

Building BeHeardCVA: A Mixed-Probability, Regional Survey Panel for a University Town and its Rural Surrounds

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UNIVERSITY
of VIRGINIA

WELDON COOPER CENTER
for PUBLIC SERVICE
CENTER *for* SURVEY RESEARCH

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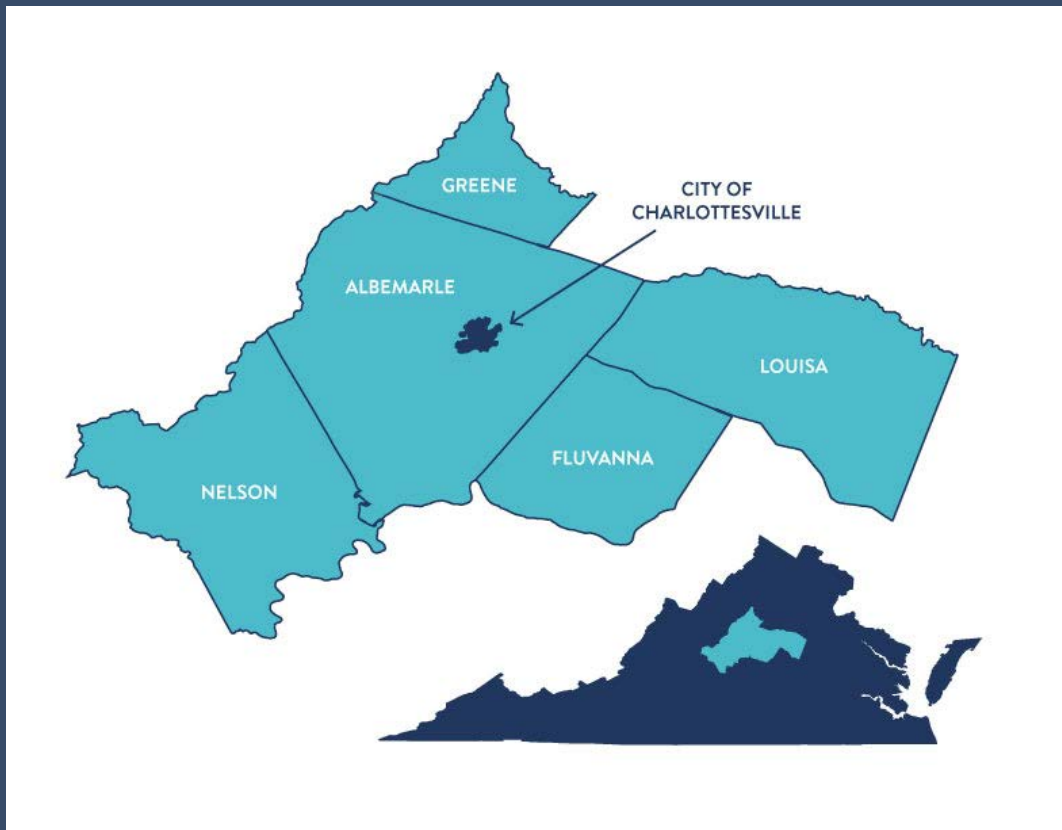
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Why Create a Regional Panel?

- Recognized six-locality planning region, used by multiple state agencies
 - CSR ran omnibus survey for 5 years, but too costly



Why Create a Regional Panel?

- Model of BeHeardPhilly
 - Explore promising new methods
- Change in University of Virginia administration
 - Renew local and regional survey activity
 - Community engagement, regional impact



