

Scope of Work: Woodcreek Community Survey

PI: Michelle L. Edwards

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1. Problem Statement

This project will serve as the main course practicum for graduate students enrolled in SOCI 5388J, Applied Survey Research, taught by Michelle Edwards in spring 2025. For this practicum, students will conduct the 2025 Woodcreek Community Survey. This will be a household survey of Woodcreek residents. This project provides students with the opportunity to work on a real-world survey, and gives Woodcreek City Council and their constituents information on the community's perceptions.

2. Goals

The goal of this project is for graduate students in SOCI 5388J, along with their instructor, Michelle Edwards, to conduct the 2025 Woodcreek Community Survey.

3. Objective of the Agreement/Deliverables

Task 1: The research team will conduct a representative survey of a probability-based sample of residents of Woodcreek using web and mail questionnaires (the web-push method). This method first encourages residents to respond via the web, but then provides mail questionnaires for residents who prefer to respond by paper. The team will design these questionnaires based on prior community surveys conducted by the City of Woodcreek. To provide a representative sample of residents, the team will use probability sampling of an address-based sample purchased from Marketing Systems Group. The population covers approximately 913 households in Woodcreek, Texas. The research team will work with Woodcreek City Council to determine how many contacts to include.

Deliverable 1: Results of the probability-based survey will be provided to Woodcreek City Council in a final report. This report will include a thorough description of the methods used, as well as descriptive statistics (frequencies) for each of the closed-ended survey items. The report will also include responses to the open-ended items. Depending on time, students might also provide thematic analysis of open-ended items. Anonymous raw survey data without any identifying information will be provided to Mayor Rosco.

Task 2: The research team will conduct a separate survey of a non-probability-based sample of Woodcreek residents using an exact copy of the web survey described above. This survey will be open for participation by any Woodcreek resident. The survey link will be available in multiple places (e.g., Woodcreek government website under "Latest News", city newsletter, Facebook page, etc.).

Deliverable 2: Results of the non-probability-based survey (open participation survey) will also be provided to Woodcreek City Council in a final report. This report will include a thorough description of the methods used, as well as descriptive statistics (frequencies) for each of the closed-ended survey items. The report will also include responses to the open-ended items. Depending on time, students might also provide

thematic analysis of open-ended items. Anonymous raw survey data without any identifying information will be provided to Mayor Rosco.

Task 3: Members of the research team will participate in a future City Council meeting to present these results.

Deliverable 3: The PI, Michelle Edwards, and any available students will present the results in a presentation at a future Woodcreek City Council meeting.

4. Administration

On February 12, the PI will attend the Woodcreek City Council meeting. The PI will present the City Council with several options for the survey. The City Council will determine what option works best with their budget. Once an agreement has been reached, the PI will progress with the project.

After February 12, the PI will begin providing the Mayor of Woodcreek with weekly reports on the survey's progress.

Once the survey has closed, the research team will work to analyze the data and develop the final report and presentation. The PI will schedule with the Woodcreek City Council when to present the final results.

5. Financial Considerations

- How many households should we include in our probability-based initial sample?
- Should we invite 1 or 2 members of each household to participate? If 1, we can use the most recent birthday method. If 2, we need to consider the costs of sending out 2 mail surveys in the mail portion of the process.
- Should we use a cash incentive in our initial mailing? If so, how much should be used (e.g., \$1, \$2, \$5)? Is this allowed by Texas State University? How do we do this?
- How many mailings/contacts should we send out (e.g., initial contact, reminder, final contact – that would be 3 contacts)?
- For the reminder, should we use a two-sided postcard or a folded postcard (for privacy)?

6. Tentative Timeline

By end of January:

- Develop an initial grant proposal in the Texas State University Quali system
- Submit multiple options for the budget to Texas State University's Pre-Award Support Services to determine other costs (e.g., indirect costs)

- Begin IRB protocol submission

February 3-14:

- Work on questionnaires (paper and web)
- Identify potential participants for cognitive interviews (pretesting)

February 12 (5:30 pm):

- Propose initial budget options at the Woodcreek City Council meeting with samples of questionnaire packets

Feb 17-28:

- Work on pretesting questionnaire with cognitive interviews by students
- Develop communications (first contact, reminder, final contact)

March 3-7:

- Begin fielding the survey/ mail first contact/ open web survey

March 10-14:

- Send second contact/ reminder
- Monitor web responses

March 12:

- Announce at Woodcreek City Council meeting that there will be an open participation survey beginning April 1

March 17-21:

- Send third (possibly final) contact (with paper questionnaire)
- Monitor web responses

March 24-28:

- Monitor web responses
- Input paper questionnaire responses (possibly divide up within class if people are located where they can come to Texas State to pick up paper questionnaires)

End of April

- Close online survey
- Continue inputting paper questionnaire responses

April 1:

- Open up a second version of the web survey to the general public (open participation)

