	July 28, 2012	July 28, 2012
Annual McTeer Big Weekend Festival	July 29, 2012	July 29, 2012
Phase 3 - Qualitative Research	June 15, 2012	July 30, 2012
Development of Discussion Guide	June 15, 2012	June 15, 2012
Focus Group Discussion Guide	June 18, 2012	June 18, 2012
Data Collection		
Weekly Farmers' Markets	June 29, 2012	July 21, 2012
Baysville Walkabout Festival	July 28, 2012	July 28, 2012
Annual McTeer Big Weekend Festival	July 29, 2012	July 29, 2012
Data Analysis	August 1, 2012	August 21, 2012
Report Available	September 1, 2012	

About ENVI...

ENVI Research Group is comprised of a highly trained, dynamic team with research specializing in the environmental field. The company has expanded since it has established itself in 1984 and will continue to grow over time. Its head office is currently located in Toronto, Ontario, with six other offices throughout Canada. The location that this particular team is working out of is located in Bracebridge, Ontario. The company has established itself as a laudable environmental research firm through association of various projects including the James Bay Project and the Kennedy Flats Watershed Restoration.

The team consists of 4 highly trained and certified Research Analysts:

Kait Filer: Head Field Researcher

Jennifer Robinson: Geographic Information Specialist

Stefanie Mockridge: Environmental Planner

Dorothy Soltys: Certified Environmental Impact Assessment Specialist