Larry D. Terry II
Executive Director

Weldon Cooper Center for Public Service



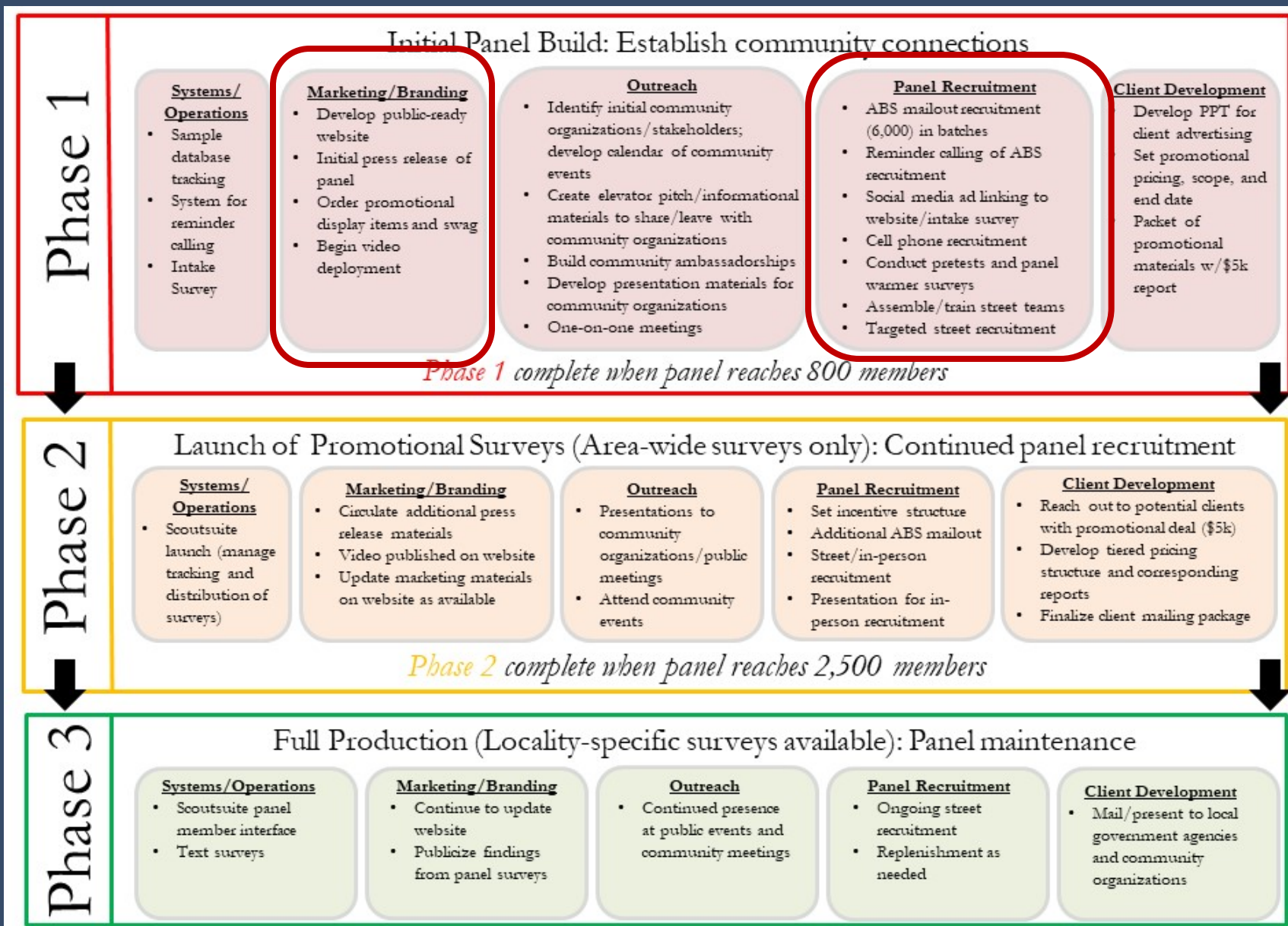
James E. Ryan
President

University of Virginia

Lots to do . . .

- Five areas of effort
 - Systems and operations
 - Marketing and branding
 - Community outreach
 - Panel recruitment
 - Client development
- Three phases
 - Initial panel build (to n=800), community outreach
 - Launch promotional surveys, further recruitment
 - Full production, panel maintenance

Process Phase Chart





What's in a name?

Marketing & branding the new panel

Branding

- Define region + panel name: Challenge of giving a name to a community that doesn't exist
 - Online survey of initial participants (Oct. 2018)
 - What name do residents use when they refer to (where they live?)
 - What name do residents think best identifies this region?
 - Residents' preferences for panel names
 - Focus group to discuss naming (Nov. 2018)
- Results:
 - Avoid panel names that suggest protest or conflict
 - Central Virginia is accepted regional name
 - “C’ville” does not resonate for many
 - Liberal college town vs. rural surroundings

Branding

- If *BeHeardC'ville* won't work, what will?

- If RVA = Richmond Virginia



- . . . then **CVA** could mean “Central Virginia” or **CharlottesVille Area**

- Panel name: *BeHeardCVA*



Branding

- Logo
 - Engaged local design firm (HiveGroup)
 - 5 initial logo designs
 - Narrowed to 3 possible designs
 - Internal revisions w/ designers
 - Logo focus group (Dec. 2018)
 - One design clearly favored
 - Adjustments to colors and font

1

Be
Heard
CVA

YOUR COMMUNITY,

your voice

2

YOUR

COMMUNITY,

YOUR

VOICE.

3

BE
HEARD
CVA

YOUR
COMMUNITY,
YOUR
VOICE.



BE
HEARD CVA

be heard

CVA

your
COMMUNITY,
your
VOICE.

be heard CVA

4

YOUR
COMMUNITY,
YOUR
VOICE.

be
heard
CVA

be
heard
CVA

be
heard
CVA

5

Final Logo





Panel recruitment

Probability + non-probability =
“mixed probability”

Recruitment: Probability

- Mail

- Region-wide ABS sample (n=2,000) (Feb. 2019)
- Louisa County re-contact mailing (n=300) (April 2019)
- Region-wide ABS sample (n=2,000)
 - stratified to oversample African American and Hispanic areas (May 2019)

- Phone

- Follow-up reminders to 700 ABS sample cases with known phone number (Feb. 2019)
- Cell phone cold calls (n = 4,000)
 - SmartCell + RDD (May 2019)

BACK

FRONT

Original Mailer



YOUR COMMUNITY
your voice

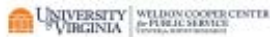


QUESTIONS?

Visit: www.beheardcva.org
 Email: beheardcva@virginia.edu
 Call: 434-243-5232
 Text: 434-595-3921

BeHeardCVA is owned and operated by the
 University of Virginia Center for Survey Research

UVA CSR 2015 40201



Let your voice be heard!
 Help shape public policy,
 community services, and more
 by joining BeHeardCVA.

INSIDE

WHAT IS BE HEARD CVA?

BeHeardCVA will give a voice to residents in the Charlottesville area and Central Virginia, making public policy and community services more responsive. Register to become a panel member to occasionally participate in short surveys about topics like healthcare, education, the environment, local needs and other issues. We'll ask you questions on behalf of local governments, public agencies, non-profits, and university researchers.

WHO CAN JOIN BE HEARD CVA?