April 7-18:

- Continue inputting paper questionnaire responses
- Work on quantitative analysis of survey data (closed-ended items)
- Work on qualitative analysis of survey data (open-ended items)

April 18:

- Close open participation web survey

April 21-May 2:

- Work on quantitative and qualitative analysis of open participation web survey data
- Work on final technical report
- Work on final presentation

May 2:

- Students turn in their version of the final technical report

May 14 (or later):

- Final presentation made by Dr. Edwards (and any possible student attendees to Woodcreek City Council)

Budget: Option 1 (whole household population with \$5 incentive)

DIRECT COSTS	Provider	Unit (#)	Unit Cost (\$)	Total Cost (\$)
<i>Sample</i>				
Initial setup	Marketing Systems Group	1	425.000	425.000
Address-based sample (population)	Marketing Systems Group	913	0.045	41.085
<i>Web Survey</i>				
Web survey	Qualtrics (Texas State license)	1	0.000	0.000
<i>Communications</i>				
First mailing				
Initial 1-page letter (printed, variable, 1-sided, color)	Texas State University Print & Mail	913	0.340	310.420
Window envelope (printed, non-variable, 1-sided, color)	Texas State University Print & Mail	913	0.150	136.950
Cash token incentive	Cash	913	5.000	4565.000
Mailing process		913	0.690	629.970
Setup	Texas State University Print & Mail	1	25.000	25.000
Insert and seal	Texas State University Print & Mail	913	0.070	63.910
Stamp (presort – it changes to \$0.69 for regular 1 st class)	Texas State University Print & Mail	913	0.593	541.409
Second mailing (assuming 10% response)				
Folded postcard with tab	Texas State University Print & Mail	822	0.520	427.440
Mailing process				
Setup	Texas State University Print & Mail	1	25.000	25.000
Fold and tab	Texas State University Print & Mail	822	0.020	16.440
Stamp (folded postcard requires regular 1 st class stamp)	Texas State University Print & Mail	822	0.690	567.180
Third mailing (assuming 10% response)				
1-page letter (printed, variable, 1-sided, color)	Texas State University Print & Mail	740	0.340	251.600
Paper questionnaire (booklet)	Texas State University Print & Mail	740	2.380	1761.200
Return envelope (6"x9", printed, non-variable data, 1-sided, color)	Texas State University Print & Mail	740	0.180	133.200
Outer envelope (6"x9", printed, variable data, 1-sided, color)	Texas State University Print & Mail	740	0.200	148.000
Mailing process				
Postage for return envelope	Texas State University Print & Mail	740	0.970	717.800
Postage for outer envelope	Texas State University Print & Mail	740	0.970	717.800
			Direct Costs	11504.404
INDIRECT COSTS	Texas State University (@50% of direct costs)		Indirect Costs	5752.202
			TOTAL COSTS	17256.606

Budget: Option 2 (smaller sample with \$5 incentive*)

*Numbers are rough estimates and will be a little higher due to price per piece costs being higher for smaller orders.

DIRECT COSTS	Provider	Unit (#)	Unit Cost (\$)	Total Cost (\$)
<i>Sample</i>				
Initial setup	Marketing Systems Group	1	425.000	425.000
Address-based sample (population)	Marketing Systems Group	500	0.045	22.500
<i>Web Survey</i>				
Web survey	Qualtrics (Texas State license)	1	0.000	0.000
<i>Communications</i>				
First mailing				
Initial 1-page letter (printed, variable, 1-sided, color)	Texas State University Print & Mail	500	0.340	170.000
Window envelope (printed, non-variable, 1-sided, color)	Texas State University Print & Mail	500	0.150	75.000
Cash token incentive	Cash	500	5.000	2500.000
Mailing process		500	0.690	345.000
Setup	Texas State University Print & Mail	1	25.000	25.000
Insert and seal	Texas State University Print & Mail	500	0.070	35.000
Stamp (presort – it changes to \$0.69 for regular 1 st class)	Texas State University Print & Mail	500	0.593	296.500
Second mailing (assuming 10% response)				
Folded postcard with tab	Texas State University Print & Mail	450	0.520	234.000
Mailing process				
Setup	Texas State University Print & Mail	1	25.000	25.000
Fold and tab	Texas State University Print & Mail	450	0.020	9.000
Stamp (folded postcard requires regular 1 st class stamp)	Texas State University Print & Mail	450	0.690	310.500
Third mailing (assuming 10% response)				
1-page letter (printed, variable, 1-sided, color)	Texas State University Print & Mail	400	0.340	136.000
Paper questionnaire (booklet)	Texas State University Print & Mail	400	2.380	952.000
Return envelope (6"x9", printed, non-variable data, 1-sided, color)	Texas State University Print & Mail	400	0.180	72.000
Outer envelope (6"x9", printed, variable data, 1-sided, color)	Texas State University Print & Mail	400	0.200	80.000
Mailing process				
Postage for return envelope	Texas State University Print & Mail	400	0.970	388.000
Postage for outer envelope	Texas State University Print & Mail	400	0.970	388.000
			Direct Costs	6488.500
INDIRECT COSTS	Texas State University (@50% of direct costs)		Indirect Costs	3244.250
			TOTAL COSTS	9732.750

Budget: Option 3 (smaller sample with no incentive)

*Numbers are rough estimates and will be a little higher due to price per piece costs being higher for smaller orders.

