

2012



# **Zenith Research** **Group**

Muskoka Watershed  
Council RFP



## Client Background

The Muskoka Watershed Council (MWC) is a champion for Muskoka's watershed health. Its activities are all focused toward maintaining and improving watershed health and include evaluation, advocacy, communication and education as well as promotion and demonstration. Evaluation consists of scientifically monitoring and assessing the status of Muskoka's watersheds. The MWC's advocacy efforts are aimed at promoting practices and policies that will benefit watersheds, such as the responsible use of natural resources and sustainable development standards. Communication and Education activities involve reaching out to the public in order to raise awareness of how human activity impacts watershed vitality and how people can mitigate their impact on this prized resource. Finally, promotion and demonstration initiatives focus on supporting initiatives such as Earth Day, which emphasizes behaviour modification in an effort to improve environmental health. In addition, these undertakings require the MWC to showcase best practices, which support both the economic and watershed health of a community, to governments, businesses and individuals alike. It has also published a watershed report card in 2004, 2007, 2010. The next edition is due in 2014.

## Strategic Thinking

A significant issue that confronts the MWC is whether its report card influences individuals to make their behaviour 'watershed-friendly'. It has been relatively easy to determine the impact this report card has had on Muskokan residents who are seasonal residents and/or who are members of a lake association. However, it has been more difficult to contact permanent Muskokan residents to get their opinion about this report card. Therefore, it is imperative to think resourcefully about how to obtain the opinions of these people, especially since there is a limited budget.

## Objectives

1. To determine the audience of the MWC report card.
2. To determine what people have learned from reading the report card.
3. To assess the impact of the report card on people's behaviour towards watershed health.
4. To discover what watershed issues people would like to see addressed in the 2014 report card.

## Strategies - Methodologies and Sample Schemes

Our methodological approach uses conventional methods creatively to deliver results and targets the following groups:

Table 1 - Major Targeted Groups					
Youth & Parents	Permanent Residents	Seasonal Residents	Businesses	Municipal Representatives	LA & LF

In Table 1, LA stands for Lake Association Members and LF stands specifically for Lakefront Property owners. We are targeting the above groups in order to identify any gaps in the demographics of the respondents who read the report card. Also, we will ask what the best way is to reach each of these groups.

## **Youth and Parents**

There are 10 elementary & 3 high schools distributed throughout Bracebridge, Huntsville and Gravenhurst and we will select 1 high school and 1 elementary school from each region for the survey. However, before we actually contact any students, we will need to complete the following steps: (1) Obtain permission from the Trillium Lakelands School District, (2) Consult with individual schools and principals (3) Negotiate with teachers regarding student availability and (4) Obtain *passive* parental consent. The estimated time to complete these steps is 3 weeks.

For Grades 7 and 8, we will visit the school and make individual 5-minute presentations to each class. Next, we will hand-out a consent form which asks for parental consent and explains the purpose of the survey. As well, the consent form also contains the survey for the Grade 7 or 8 child to fill out. The parents will complete their survey online at home and then give the children a completion code to give to their teacher. We will return a week later to collect all completed surveys and completion codes. The class with the highest participation rate will win a trip to see a movie in the area where their school is located.

For Grades 9, 10, 11 and 12, we will rely on school environmental clubs or student leaders to spread awareness of our survey at their school. Importantly, this will provide opportunities for leadership and community service hours for the students of these clubs. We will send a consent form home to the parents of Grade 9 and 10 students. The parents will be instructed to complete the survey online. The students who have been trained by us to run the survey will use the school's library computers to conduct the survey. Participating students are entered for a chance to win a Tim Hortons card (10 x \$10 Tim Hortons gift cards, for each school) and a grand prize of an iPod Nano (\$129). In addition, they will receive 0.5 community hours for each of the following: the survey they complete and the surveys their parents/guardians complete.

## **Permanent Residents**

To raise awareness of our upcoming campaign, flyers will be included in each copy of the Weekender in Muskoka. The flyers will indicate the purpose of our survey and that respondents may call the listed number to complete the survey or go online. There will be a screener that excludes adults with children between 13-18, to avoid double-counting the adults who participated in the survey sent to schools. There are four sample extents: Huntsville, Bracebridge and Gravenhurst as well as the area encompassing the townships of Georgian Bay, Lake of Bays, Muskoka Lakes and the Moose Point 79 Indian Reserve. In order to strike a balance between cost and accuracy, the sample size for each subdivision will be 200. We will use randomly selected numbers from the telephone directory. Volunteer telephone interviewers will be recruited to minimize labour costs. Our contingency plan is to outsource our telephone interviews if insufficient volunteers are found.

## **Seasonal Residents**

We will use paper-based intercept surveys to reach this group. 3 volunteers will visit Canada Day celebrations in Huntsville, Bracebridge and Gravenhurst. 5 volunteers will also be sent to the Huntsville Festival of the Arts. Our contingency plan is to target seasonal residents by phone during June and July. Notably, there are about 76,000 seasonal residents and about 58,000 permanent residents. Therefore, we'll have a good probability of contacting this specific group, especially during the months (June and July) when Muskoka's population reaches its peak.