Any adult who lives in the city of Charlottesville or counties of Albemarle, Fluvanna, Greene, Louisa and Nelson.



HOW DOES IT WORK?

1) SIGN UP

- Visit www.beheardcva.org
- Call 434-243-5226

2) TAKE SURVEYS

- Receive surveys and notifications however you want: email, text, or phone.
- Take the surveys whenever it is convenient.

3) SEE RESULTS & STAY CONNECTED

- See our website for survey results, or check out the newsletters we will be distributing to our participants.
- Stay tuned for prizes and loyalty benefits.
- Follow us on social media.
- Tell your friends!

All your information and responses will be kept completely confidential.

WHO SENDS THE SURVEYS?

Surveys will always come from University of Virginia Center for Survey Research (CSR) on behalf of organizations like local government, public agencies, non-profits, and university researchers.

HOW DO I TAKE SURVEYS?

You can choose – answer online or by phone.

WHAT DO I GET IN EXCHANGE FOR TAKING SURVEYS?

Having your voice heard and helping to make our area a better place to live. Also, each survey has something different to offer, like a monetary incentive, a chance to win prizes, or accumulate reward points.

CALL US AT 434-243-5232

VISIT WWW.BEHEARDCVA.ORG

Printable Flyer

Join BeHeardCVA!

As the state's first regional survey panel, BeHeardCVA was created to give voice to residents in Central Virginia to inspire action and engagement within our communities.

As a panel member, you will be invited to occasionally participate in short surveys about topics like healthcare, education, the environment, local needs, and other issues. We'll ask you questions on behalf of local governments, public agencies, non-profits, and academic researchers. Your survey responses will then be used to inform and shape public policy, programs, and services throughout your community.



Join and Be Heard!



WHO CAN JOIN?

Any adult who lives in the City of Charlottesville or counties of Albemarle, Fluvanna, Greene, Louisa or Nelson.

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UVA #B65214221

Cost and productivity for probability recruitment

Mailing to ABS sample of 2,000 households

-- with phone follow-up for 700 with known numbers:

- Yield: about 100 enrolled, 5% success rate
- Our costs (not shown at full billing rate)
 - Sample purchase & prep: \$438
 - Mailing cost (printing, postage, prep, labor): \$1,683
 - Phone calling: \$738
 - DB Management: \$213
- Total cost: \$3,072, or \$31 per enrollment

Recruitment: Nonprobability

- Presentations to community groups
- Inclusion in online newsletters/email blasts
- Press releases through local news organizations
 - PSA's on local radio (starting late May 2019)
- In-person public events

Recruitment – Nonprobability



“Old Farm Day” Fluvanna, VA 5/4/19

YMCA “Healthy Kids Day”
Charlottesville, VA 4/28/19



Piedmont Virginia Community College 4/16/19

Recruitment – Nonprobability



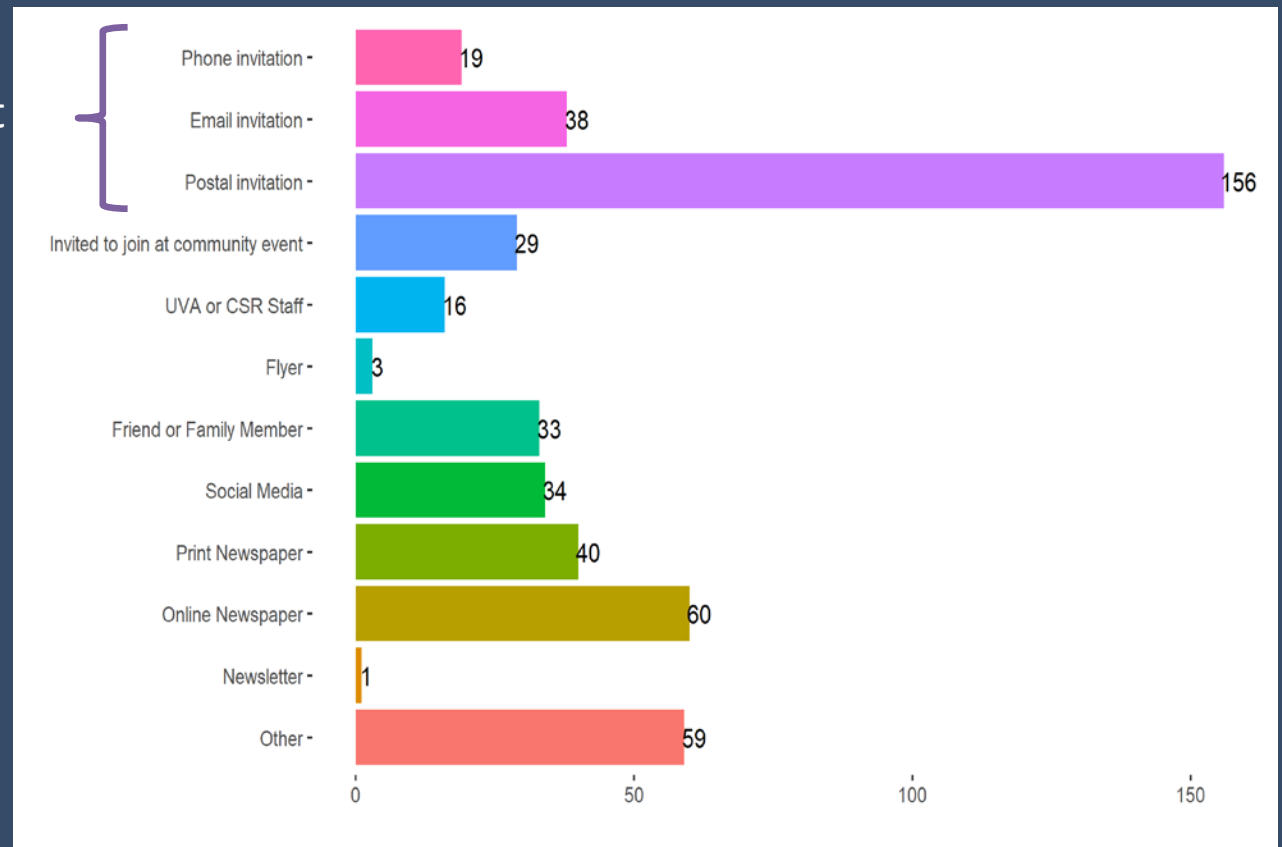
“The Festival of Cultures”
Charlottesville, VA 5/11/19