DIRECT COSTS	Provider	Unit (#)	Unit Cost (\$)	Total Cost (\$)
<i>Sample</i>				
Initial setup	Marketing Systems Group	1	425.000	425.000
Address-based sample (population)	Marketing Systems Group	500	0.045	22.500
<i>Web Survey</i>				
Web survey	Qualtrics (Texas State license)	1	0.000	0.000
<i>Communications</i>				
First mailing				
Initial 1-page letter (printed, variable, 1-sided, color)	Texas State University Print & Mail	500	0.340	170.000
Window envelope (printed, non-variable, 1-sided, color)	Texas State University Print & Mail	500	0.150	75.000
Mailing process		500	0.690	345.000
Setup	Texas State University Print & Mail	1	25.000	25.000
Insert and seal	Texas State University Print & Mail	500	0.070	35.000
Stamp (presort – it changes to \$0.69 for regular 1 st class)	Texas State University Print & Mail	500	0.593	296.500
Second mailing (assuming 10% response on 1st mailing)				
Folded postcard with tab	Texas State University Print & Mail	450	0.520	234.000
Mailing process				
Setup	Texas State University Print & Mail	1	25.000	25.000
Fold and tab	Texas State University Print & Mail	450	0.020	9.000
Stamp (folded postcard requires regular 1 st class stamp)	Texas State University Print & Mail	450	0.690	310.500
Third mailing (assuming 10% response on 2 nd mailing)				
1-page letter (printed, variable, 1-sided, color)	Texas State University Print & Mail	400	0.340	136.000
Paper questionnaire (booklet)	Texas State University Print & Mail	400	2.380	952.000
Return envelope (6"x9", printed, non-variable data, 1-sided, color)	Texas State University Print & Mail	400	0.180	72.000
Outer envelope (6"x9", printed, variable data, 1-sided, color)	Texas State University Print & Mail	400	0.200	80.000
Mailing process				
Postage for return envelope	Texas State University Print & Mail	400	0.970	388.000
Postage for outer envelope	Texas State University Print & Mail	400	0.970	388.000
			Direct Costs	3988.500
INDIRECT COSTS	Texas State University (@50% of direct costs)		Indirect Costs	1994.250
			TOTAL COSTS	5982.750

Budget: Option 4 (smaller sample, no incentive, regular postcard, less support from Print & Mail Services)

*Numbers are rough estimates and will be a little higher due to price per piece costs being higher for smaller orders.

DIRECT COSTS	Provider	Unit (#)	Unit Cost (\$)	Total Cost (\$)
<i>Sample</i>				
Initial setup	Marketing Systems Group	1	425.000	425.000
Address-based sample (population)	Marketing Systems Group	500	0.045	22.500
<i>Web Survey</i>				
Web survey	Qualtrics (Texas State license)	1	0.000	0.000
<i>Communications</i>				
First mailing				
Initial 1-page letter (printed, variable, 1-sided, color)	Texas State University Print & Mail	500	0.340	170.000
Window envelope (printed, non-variable, 1-sided, color)	Texas State University Print & Mail	500	0.150	75.000
Stamp (presort – it changes to \$0.69 for regular 1 st class)	Texas State University Print & Mail	500	0.593	296.500
Second mailing (assuming 10% response on 1st mailing)				
Regular postcard (no privacy)	Texas State University Print & Mail	450	0.220	99.000
Stamp (postcard)	Texas State University Print & Mail	450	0.560	252.000
Third mailing (assuming 10% response on 2 nd mailing)				
1-page letter (printed, variable, 1-sided, color)	Texas State University Print & Mail	400	0.340	136.000
Paper questionnaire (booklet)	Texas State University Print & Mail	400	2.380	952.000
Return envelope (6"x9", printed, non-variable data, 1-sided, color)	Texas State University Print & Mail	400	0.180	72.000
Outer envelope (6"x9", printed, variable data, 1-sided, color)	Texas State University Print & Mail	400	0.200	80.000
Postage for return envelope	Texas State University Print & Mail	400	0.970	388.000
Postage for outer envelope	Texas State University Print & Mail	400	0.970	388.000
			Direct Costs	3356.000
INDIRECT COSTS	Texas State University (@50% of direct costs)		Indirect Costs	1678.000
			TOTAL COSTS	5034.000