

Task 4.4 Report on survey of jurisdictions testing website

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The goal of this task was to “ask jurisdictions who participated in the Task 2 survey for additional feedback on how to improve the website tool and report findings in a 1-3 page memo.” The current version of the website is at www.waterbehaviorchange.org.

Recall that the Task 2 survey used a “snowball” sampling approach where we asked contacts to help us publicize the survey and distribute the survey link to maximize participation. We therefore do not have a list of all jurisdictions who participated in the survey. We are also holding back from contacting those that did leave contact information so that we can contact them again once at the close of the project to advertise the entire project’s work, not just the website.

Instead, we collected feedback on the website from our Technical Advisory Committee and from jurisdictions and organization on Ecology’s listserv for WA permittees. We constructed a simple Qualtrics survey to enter feedback and took comments from early May (the TAC) through mid-June. In all, 22 people provided us with feedback on the website.

We asked users “overall, as currently designed, how useful do you think the website will be to behavior change practitioners in the State?”. Twenty-one percent thought it would be “very” or “extremely” useful, and an additional 58% thought it would be “moderately” useful. We also asked “How likely is it that you would refer another staff person who works in behavior change in stormwater to the website?” Seventy-two percent said it was “somewhat” or “very” likely.

We asked for feedback on the campaign search mechanism, the resources provided, the campaign selection tool and other open-ended feedback.

- Many identified glitches with the search function (returning odd results) which has since been fixed. Users also flagged several typos which have been corrected.
- Several mentioned the re-designed Chesapeake Behavior Change site as a model. We are in the process of changing the way search results are displayed. Rather than displaying just an icon with the study title that links to the pdf, clicking on results will pull up a dedicated page for each campaign that lists the various components of the campaign, as the Chesapeake site does.
- Many users asked for more (or improved) text on the home page explaining what they might use the site for and explaining how the campaigns featured on the map were selected. The pie charts were confusing to many, since they show no data unless one hovers her mouse over them. Some also felt background

images related to behaviors would be more appropriate than an image of the Snake River near Pullman. We will make these changes.

- Two commenters felt that the site should be a repository for social marketing materials that were not evaluations of campaigns. For example, one commenter wants the site to include more early-stage studies, for example on audience research or barriers analysis, and for the site to more generally include resources on best practices for conducting a social marketing campaign. The site is currently focused on providing data only on evaluations, since this data was collected as part of our Task 3 report summarizing what we know about the effectiveness of social marketing and behavior change campaigns in stormwater and water quality. Including formative research could be included in future work, but we feel this is currently out of our scope. We do, however, plan to link directly and prominently to the relevant section of the Chesapeake site on steps for implementing a behavior change campaign. This site does an excellent job and there is no need to duplicate efforts.
- Few users found the “campaign selection” tool helpful. Many were in fact very confused about its purpose, thinking that it was actually more like another search function: the site would spit out examples of campaigns for them to compare and choose from, like buying a tent on REI. We could address this with more (and improved) introductory text to help explain the purpose. Some had comments and suggestions about specific data fields in this exercise, and many wanted the site to give them a ranking or answer about which campaign was best. We discussed this latter point with our TAC, who felt it was a mistake to believe we could substitute our judgments. But the larger comments were about whether they would ever use it. To many, it seemed a waste of time – if I have all this information, why am I typing it into a website? If the purpose was to have us fill out information for our own use, two users suggested, why not just have a downloadable Excel sheet that they could fill in out locally on their own computer, rather than filling the information on the site? We believe this is a useful suggestion, and will discuss with our TAC whether a downloadable sheet might in fact be more useful than revising this section of the website.
- Several users had suggestions for additional resources to include, and for re-labeling and re-grouping some of the resources we already provide. We will implement these suggestions.

Next steps

The team has already began incorporating some of this feedback and will continue to make substantial redesigns and refinements to the site over the summer. It will remain functional and we will push major site updates as they become ready. We anticipate needing

to make only minor design changes by project close in the fall of 2022. From that point forward, support will be needed primarily to add or edit content to the site.