How Panelists Heard of Panel

- Currently have 497 enrolled panel members

Probability recruitment
(213 panelists)





Is the panel representative?

How does it compare to traditional probability methods?

Composition of Panel

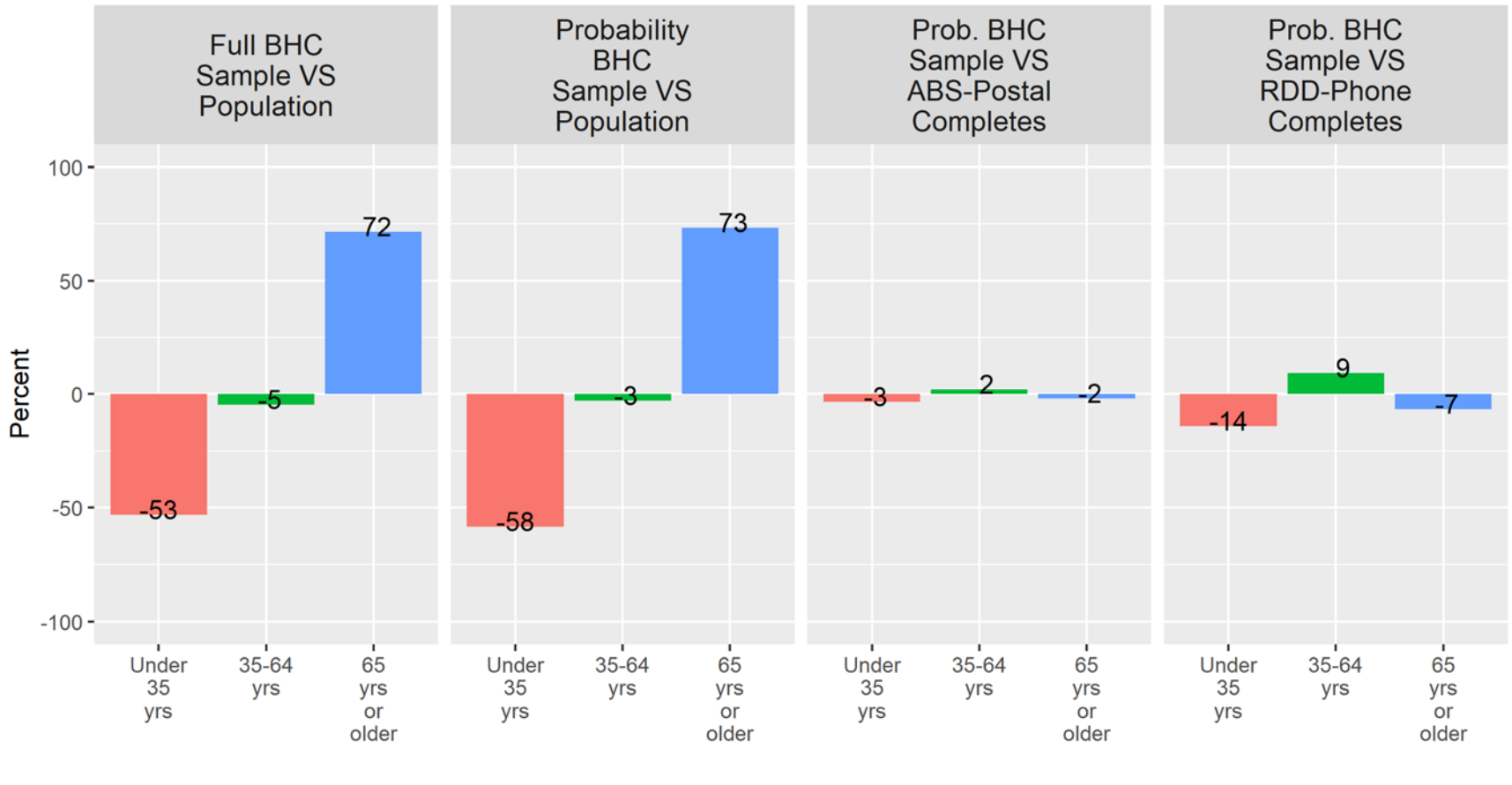
- To assess representativeness of panel, consider several comparisons:
 - Full panel or probability sample only?
 - Can compare to:
 - Adjusted population figures from ACS
 - Unweighted probability samples from prior CSR surveys in the same region
 - Telephone surveys ($n \approx 1200$, JACS 2013-14)
 - ABS postal mail with \$2 incentive ($n \approx 1,000$, Health District survey 2018)

