

Pre-project Survey

Start of Block: Introductory information

Q1.1 Dear Stanford Beach Project Volunteer, We are so grateful to you for helping make this project possible! As part of our study of coastal water quality, we are also interested in learning more about why citizen scientists like you participate in projects and how we can make the experience more rewarding for you. Your answers to this survey will help us do a better job working together with the community on critical issues like water quality. Completing this survey should take about 10 minutes. Please consider this a crucial element of your participation in this project. Thank you very much for your cooperation.

Q1.2



Q1.3 A few formalities: You must be 18 years old or older to participate. Participation is voluntary; you can stop at any time. Your responses are confidential. As part of the Stanford Beach Water Quality Project, this survey is being conducted by researchers at Stanford University; the study is led by Dr. Ali Boehm and PhD student Wiley Jennings (wileyjen@stanford.edu; 713-376-7971). The study is approved by the Stanford University Institutional Review Board, which protects the rights and welfare of participants and ensures that research is conducted with the highest level of integrity. If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the Stanford Institutional Review Board (IRB) to speak to someone independent of the research team at 650-723-2480 or toll free at 1-866-680-2906. You can also write to the Stanford IRB, Stanford University, 3000 El Camino Real, Five Palo Alto Square, 4th Floor, Palo Alto, CA

94306. If you have any other questions about this study or the privacy of your responses, please contact: Wiley Jennings (wileyjen@stanford.edu).

End of Block: Introductory information

Start of Block: Participant identification

Q2.1 First, please tell us who you are and how you heard about this project. This information helps us understand how people are learning about environmental projects in your area.

Q2.2 You must be 18 years old or older to participate in this project. What is your age?

- Under 18 (1)
- 18-24 (2)
- 25 - 34 (3)
- 35 - 44 (4)
- 45 - 54 (5)
- 55 - 64 (6)
- 65 - 74 (7)
- 75 - 84 (8)
- 85 or older (9)

Skip To: End of Survey If You must be 18 years old or older to participate in this project. What is your age? = Under 18

Q2.3 What is your first name?

Q2.4 What is your last name?

Q2.5 What is the best email address to contact you?

Q2.6 At which beach will you be collecting samples? *You should have received an email from us confirming which beach you will be sampling. Please contact Wiley Jennings (wileyjen@stanford.edu) if you did not receive the email or are uncertain of your beach assignment.*

- Linda Mar Beach (1)
- Main Beach (2)
- Seabright Beach (3)

Q2.7 How did you learn about this project?

- Email advertisement (1)
- Social media advertisement (2)
- Talked with project staff at the beach (3)
- From a friend, relative, or colleague (4)
- Other, please specify: (5) _____

Display This Question:

If How did you learn about this project? = Email advertisement

Or How did you learn about this project? = Social media advertisement

Or How did you learn about this project? = Other, please specify:

Q2.8

From whom did you learn about this project (if an organization, please provide organization name)?

End of Block: Participant identification

Start of Block: Reasons for participating

Q3.1

We would like to learn what drew you to participate in this project.

Please indicate how important each of the following motivations was to your decision to participate in this project, ranging from 'Not important at all' to 'Extremely important'.

Q3.2 I am concerned about poor water quality at \${Q2.6/ChoiceGroup/SelectedChoices}.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q3.3 I feel it is important to protect coastal water quality.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q3.4 I want to contribute to a worthy cause.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q3.5 I am interested in learning techniques used to analyze water quality data.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q3.6 I want to gain a better understanding of coastal water quality issues.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q3.7 I want to learn about making water quality measurements through direct, hands-on experience.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

End of Block: Reasons for participating

Start of Block: Reasons 2

Q4.1 Just a few more statements about your motivations for participating.

Please indicate how important each of the following motivations was to your decision to participate in this project, ranging from 'Not important at all' to 'Extremely important'.

Q4.2 Participating will provide an opportunity to spend time with people I care about.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q4.3 Participating will allow me to meet people with similar interests to mine.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q4.4 Participating will provide social time.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q4.5 Participating in this project sounds enjoyable to me.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q4.6 Volunteering with this project will look good on my resume.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q4.7 Participating in the project seems like a good activity to do with my children.

- Not important at all (1)
- Slightly important (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

End of Block: Reasons 2

Start of Block: Place attachment

Q5.1 Next, we'd like to understand your perceptions of the beach where you will be collecting samples for the study, \${Q2.6/ChoiceGroup/SelectedChoices}. These statements may seem repetitive, but please do your best to provide accurate responses. This information is important!

