



July 25, 2014

Cajun Paradis
Acting Environmental Coordinator
Lacombe County
(403) 782-6601
cparadis@lacombecounty.com

Re: Lacombe County Idling Awareness Campaign Effectiveness

Dear Cajun,

Thank you for considering Banister Research to assist you with an assessment of idling awareness and ad effectiveness for Lacombe County. This letter will serve to outline our proposed methodology and associated costs to conduct this research.

Project Planning and Orientation

Banister Research will meet with you to review the work program and confirm project timelines. During this meeting all pertinent background information will be identified and reviewed. The consulting team will completely familiarize itself with the project objectives ensuring a full understanding of the issues and concerns to be addressed in this research.

Questionnaire Review and Design

Working in conjunction with the Lacombe County project team, the draft questionnaire will be designed by Banister Research. Drawing on our experience in conducting the previous pre and post- projects of this kind, we will ensure the most appropriate questions, scales and response options are designed for eliciting the information desired. Rating scales will be designed to be easily understood by respondents.

The survey instrument would be designed by Banister Research, based on consultations with the Client. Given the subject matter, the goal will be a straightforward questionnaire to gauge idling perceptions, practices and respondent demographics in a relatively short time period (no more than 10 minutes).

The survey tool would be designed for implementation in both hard copy (for those without internet access) and web-based format (for those with internet access).

Sampling and Data Collection

Banister Research is committed to providing Lacombe County with results that are statistically representative for both surveys (pre and post). To achieve this, we recommend conducting a census of all 100 County staff, employing both hard copy and web-based data collection method.

While Banister Research would be responsible for programming the online tool, providing a link to the Client, Lacombe County would be responsible for all other aspects of data collection including survey printing and distribution, collection and entering of any and all hard copy surveys into the web-based tool.

Data Coding, Processing and Analysis:

This survey would be administered twice, first to establish a benchmark and second to measure the campaign's effectiveness. At the close of each survey wave, responses will be reviewed and, in consultation with the project team, coded into appropriate categories based on key themes. All open-ended responses will be entered verbatim up to 500 characters into the data file. The coding supervisor will oversee all aspects of the coding and will work closely with the lead consultant to ensure an appropriate and meaningful code list is established for each open-ended question. To ensure internal consistency, one team of coders will undertake all the coding for the duration of this project. The coding supervisor will verify a minimum of 20% of each coder's work.

All data entered will have 100% double-data entry verification. All survey data will be compiled into a computerized DASH database for analysis. Utilizing DASH software, the survey data will be reviewed to guarantee quality and consistency (e.g. proper range values and skip patterns). DASH is easily converted into SPSS format.

Following the completion the coding task, Banister Research will export the data files to the Client in a format that is convenient to them.

Reporting and Documentation

The consulting team will analyze the complete survey data and a draft report will be prepared. Where appropriate, graphical depictions of the data will be provided. All survey findings will be presented through a complete interpretive narrative description. This comprehensive report will document the results and methods utilized during the course of the project and will include the following:

- a) executive summary;
- b) project background, purpose and methodology;
- c) detailed results (data analysis and key findings);
- d) conclusions; and
- e) appendix (including survey instrument and detailed tables).

Banister proposes a modified "topline" report following the pre survey, so that Town staff have an understanding of the benchmark data and can set goals appropriately. A full report following the second survey would include comparisons to the previous data.

Upon client approval of the draft report, Banister Research will complete any necessary amendments and a final report will be submitted. Three bound copies of the final report will be provided, as well as an electronic version of all documents related to the project (report, appendix, etc.).



*Lacombe County
Idling Awareness Campaign Evaluation*

Project Timeline:

The project timeline will be made in conjunction with the Client to ensure that the baseline survey runs as closely as possible to the start of the ad campaign, and that the post-survey is completed in a quickly following the program's conclusion. Timing is important for ad recall.

Project Costs

The following outlines the professional fees associated with conducting the research described in this proposal.

Research Task	
	N=100
Project management	\$750
Questionnaire finalization, edits & testing	\$500
Programming of web-based survey tool	\$500
Data cleaning, processing & analysis x 2	\$1,500
Coding of open ended responses (up to 3 questions) x 2	\$745
Modified topline report for pre-survey	\$500
Reporting and Documentation (Comparative of pre & post results)	\$1,500
Two (2) Presentations of Results (one to Town Council and one to the Project Team, during one round-trip to Lacombe County)*	\$500
Expenses (i.e. courier, printing of reports, travel)	\$500

Total Costs (exclusive of GST) \$6,995

*Optional should this be deemed valuable by the Client

If you have any questions or would like further information please do not hesitate to contact us. Adjustments to the proposed methodology and pricing may be required in light of additional information.

Once again, thank you for seeking Banister Research's services to help analyze this important information; we look forward to the working with you on this assignment.

Regards,

Banister Research & Consulting Inc.

Per:

Tracy With

Vice President

