



Participant Information Sheet

Homeowner Perceptions of Private Sewer Lateral Incentives and Messages

Researcher: Dr. Blake Simmons, Tampa Bay Estuary Program

You are invited to participate in a focus group about private sewer lateral incentives and messages. You may keep a copy of this information sheet for your records.

Purpose

The purpose of this focus group is to obtain feedback from homeowners regarding their perceptions of the Pinellas County Private Sewer Lateral Rebate Program and potential materials for future campaigns to increase participation in the rebate program. The results will be used to develop a campaign messaging strategy for implementation in Pinellas County.

What is involved?

Participants will be asked to attend a single focus group session. This will involve group discussion about issues and campaign materials related to private sewer laterals and sanitary sewer overflows. This session will take about 60-90 minutes. After this session is completed, nothing more is required.

Privacy and confidentiality

Your personal information and response to questions will be kept completely confidential. No one apart from the researcher listed will have access to the data. All data will be stored in a way that can't identify who you are. Please be advised that the nature of focus groups prevents the researcher from guaranteeing confidentiality. The researcher would like to remind you to respect the privacy of your fellow participants and not repeat what is said in the focus group to others.

To accurately note your discussions, this session will be recorded. This audio recording will be transcribed solely by the researcher within 48 hours and not shared with any other person or party. After 48 hours, this recording will be permanently erased. If you do not consent to this recording, you may do so at no penalty to you.

Is there likely to be a benefit to me?

We can't guarantee that you get any direct benefit, but the results of this focus group will help us promote the new Private Sewer Lateral Rebate Program to residents, which may help reduce wastewater pollution in your area. For participating in this focus group, you will be compensated \$60 in cash.

Participation in this research is entirely voluntary.

You can decide to withdraw at any time without explanation. There will be no penalties to you if you do not participate or decide to stop once you start.

If you would like more information about the research, contact Dr. Blake Simmons: bsimmons@tbep.org

This collection of information is approved by OMB under the Paperwork Reduction Act, 44 U.S.C. 3501 et seq. (OMB Control No. 2030-0051). Responses to this collection of information are voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The public reporting and recordkeeping burden for this collection of information is estimated to range from 60 to 90 minutes per response. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates and any suggested methods for minimizing respondent burden to Director, Information Engagement Division, U.S. Environmental Protection Agency (2821T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed form to this address.