

Illumination Research: A Request for Proposal

Muskoka Watershed Council

Virginia Connell, Karamjeet Khosa, Varun Kumar, & Amanda Manning

Georgian College

Author Note

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## **Illumination Research: A Request for Proposal**

### **Who We Are:**

At Illumination Research we strive to shed light on the great unknowns for your organization. We are a full service research company founded in 1996. Headquartered in Toronto with offices in Vancouver, Montreal and Halifax, we have the resources to tackle your unique research needs. We have extensive experience in research focusing on behaviour and awareness, with past clients such as the Ontario Ministry of the Environment and the Heart and Stroke Foundation.

### **Muskoka Watershed Council:**

The mission of the Muskoka Watershed Council is “to champion watershed health”. Their goal is “to sustain and enhance the air, water and terrestrial ecosystems of the watersheds of Muskoka for the environmental, health, economic, spiritual and intrinsic values they provide”.

The Muskoka Watershed strives to achieve the following objectives:

- To Educate – Promote an understanding of the impact of human actions on the watersheds
- To Advocate – Encourage sound air, and land and water use practices that sustain and improve the health of the Muskoka’s watersheds.
- To Communicate – Effectively connect with Muskoka residents through state-of-the-art methods and techniques, providing motivating and science-based research
- To Promote – Encourage best practices that support an environmentally sustainable economy and a healthy community structure
- To Demonstrate – Demonstrate responsible behaviour that is compatible with healthy and functioning watersheds.

**Problem Identification:**

Is the Report Card produced by the MWC effective in delivering knowledge to and impacting the behaviour of the residents of Muskoka?

**Related Literature:**How Can You Impact Behaviour?

- Three things to consider:
  1. People want to know, and understand
  2. People want to learn and discover, at their own pace
  3. People want to play a role; they hate feeling helpless
- Don't tell people what to do/not do, present opportunities so they can achieve a broadly defined goal.
- Four key components to success:
  1. Actual recycling performance of the authority
  2. Publicity and promotion of recycling
  3. The publics' willingness to participate
  4. The publics' perception of support and participation from local authority
- Although awareness is very important, people need to feel that they are not the only ones taking action; they want to feel that everyone is doing their part.

Methodology:

- Study assessing reliability intercept survey, administered to adult users of trails in Indiana and South Carolina.

- Reliability ranged from “substantial” to “almost perfect”, showing that intercept surveys are a good way to gain information from the public.

### Public Awareness

- Public has a solid level of environmental awareness, but flawed understanding of the impact

### **Purpose & Objectives:**

Purpose: To gain a clear understanding of the impact and scope of the Report Card produced by the MWC

### Objectives:

- Assess the impact the Report Card has on the knowledge and behaviour of the reader
- Develop a realistic approach to effectively communicate watershed health and environmental issues to permanent and seasonal residents of Muskoka
- Discover what issues the target groups believe are affecting the health of the watershed
- Identify the demographic s reached and not reached by the Report Card

### **Methodology:**

#### Phase 1 – Intercept Surveys

- Access population at different waterfronts/tourist areas, malls, downtown cores
- 10 volunteers from MWC are available to conduct intercepts, plus our 4 team leaders
- Training will be provided by the leaders for the volunteers
- Using handheld technology (Ipads) provided by Illumination Research
- Incentives - hydration station will be available, providing free water to participants

- Target permanent and seasonal residents of Muskoka
- Time frame - 24 days including weekdays and weekends
- Contingency plan:
  - Door to door survey, knocking on every 5<sup>th</sup> house to demonstrate systematic randomness

### Phase 2 - Focus Groups

- 4 homogeneous groups
  - Resident readers / Resident non-readers
  - Seasonal readers / Seasonal non-readers
- 6-8 respondents per group
- Honorarium payment of \$60 to each participant and food will also be provided
- Moderator cost - \$500 per focus group (total of \$2000)
- Participants will be recruited from the intercept participants
- Reminder e-mail/phone call 1 week prior and 1 day prior to the day of the focus group
- Contingency Plan:
  - If less than 4 people show up for the group, IDIs will be conducted instead, using the focus group discussion guide

### **Sampling:**

#### Intercepts

- 384 Sample Size (maximum sample size, as per the large population size)

- Medium Response Rate for Intercept Surveys, therefore we will have to approach approximately 768 people to achieve our sample size.

#### Focus Group

- 4 quotas to fill with 8 people each
  - Resident reader/non-reader and seasonal reader/non-reader
- Sample taken from intercept participants who agree to join the more in-depth focus group

#### **Deliverables:**

- Scheduled meetings with client at the end of each Project Stage (Planning, Execution and Reporting stage):
  - Project Progress Update
  - Deliver critical information
  - Presentations
- We will provide copies of questionnaire and discussion guides
- Final Stage:
  - Detailed research findings with appropriate reports
  - Provide recommendations for the future
  - Easy-to-read “report card” on the Report Card

#### **Timeline (see Appendix A)**

#### **Budget (see Appendix B)**

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