## Business Contact Strategies

We have elected to use telephone interviews for businesses. Most of the phone numbers will be provided by sifting through the businesses listed online by the Huntsville and Lake of Bays, Gravenhurst and Bracebridge Chambers of Commerce. We will sample from the business categories listed in each region's Chamber of Commerce according to this scheme:

<u>Subpopulation Size</u>	<u>Sample Size (up to)</u>
0-10	3
11-20	6
21-30	9
31-40	12
...	...

In the table, we will randomly survey up to the indicated sample size for a given subpopulation size. Also, we will obtain business contact information from the Muskoka Assessment Project, in which two of our researchers were involved. In addition, we will use a census approach for the following businesses, whose impact on the watershed is especially great: fishing and boat renting businesses, the 100 largest farms in Muskoka and golf courses and driving ranges. To acquire the contact information for farmers in Muskoka, we'll contact the Ontario Farmer's Association (OFA).

### Individual In-depth Interviews (IDIs) with Municipal Representatives

The plan is to contact 1 councilor from Bracebridge, Gravenhurst and Huntsville to ask them to book time to do a telephone IDI. We are targeting councilors who are on an environmental advisory committee or similar committee. This format has been chosen so that we will get a detailed understanding of how councilors can use the report card to guide their policies. As an example, the councilor we would like to interview for Bracebridge would be Mark Quembly.

### Lake Front Property Owners and Lake Association Members

We have been informed that many lakefront property owners prefer to maintain their property contrary to WMC guidelines. In order to learn the prevalence of this behaviour, we will use a combination of Google Maps and Canada411.ca to locate the phone numbers of people who have lakefront property in the Muskoka region. Up to 200 responses will be collected, but the final number will heavily depend on whether Canada411 has records of the required phone numbers. In particular, those lakes listed as being "Over Threshold" in the 2010 Official Plan of Muskoka, such as Lake Joseph, will be targeted first. As well, we will conduct one focus group with members of lake associations in either Huntsville, Bracebridge or Gravenhurst.

### Budget

<u>Task</u>	<u>Hours</u>	<u>Rate (\$/hour)</u>	<u>Total (\$)</u>
Questionnaire	8	60	480
IDI and Focus Group Guide	20	60	1200
Transportation	-	-	1000
Project Planning	20	60	1200
Data Collection	960	12	11,520
Print Flyers	-	-	1,500

<b>Data Processing and Analysis</b>	100	60	6,000
<b>Incentives and Other Fees</b>	-	-	2,600
<b>GRAND TOTAL</b>			26,500

### Timeline

<u>Task</u>	<u>Start Date</u>	<u>Duration (days)</u>	<u>End Date</u>
<b>RFP Presentation</b>	March 19, 2012	1	March 20, 2012
<b>Questionnaire Design and Review</b>	March 20, 2012	14	April 3, 2012
<b>Recruit Telephone Interviewers</b>	March 20, 2012	14	April 3, 2012
<b>Write IDI and Focus Group Discussion Guides</b>	March 28, 2012	14	April 11, 2012
<b>Ask school district for permission</b>	April 4, 2012	7	April 11, 2012
<b>Arrange interviews with councillors</b>	April 5, 2012	7	April 12, 2012
<b>Permanent resident telephone surveys</b>	April 5, 2012	35	May 10, 2012
<b>Meet with school principals and teachers</b>	April 13, 2012	14	April 27, 2012
<b>Send home consent form and parent survey invite</b>	April 28, 2012	7	May 5, 2012
<b>Visit schools and collect surveys</b>	May 6, 2012	14	May 20, 2012
<b>Conduct IDI with councillors</b>	May 11, 2012	14	May 25, 2012
<b>Conduct telephone surveys with businesses</b>	May 11, 2012	30	June 10, 2012
<b>Telephone lakefront property owners</b>	June 1, 2012	44	July 15, 2012
<b>Recruit lake association members for FG</b>	June 11, 2012	10	June 21, 2012
<b>Seasonal Resident Survey</b>	June 15, 2012	30	July 15, 2012
<b>Conduct FG with lake association members</b>	June 22, 2012	1	June 23, 2012
<b>Data Processing and Analysis</b>	July 16, 2012	21	August 6, 2012
<b>Report and Presentation Preparation</b>	August 7, 2012	14	August 21, 2012
<b>Project Completion</b>	August 22, 2012	1	August 23, 2012
<b>Final Review and Flash Page Production</b>	August 24, 2012	6	August 30, 2012
<b>Report Delivery and Presentation</b>	September 1, 2012	1	September 1, 2012

### Team

<b>Steven Boland, CMRP</b>	<b>Kaptan Singh, CMRP</b>	<b>Somto Anazodo, CMRP</b>	<b>Greg Powers, CMRP</b>
A seasoned professional, Mr. Boland has designed over 1000 surveys. Also, he performed market research for the Sierra Club's Water Campaign	Mr. Singh hasn't earned the nickname "Captain" for nothing - he was the former editor-in-chief of the <i>Canadian Journal of Marketing Research</i>	Mr. Anazodo was a project manager for the Muskoka Assessment Project. Previously, he worked at Ipsos as a research director.	Mr. Powers is the newest addition to our team. He was a market researcher for the Muskoka Assessment Project.