Measuring representativeness

1. Subtract population percentage from sample percentage
2. Divide by population percentage
 - Examples: Population 60% homeowner
 - If sample shows 80% homeowner
 - Over-representation: $(80 - 60)/60 = 33\%$
 - If sample shows 40% homeowner
 - Under-representation: $(40 - 60)/60 = -33\%$

Age

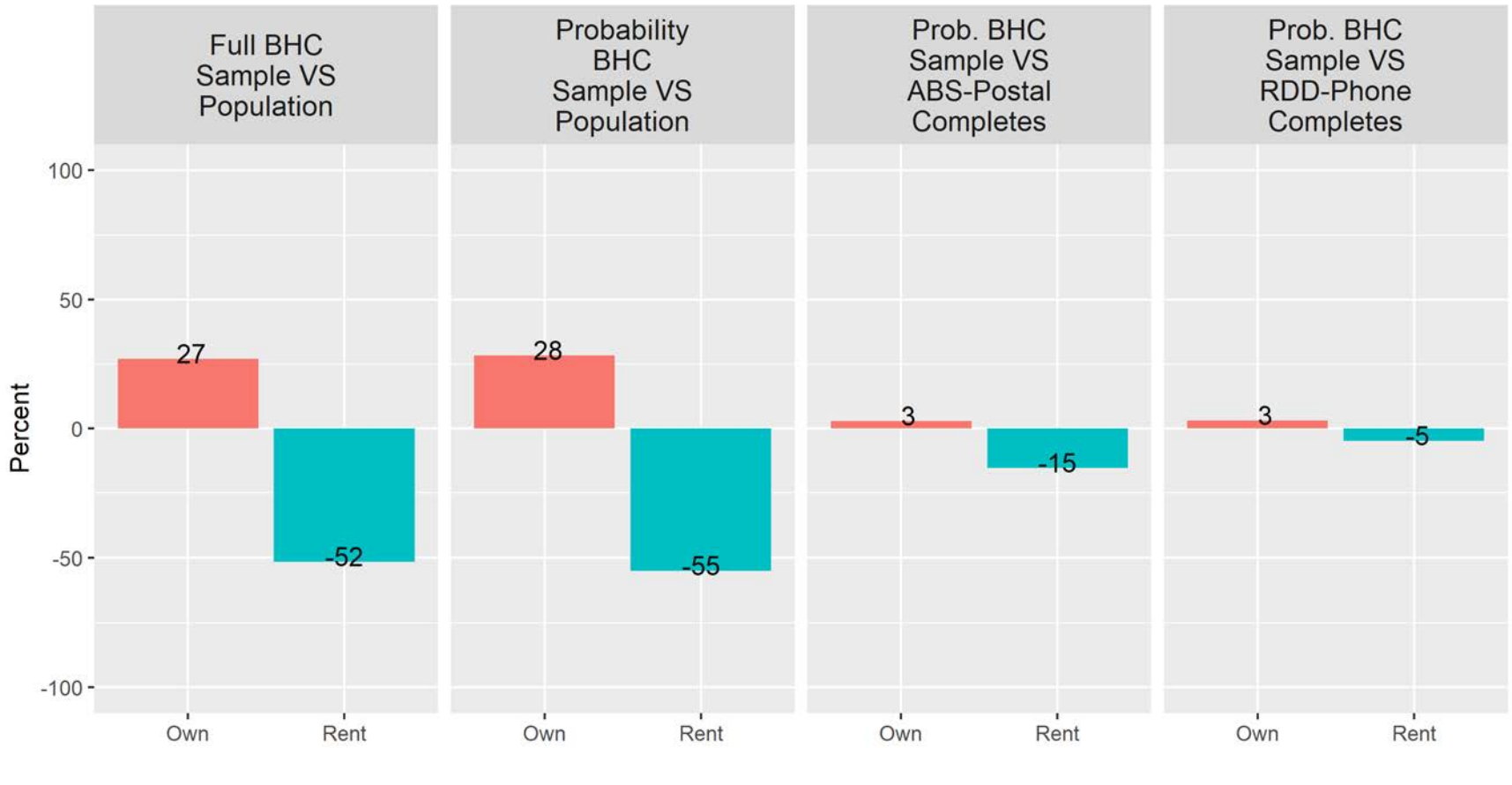
BeHeardCVA Sample Comparisons for Age Group