Please indicate the degree to which you agree or disagree with the following statements, from 'Strongly disagree' to 'Strongly agree'.

Q5.2 The activities I can do at \${Q2.6/ChoiceGroup/SelectedChoices} I would enjoy just as much at a similar beach.

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

Q5.3 \${Q2.6/ChoiceGroup/SelectedChoices} is the best place for the things I like to do at the beach.

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

Q5.4 No other place can compare with \${Q2.6/ChoiceGroup/SelectedChoices}.

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

Q5.5 I get more satisfaction out of visiting \${Q2.6/ChoiceGroup/SelectedChoices} than any other beach.

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

Q5.6 I feel \${Q2.6/ChoiceGroup/SelectedChoices} is a part of me.

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

Q5.7 I identify strongly with \${Q2.6/ChoiceGroup/SelectedChoices}.

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

Q5.8 I am very attached to \${Q2.6/ChoiceGroup/SelectedChoices}.

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

Q5.9 \${Q2.6/ChoiceGroup/SelectedChoices} is very special to me.

- Strongly disagree (1)
- Somewhat disagree (2)
- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

End of Block: Place attachment

Start of Block: Water quality rating

Q6.1 How would you rate the water quality at \${Q2.6/ChoiceGroup/SelectedChoices}, ranging from 'Not good' to 'Very good'?

- Not good (1)
- Moderately good (2)
- Very good (3)

End of Block: Water quality rating

Start of Block: Project logistics

Q7.1

You're almost done! Please provide some information about how you will travel to the project site and plans for participating with others or on your own.

Q7.2

Do you think that you will have to pay for parking when you go to the beach to conduct sampling for this project?

- Yes, usually or always (1)
- Yes, sometimes (2)
- No (3)

Q7.3

Do you think that you will usually collect samples alone, or with others?

- Alone (1)
- With one or more friends (2)
- With family members who are at least 18 years of age (3)
- With family members younger than 18 years of age (4)
- Other, please specify: (5) _____

Q7.4

Collecting water samples will require you to wade in water up to your ankles or knees. How physically challenging do you think that will be for you?

- Not challenging at all (1)
- Mildly challenging (2)
- Moderately challenging (3)
- Very challenging (4)

Q7.5

Each time you go sampling, about how much time will you spend traveling to and from \${Q2.6/ChoiceGroup/SelectedChoices} that you would not otherwise spend traveling to and from \${Q2.6/ChoiceGroup/SelectedChoices}?

- 0-14 minutes (1)
- 15-29 minutes (2)
- 30-44 minutes (3)
- 45-59 minutes (4)
- 1 hour or more (5)

End of Block: Project logistics

Start of Block: Demographic section

Q8.1

Finally, we'd like to gather a bit of information about you and your household.

Q8.2 What is your gender?

- Male (1)
- Female (2)
- Other, please specify (3) _____

Q8.3 Which of the following best describes your employment status?

- Employed, working 40 or more hours per week (1)
- Employed, working 20-39 hours per week (2)
- Employed, working 1-19 hours per week (3)
- Student (4)
- Stay-at-home parent (5)
- Retired (6)
- Not employed and looking for work (7)
- Not employed and not looking for work (8)
- Not able to work (9)

Q8.4

Last year, what was the total income of all members of your household?

- \$0 to \$9,999 (1)
- \$10,000 to \$24,999 (2)
- \$25,000 to \$49,999 (3)
- \$50,000 to \$74,999 (4)
- \$75,000 to \$99,999 (5)
- \$100,000 to \$124,999 (6)
- \$125,000 to \$149,999 (7)
- \$150,000 to \$174,999 (8)
- \$175,000 to \$199,999 (9)
- \$200,000 to \$249,999 (10)
- \$250,000 to \$299,999 (11)
- \$300,000 to \$349,999 (12)
- \$350,000 to \$399,999 (13)
- \$400,000 or more (14)
- Prefer not to answer (15)

Q8.5

Including you, how many people are in your household?

- 1 (1)
- 2 (2)
- 3 (3)
- 4 (4)
- 5 (5)
- 6 (6)
- 7 (7)
- 8 (8)
- 9 (9)
- 10 or more (10)

End of Block: Demographic section
