

## **B. Collections of Information Employing Statistical Methods**

### **1. Potential Respondent Universe and Sample Selection Method**

The universe for the Creative Placemaking Electronic Storybook website questionnaire comprises the 70 projects from the 2010 MICD25 and 2011 and 2012 Our Town programs. Each project within the universe will receive the questionnaire – therefore no sampling procedures will be implemented. The universe of 70 projects will be identified by NEA staff according to their appropriateness for integration into the new website. The majority (over 80%) of projects will come from the 2010 MICD25 program and the 2011 Our Town program.

The decision to participate in the questionnaire will be made by grantee project managers. Managers will initially be invited to participate by a letter from NEA staff describing the Creative Placemaking Electronic Website project, and explaining how the questionnaire response will allow consultants to create a project narrative of their work for the website (see outreach protocol below.)

The questionnaire information collection works with a finite and existing universe and therefore does not use any type of sampling. Each questionnaire is structured to gather descriptive qualitative data that is specific to the individual project and therefore any type of sampling procedures would not be appropriate.

The use of the questionnaire streamlines the data gathering process and therefore decreases the burden on NEA grantees. The questionnaire is entirely web-based which will allow for easier coding of data and communication of data to other project sub-consultants. Alternative methods for collecting the needed qualitative data include direct site visits or transcribed phone conversations. These two methods would prove too time consuming and costly for both the project grantees and the consultants.

The Creative Placemaking Electronic Storybook project is not offering any financial incentives to grantees. However each project manager will receive a professionally written project narrative write-up. This write-up will be sent to the grantee to verify all information before it becomes part of the official NEA website.

### **2. Information Collection Procedures**

Because the questionnaire will be geared towards collecting qualitative information from a finite universe, it is not necessary to gather randomized responses. The gathered data will not be analyzed statistically except in using the broadest of descriptive statistics to indicate the number of respondents per project type (festivals, public art projects, cultural districts etc.)

The collection of information will be fully web-based, and therefore all responses will be completed through electronic submission. Each participating grantee will be provided a unique link to a website hosting the creative placemaking questionnaire.

### **3. Methods to Maximize Response Rates and Deal with Non-Response**

Since a grantee decision to participate in the Creative Placemaking Electronic Storybook questionnaire is voluntary, to maximize the grantee participation rate the GO collaborative consultants will follow a specific set of respondent outreach procedures:

- Grantees will first be notified about the questionnaire through an email letter sent from NEA staff informing them about the project and the benefits of their participation.
- A follow-up email from the consultants (GO collaborative) will be sent shortly afterwards introducing themselves and explaining in more detail what to expect from the questionnaire.
- This email will be followed up by a brief introductory phone call to answer any further questions, and establish a personal rapport between the project manager and GO collaborative staff.
- On the scheduled date, a specific web-link to the questionnaire will be sent to the grantee.

*(Respondents will then have one month to complete the questionnaire.)*

- After two weeks, if no response has been received, a follow-up email will be sent.
- After three weeks, if no response has been received, a follow-up phone call will be made.
- After one month, if no response has been received, a second follow-up phone call will be made and the case will be referred back to NEA staff.

#### **4. Test Procedures or Methods**

To test for question clarity and overall questionnaire efficacy, a draft questionnaire was distributed to creative placemaking professionals for review. These professionals comprised those individuals who took part in the original focus groups used for the creation of the questionnaire. The group consists of approximately 25 individuals from a broad range of disciplines including: urban planning, art, education, public administration, engineering, rural development, and community organizing.

Reviewers were asked to assess the questionnaire and provide feedback on the number, type, and wording of specific questions. Specifically they were asked to judge the ability of the questionnaire to gather comprehensive narrative data for different creative placemaking projects and to make any recommendations on how this could be accomplished most efficiently.

#### **5. Individuals Consulted on Statistical Aspects, Collecting, and/or Analyzing Data.**

Because no detailed quantitative information will be gathered by the questionnaire (the responses will provide qualitative results), specific individuals were not consulted on the statistical aspects of the project.

The qualitative data will be gathered and analyzed by project consultants:

Lynn Osgood  
GO collaborative

4015 Avenue D  
Austin, TX 78751  
512.796.3868

Sarah Gamble  
GO collaborative  
4015 Avenue D  
Austin, TX 78751  
512. 203.6110

Internally, the questionnaire development and procedures were reviewed by the NEA Office of Research & Analysis including:

Steven Shewfelt, Ph.D.  
Deputy Director of Research & Analysis  
National Endowment for the Arts  
202.682.5563