Note: UVA undergrads excluded from population totals

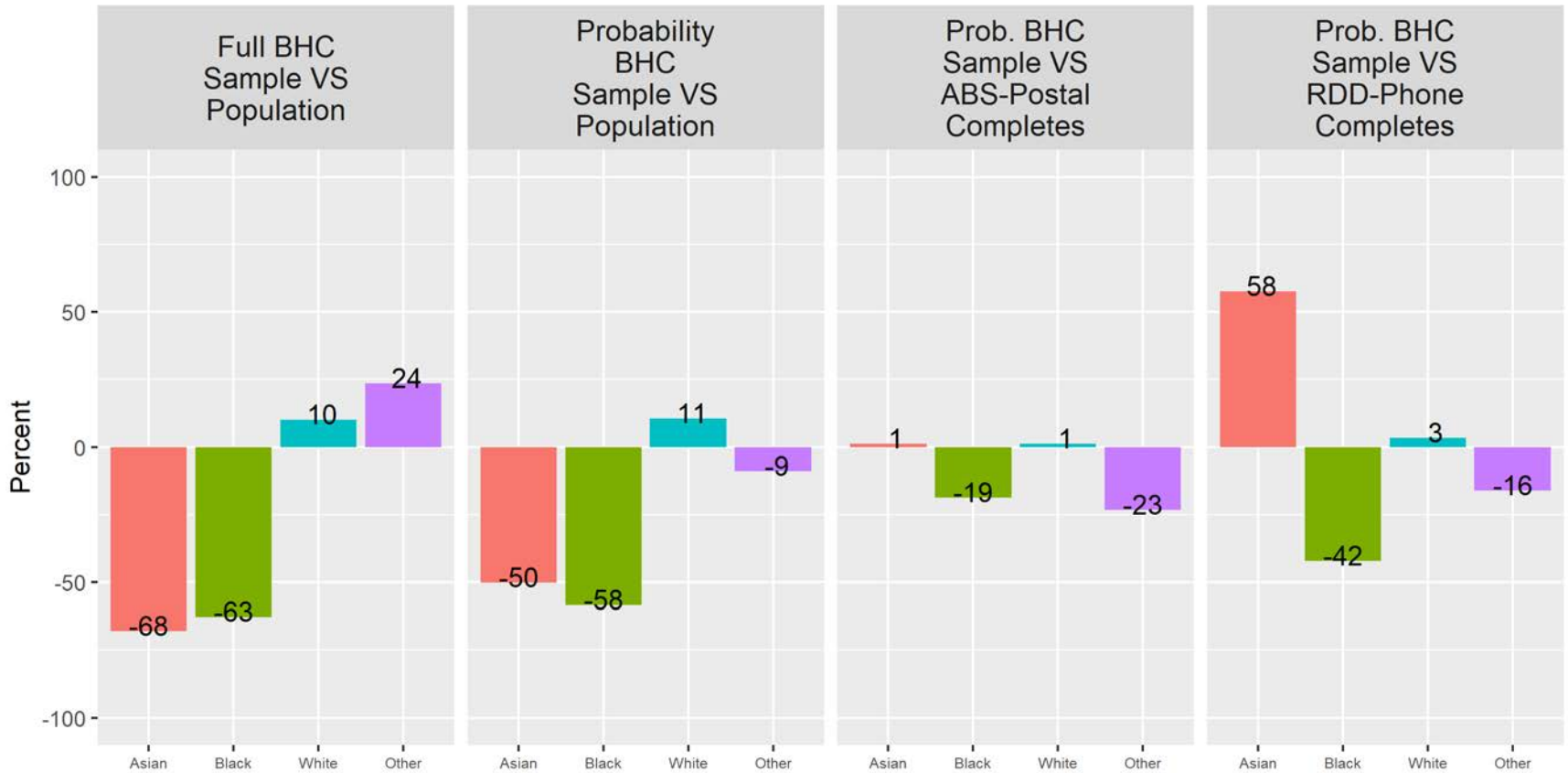
Home Ownership

BeHeardCVA Sample Comparisons for Home Ownership Status



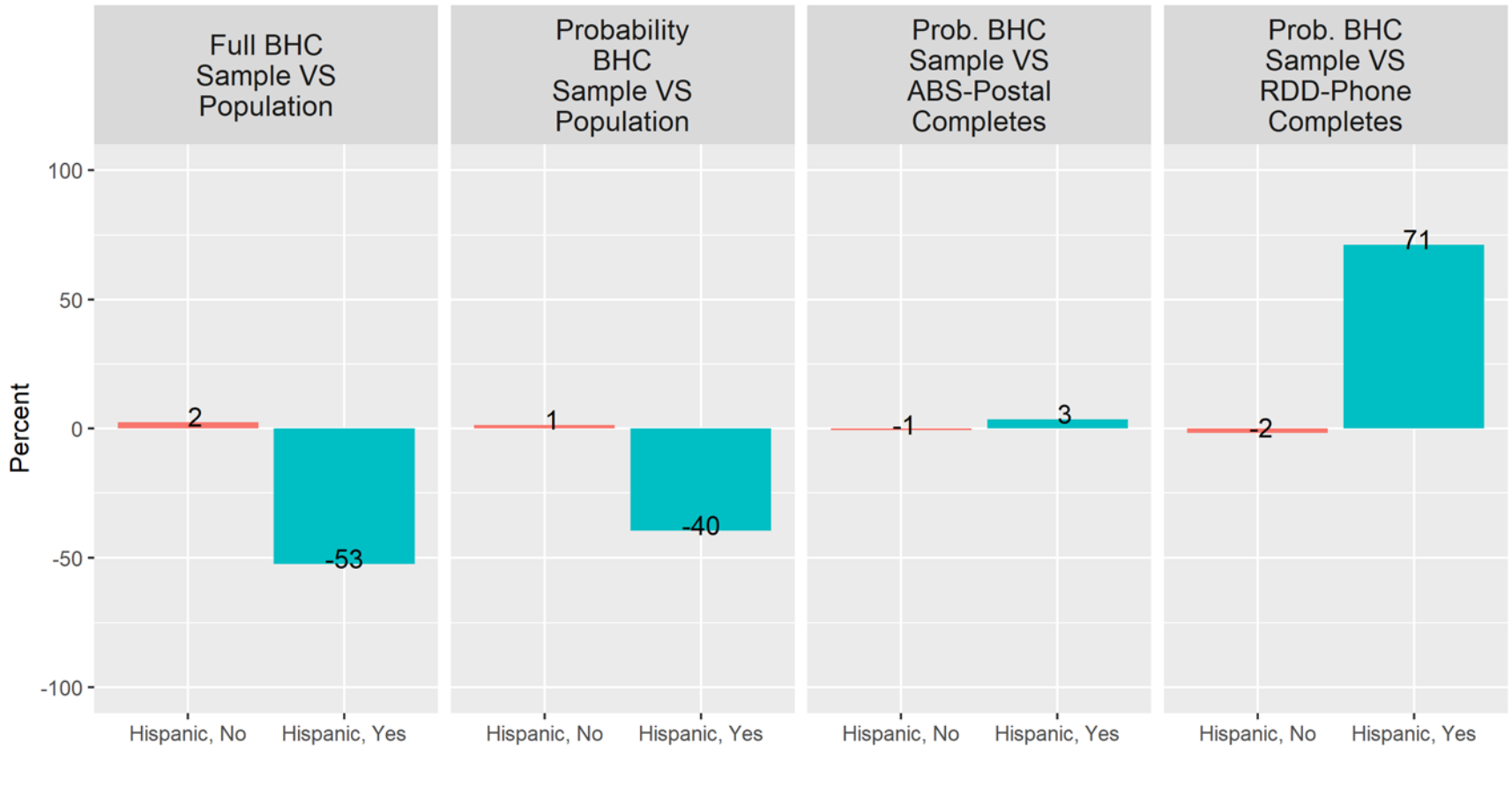
Race/Ethnicity

BeHeardCVA Sample Comparisons for Ethnic Groups



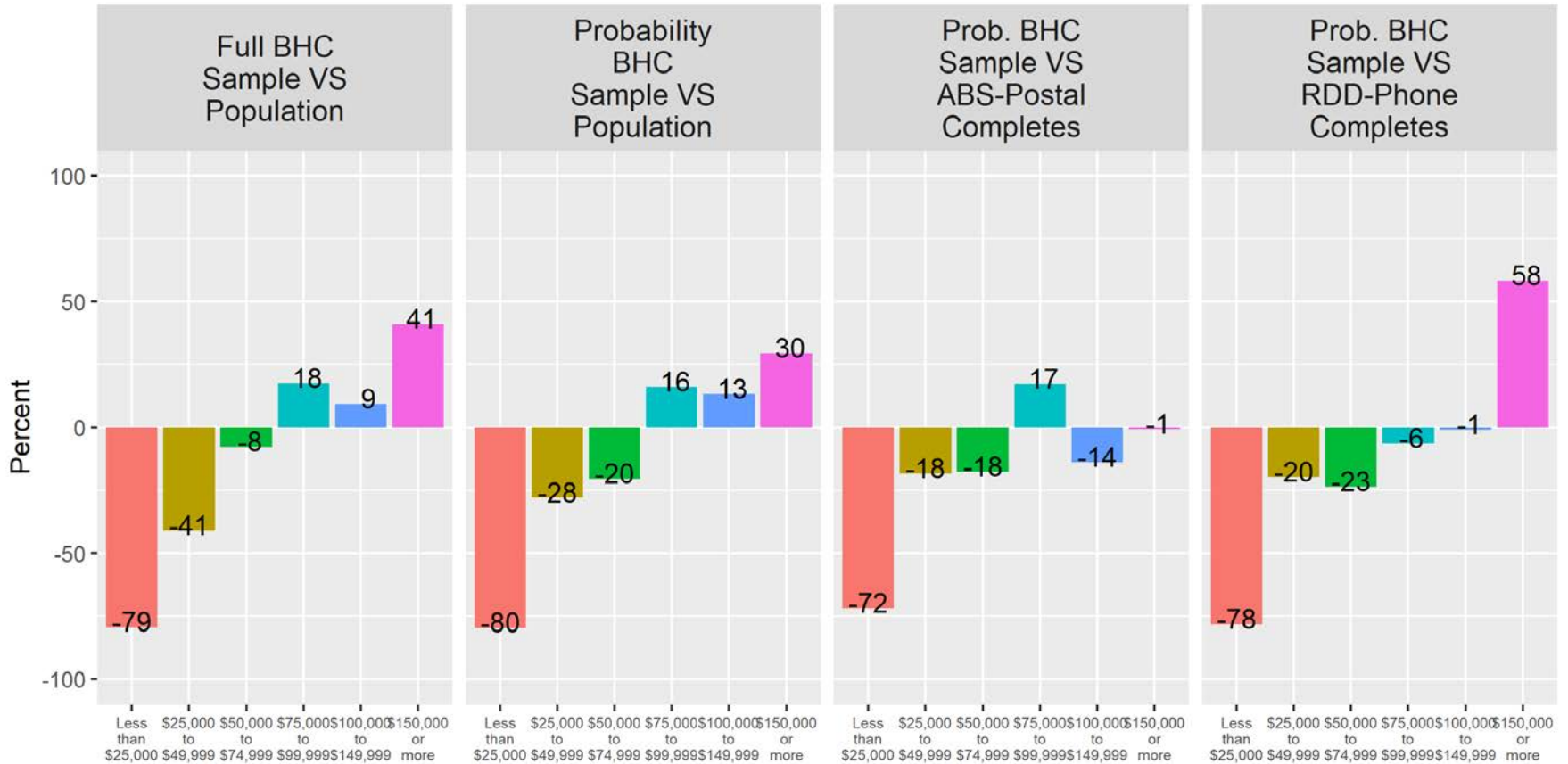
Hispanic Affiliation

BeHeardCVA Sample Comparisons for Hispanic Identity



Household Income

BeHeardCVA Sample Comparisons for Household Income



Representation summary

- BeHeardCVA probability sample compares favorable to ABS and phone probability samples on
 - Gender, age and home ownership
- BHC under-represents
 - blacks and Hispanics
 - low income and low education residents
- BHC full sample does not differ greatly from BHC probability sample on demographic representativeness

