

## **STEW-MAP Implementation Steps**

Note: This document provides a brief, 3-page overview. The STEW-MAP Implementation Guide provides more detail.

### **Step 1 – Discuss scope and build your team**

In order to successfully implement this project, it is necessary to build a team with multiple skill sets.

**Team Leader:** Responsible for overall project scope and engaging key stakeholders as both data providers and project advisors. Build a set of vested stakeholders/advisors that you convene at each stage: building the database, finalizing the survey, sharing preliminary results, scoping needs for analysis and visualization, and disseminating final results.

**Project Manager:** The most important next step is to identify a project manager who can oversee the entire implementation of the project from building the database, to implementing the survey (including directly supervising the student team), to data analysis, to generating results, to sharing results with stakeholders. The key is to have someone consistent and capable.

#### **Team to implement and analyze the survey:**

Skills needed:

- Strong team players. Usually takes a minimum of 4 people and depends upon over project scope and geography.
- Excellent verbal communication and community organizing skills for interacting with civic groups, for engaging with advisors and data providers, for being an ambassador to the project.
- Excellent written and visual communication skills - products will include white papers, slide decks, charts, and maps.
- Social science research skills (quantitative and qualitative) - survey implementation, data analysis, statistics, interview skills.
- Comfortable working with large datasets, including in EXCEL - requires being detail-oriented.
- ArcGIS / mapping skills
- Social Network Analysis skills

<b>Estimated Costs</b>	
1 Project Manager for 12-18 months	\$60,000-90,000
Geospatial Analysis: <ul style="list-style-type: none"><li>● Data Collection</li><li>● QA/QC Data Processing</li><li>● Data analysis and mapping</li></ul>	\$40,000-80,000
Science / Design / Communication Consultation – (.25 FTE for 18 months)	\$20,000-\$40,000

STEW-MAP requires a program coordinator for at least one year Or, a person working full-time at critical points that include the start-up phase and the data analysis phase. It is helpful if the program coordinator is familiar with the study site area in terms of community groups and key environmental concerns. The second estimated cost is for geospatial data collection, analysis and data mapping. If your group has staff capacity 'in-house' this can reduce some of the cost. Finally, it is important to budget for science consultations, design support for visualizing the data and for communication tools and application. These costs are flexible and dependent upon your groups existing resources and capacity.

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All estimates are based upon cities, towns and regions with a population of over 500,000 persons.

### **Step 2 – Compile your list of groups to survey**

Because there is no existing master list of civic stewardship groups in a particular region, you'll need to compile this list by working with local stakeholders who have existing contact lists.

- Brainstorm a list of groups.
- Fill out all of their contact information - 1 row per group in spreadsheet:
  - Name of Contact (s) - may be more than 1 person
    - Contact 1 is who people think is best to contact
    - Contact 2 is another person in same group - an alternative person to contact
    - Contact 3
    - Contact 4
  - Name of Group
  - Address
  - Email
  - Telephone number
  - Twitter account
  - FB account
- Outreach with partners and other government agencies, non-profits, etc. Set meetings and/or phone calls to provide an overview of STEW-MAP and ask for their lists of partners and member orgs
  - Ensure all neighborhoods are covered
  - Ensure all types of groups are covered (e.g., public health/education/environmental groups/youth organizations/social services/etc.) - any type of group that could be an environmental steward.
  - Include registered NGOs if you can get a list of registered groups.
- Keep building the list until complete.
- Synthesize/condense duplicates of groups, so each group is one row in the spreadsheet of contact information.

### **Step 3 - Send out the survey**

- Start with the OMB-approved version of the STEW-MAP survey, located in the General Technical Report Appendix.
- Finalize survey – electronic or mail
- Electronic survey:
  - Options include surveymonkey, Qualtrics, maptionnaire, google forms
  - Need to have a final Word version before you start adding to survey software, because then we can have version control issues
- Enter into survey software
- Pretest with a few known groups
- Send out the survey to all groups on the list from Step 1.
- As incentive, consider a raffle certificate or gift cards.
- Start with email with link to online survey, and make sure to include a cover letter explaining the use and purpose of the survey

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### **Step 4: Conduct survey outreach**

- Follow up with email reminders, telephone calls, and in-person visits - but need to emphasize the survey is voluntary and people can say no.
- Options for reminders:
  - 2 email reminders (1 week after 1st send, then 2 weeks after 1st send)
  - 2 phone calls
    - On phone calls, offer the following:
      - 1) fill out the survey over the phone - over the phone is the best option
        - Enter it right into your survey software, so that you don't have to merge paper data with online data
      - 2) offer to stop by and fill it out in person
- Record all of these in a tracking spreadsheet, building off of the list of groups.
- Be systematic in your follow-up - everyone that hasn't already replied receives the same amount of reminders, in the same way, at roughly the same time.
- Your goal should be a minimum response rate of 20% from your total list of groups.

### **Step 5: Clean and analyze data**

- Compile all responses into a single EXCEL spreadsheet.
  - Electronic responses
  - Telephone responses
  - In-person response
- QA/QC responses
  - Are all responses included?
  - Are all responses accurately entered?
  - Did any groups respond more than once?
- Make codebook or data dictionary to interpret qualitative responses
  - Include in same EXCEL workbook.
- White paper/initial research paper on general group characteristics.
- For networks, see network cleaning steps document – forthcoming.
- For turf mapping, see spatial guide – forthcoming.

### **Step 6: Share results**

- Put public-facing results on FS website.
- Work with partners to put public facing results on local websites.
- Hold meetings in city/area to demonstrate the local websites/how to use the data.
- Write peer-reviewed articles and/or white papers.
- Create visual products including maps, diagrams, and powerpoints.