

Draft of survey design and questionnaire for **active clients at the WCC**

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Team: Isabel, Nico, Daniel, Andy

Plans for survey design: target population, frame, sampling (if any), ways to discourage nonresponse, survey mode, etc.

Target population

Active, according to WCC criteria, attending guests to the WCC.

Sampling Frame

People who are there on the day that we're handing out the paper survey forms.

- What sample size is the max we could get? What sample size is "enough"?
I cover this a little down below, I have no idea what is "enough", but it really seems like it might be "as many as we can get", because we're never going to have a dataset that is more than 280 people.

- Any bias in times of day? (different respondents go early vs mid-morning vs late?)
I think with my approach below, probably not.

- Any bias in time of year?
Yes definitely some, where it's right around thanksgiving, but I think that mailing to the active members may offset some of this bias.

Discourage non-response

- Multiple Choice Questions to decrease burden
- Small incentive (raffle?)
- Small clipboard, something you can write on easily, pencil, attached.
- Limit sensitive questions

Survey Mode:

- Small paper forms.
- Possibly hand out forms to people waiting in cars.
 - Ask pretty much everyone who comes through so we get a fairly sized dataset
 - (Before they fill out intake form? At the same time? Later? On way out?)

Draft of questionnaire questions

What they want to know:

- What are the root causes that have led you to need the food pantry? (no job; inflation; substance abuse; medical emergency; etc.)
- If not a Winslow resident, why do you also come specifically to the WCC? (local pantry doesn't provide enough food, or not enough variety; hard to be anonymous in small town; etc.) [There is possibly also interest in estimating how many people go to multiple pantries, but it's not a primary question.]
- What else could we be doing to help you?
- Any other changes you'd like to see here? What makes you comfortable or uncomfortable coming here? (barriers to access; more types of foods or items in specific categories; improvements to the service; shorter lines; embarrassed to be seen here; etc?)
- Possibly also (especially for trailers): How did you hear about the pantry? What channels are useful for reaching others who might benefit from our services?

Our Questions:

- How would you describe the amount of food that WCC contributes to your dietary lifestyle vs other sources (cooking, takeout, other food pantries, etc)?
 - WCC provides only a small part of my food. I get most of my food elsewhere.
 - WCC provides a moderate amount of my food. I get some of my food elsewhere.
 - WCC provides the majority of my food.
- Each time you come to the WCC, how different are the food options you select?
 - Not different at all. Each time I come, I select the exact same foods.
 - Somewhat different. I sometimes mix up my food selections.
 - Very different. I often mix up my food selections.
 - Each time, I select different foods.
- How did you hear about the WCC?
 - Word of Mouth
 - Online Advertisements
 - Facebook Groups / Other Social Media
 - Other: _____
- Would you like to see any changes to the WCC?
 - More types of foods or items in specific categories
 - Better accommodation of cultural and dietary restrictions

- Improvements to the service
- Other: _____
- None
- Why do you choose the WCC as opposed to other local food pantries?
 - Location
 - Operating hours
 - Good for dietary restrictions/allergies
 - Other: _____
- What is your primary reason for using the WCC?
 - Temporary financial hardship
 - Unemployment
 - Low income
 - Other: _____

What else do we need to know from Bruce and WCC in order to make this survey successful?

- Should we ask if people would like the WCC to be open more often? (I.e., is there any possibility of the WCC being open more frequently if there's interest?)
- What channels are in place to spread the word about the WCC?
- What do you think are the biggest concerns WCC clients would have if asked to take our survey?
- How exactly do they process intake forms?

Other notes or questions

Andy's 7AM sleepy thoughts.

Dual Survey Modes

With about 180 people coming through everyday, and with the lengthy intake form, I'm a little concerned about receiving enough responses.

Response Rate	5%	10%	15%	20%	25%	30%	35%	40%
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Responses	9	18	27	36	45	54	63	72
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We have two possible days to do this survey, but I feel like if we do it for both then avoiding double counting is going to be a significant source of error that's going to be hard to prevent and account for. I think it'd be nice to at least shoot for at least 50 responses, but in one given day, it'd require a 30% response rate from a census. Where we can't do a pre-survey to test, I believe the very lengthy intake form will bring the response rate down, especially if we're trying to catch them on the way out, since I assume most people will have plans and want to leave soon after collecting their food.

While, I believe especially that in person interviews are not appropriate for our class, I also feel a general disdain from the Waterville community, and I think it'd be best if we just were not at the food bank at all. I also think that if we're handing out forms in person, the knowledge of the guests knowing that we're from Colby and inconveniencing them while they're trying to leave will influence non-response negatively.

I think a feasible approach is mailing a form to the active members using the addresses the WCC stores. We could even perhaps stagger sending a little to get a feel for how many we should send, assuming people fill it out that day and using some reasonable assumption that the postal system takes around six days for letter mail, to reduce cost. Placing an envelope with the survey in the food boxes for the guests is a way to reduce outgoing mailing cost.

The notes say there's about 280 active households and about 780 inactive households, so to get over fifty people, for instance, we only need to have an 18% response rate, and that's giving people a survey that they can do at their leisure. I also think we can avoid double counting, if we take the addresses of the people who went to collect on the day and subtract them from the dataset that we're going to mail to. This reduces both error and survey cost, at the slight expense of volunteers having to hand out envelopes.

To further reduce non-response, I feel it would be beneficial to maybe include a little QR code in the corner, that's just like "fill this survey out on the web", and let people attempt a Google Form instead.

We are going to place a burden on the WCC, and that's pretty much unavoidable. Being the first collaboration with them, if we're going to harass them, we should at least be getting results. I feel like going half-in on a survey, bothering them, and having to say "unfortunately, for our active members we didn't get enough people, we appreciate the time you've put into this project", would be the absolute worst case scenario. I simply think it's too high a risk to try to survey one day in person, and there's probably going to be a lot of repeats the next time it's open, so I don't think visiting again will be worth anybody's time, since the marginal increase in surveys I assume will be rather small compared to the first visit.

Question for Bruce: What percent of people come back week to week?