Challenges

- Will the panel be representative of the region?
 - In outlying rural regions + minority communities
- Will we get clients to sustain cost of running panel?
 - Need to sort out pricing (and be mindful of scope creep)
- Will the panel have community impact?
 - Be accessible to nonprofit and community organizations
 - Fulfill promise to members for engagement

Acknowledgements

Thanks to....

- University of Virginia Office of the President for funding the initial launch and development of BeHeardCVA
- BeHeardPhilly for hosting a site visit, sharing lessons learned, and providing ongoing encouragement
- UVA's Weldon Cooper Center for center-wide staff support for BeHeardCVA
- Jane Foy, BeHeardCVA's Community Outreach Liaison
- Matt Starnowski and Mitch Morehart for tech help

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Timeline of Recruitment & Outreach



Gender

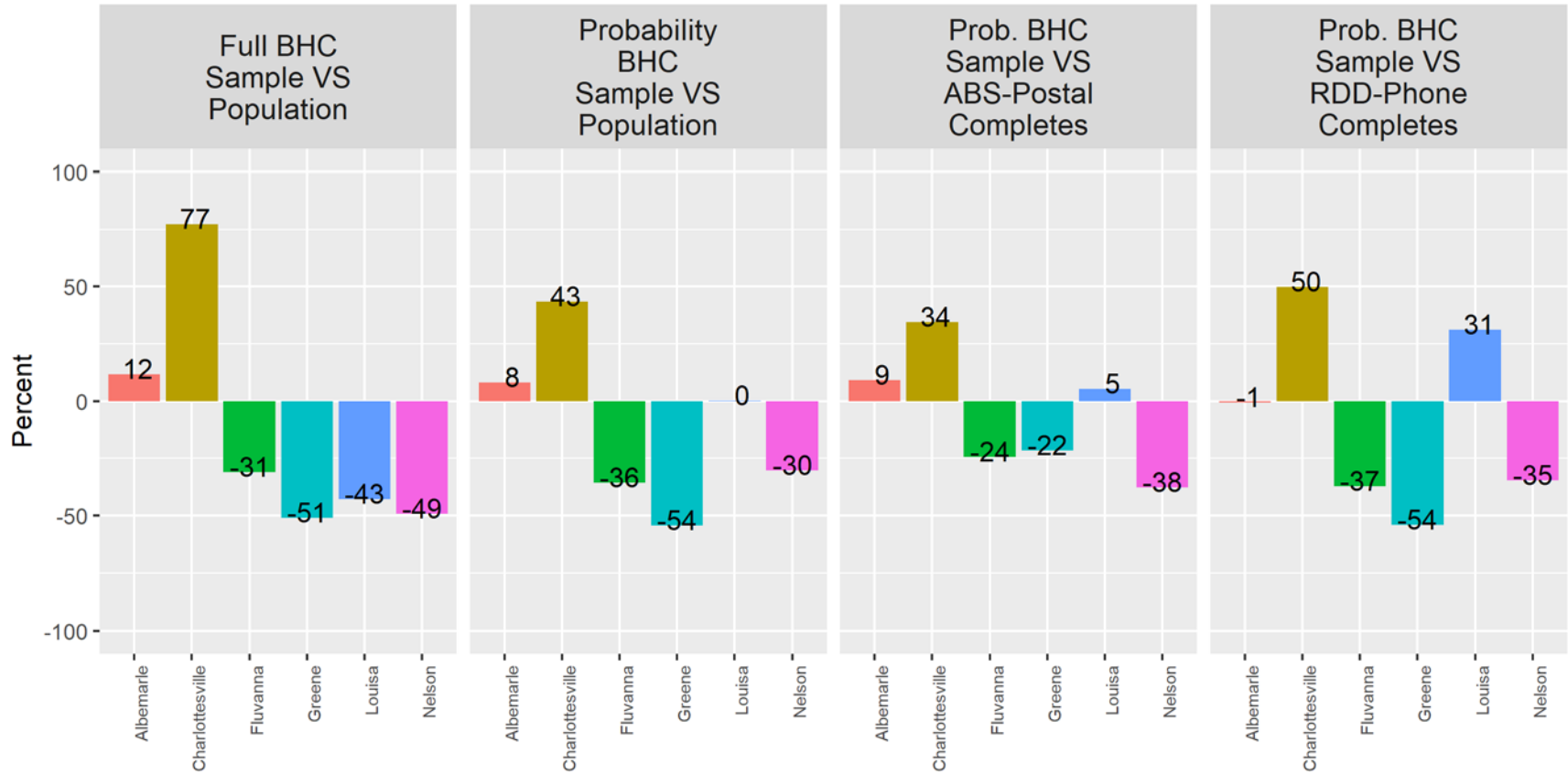
BeHeardCVA Sample Comparisons for Gender



Locality



BeHeardCVA Sample Comparisons for Location



Education

BeHeardCVA Sample Comparisons for Education

