

Topic	Prompt	Probes, Examples
Home characteristics	Before we get into today's topic, can you tell me a little bit about your home?	<ul style="list-style-type: none"> <li>• What year was it built?</li> <li>• Has it undergone any renovations?</li> <li>• How long have you owned your home?</li> <li>• Are there any frequent issues you experience regarding the maintenance of your home?</li> </ul>
Knowledge of PSL	Today we'll be talking about private sewer laterals, or PSLs. Please tell me what you know about PSLs.	<ul style="list-style-type: none"> <li>• Have you heard of a PSL before?</li> <li>• Do you know PSLs by a different name/term?</li> <li>• What does a PSL do?</li> <li>• Where does the PSL transport household waste to/from?</li> </ul>
<i>Dr. Simmons describes what a PSL is</i>		
Knowledge of PSL issues	Some homes, particularly older homes, experience problems with their private sewer lateral. What kind of issues do you think are common with PSLs in this region?	
Experience with PSL issues	Have you, personally, experienced any of these issues with your own PSL?	<ul style="list-style-type: none"> <li>• What kind of problem(s) did you encounter?</li> <li>• What was the cause of the problem(s)?</li> <li>• How did you solve the problem(s)?</li> <li>• Current vs. previous homes</li> </ul>
Familiarity with Rebate Program	Recently, Pinellas County started a Private Sewer Lateral Rebate Program for certain neighborhoods in the county. Are you familiar with this rebate program?	<ul style="list-style-type: none"> <li>• Did you know this rebate program existed?</li> <li>• What do you know about the rebate program?</li> <li>• Have you applied for the rebate program?</li> <li>• Do you know anyone that has applied for the rebate program?</li> </ul>
<i>Dr. Simmons describes the PSL Rebate Program and distributes handouts with information from Pinellas County website</i>		
Thoughts on Rebate Program	Now that you know more about the Rebate Program, I'd like to hear what you think of it.	<ul style="list-style-type: none"> <li>• Do you think it's clear how the program works?</li> <li>• How easy or difficult do you think it would be to apply for the rebate?</li> <li>• How do you feel about the costs covered by the rebate? Is it enough for you to schedule an inspection of your PSL?</li> <li>• What do you think about the first-come, first-served rollout of the rebate each year?</li> <li>• If you applied for a rebate, how much trust would you have that the county would give you the rebate?</li> <li>• What do you think about the eligibility criteria? Are any of the criteria confusing or difficult to assess for your own home?</li> </ul>
<i>Dr. Simmons describes the goal of the “Pipe Up” campaign and distributes handouts with different potential campaign images</i>		

Thoughts on Campaign Images	Here are some examples of different images that could be featured in our "Pipe Up!" campaign. What type of image do you think would work best for this type of campaign? Why?	<ul style="list-style-type: none"> <li>• What images are most likely to grab your attention?</li> <li>• What images would be the most memorable to you?</li> <li>• What images do you find the most interesting to look at?</li> <li>• What images make you want to learn more about it?</li> <li>• If you received a flyer in the mail with one of these pictures, which ones would you be more likely to ignore or throw away?</li> </ul>
<i>Dr. Simmons distributes handouts with different potential campaign messages</i>		
Thoughts on Campaign Messages	Here are some examples of different messages that could be featured in our "Pipe Up!" campaign. What type of message do you think would work best for this type of campaign? Why?	<ul style="list-style-type: none"> <li>• What messages tend to hold your interest the most?</li> <li>• What messages would be the most memorable to you?</li> <li>• What messages inspire you the most to get a PSL inspection?</li> <li>• What messages would be most useful to you as a homeowner?</li> <li>• What messages feel the most accurate or trustworthy?</li> <li>• If you received a flyer in the mail with one of these pictures, which ones would you be more likely to get you to visit the webpage?</li> </ul>
<i>Dr. Simmons goes through the Eligibility Screener Webpage</i>		
Thoughts on Webpage	This is a prototype of a webpage designed to assist homeowners in determining if they may be eligible for the Rebate Program. Does this seem like something useful to you?	<ul style="list-style-type: none"> <li>• What components of the webpage do you like or dislike?</li> <li>• Is the information presented clear and helpful to understanding the process of the Rebate Program?</li> <li>• Does this Eligibility Screener make it easier or more difficult for you to determine if you might be eligible for a rebate?</li> <li>• Does this webpage feel like a trustworthy source of information?</li> <li>• What do you think about the design of the webpage (e.g., length, layout, features)?</li> </ul>