Social Survey QAPP Guidance

for SIPES/SIDMA Projects

Version 02/27/2017

Review Criteria	Example or Comment
1.Title and Signature Page	
a. Survey Name b. Project Name and Tracking Code Number c. Grantee Organization Name d. Survey Author and Organization e. Date and/or version number f. Signature Block - i. Prepared by: ii. For the Grantee: iii. Reviewed by: iv. NPS Project Administrator: v. For the State:	The Nonpoint Source Program example title page format is not required. However, all of the information on this line and to the left must appear on the title page. Element 1a – “Survey Name” should include the watershed name and the target audience i.e. “Lost Creek Watershed Riparian Landowners”. Element 1b – Should be the official DEQ Project name and tracking code. This is to differentiate different QAPPs for the same project.
2. Table of Contents	
Section headings with page numbers	The Nonpoint Source Program does not have a required format or specific section headings for QAPPs. However, all sub-elements listed in elements 1 through 14 must be addressed in order for a QAPP to be approved.
3. Distribution List	
Individuals and organizations that will receive copies of the final QAPP and any updates or changes	This is most easily handled with a table. Include the names, organization and contact information (address/phone numbers/email) of the people that will receive the final QAPP and any updates. Copies of the QAPP may be shared among individuals at a location (organization/office) if appropriate. MDEQ typically distributes electronic copies of the approved QAPP to this list if e-mail addresses are available. Specify if you will be distributing hard or electronic copies.
4. Responsibilities and Organization	
a. Table for quick reference including names/titles and brief statement of responsibilities for each **key** individual	This doesn't have to include every individual working on the project. It should include those responsible for broad task of the social survey effort (think supervisors/lead workers). The statement of responsibilities should be general and consist of a few words such as - "Oversee survey distribution"…not specific sub tasks "Fold letters, stuff envelopes", etc.
b. Identify individuals and organizations, along with their specific responsibilities	A narrative identifying individuals/organizations and their specific role(s) and tasks/subtasks in the social survey effort. Not all individuals need to be listed. For example, list Dr. Smith as overseeing students conducting phone surveys or entering data but not the individual students.
c. Brief description of the project organization and work flow and/or a project organizational chart showing lines of authority and reporting responsibilities	A description of the project organization, work flow, and decision making authority. How are problems solved? Who makes decisions?
5. Problem definition and background	
a. Brief description of the overall project the social monitoring is supporting	Tip for Nonpoint Source grantees: An edited version of the 150 word Project Summary from your contract is usually adequate.
b. Brief statement of any other pertinent background information or history	i.e. recommendations from your watershed management plan or summary of pertinent information from other sources.
c. Defined purpose - what question(s) will be answered through this social monitoring effort/how will the information be used	The purpose, goal and use of the survey and survey information should be detailed here. This section is not a recap of the survey questions which should appear in total and final format in section 13 below.

6. Description of the monitoring tasks and timeline	
a. Step wise summary of work to be preformed including interim and final products	This section should lay out the specifics of the overall process including lines of authority, decision points and products. Section 4 above includes general information, details belong here.
b. Narrative description or time line indicating start and end dates for each step or product	Could be incorporated into 6a above or a standalone chart or timeline.
c. Discussion of resource or time constraints, if applicable	Constraints may be due to the supporting grant or target audience. For example, the survey results could be needed prior to a certain date in order to complete a watershed management plan or to work around the planting season for a farm audience.
d. Description of the steps to be taken if the response rate is too low	The SIPES Handbook includes several options should response rate initially be too low.
7. The goals and objectives of the work including data quality objectives	
a. Performance/measurement criteria identified for all information to be collected	What measures/criteria will be used to indicate success of the survey effort (return rate, individual survey completeness)?
b. Discusses precision and accuracy	What are the confidence interval and confidence level goals for this effort?
c. Addresses bias and representativeness	What steps are being taken to reduce bias and how will you determine if the sample represents the target population or if it is biased?
d. Describes the need for comparability	One of the benefits of using the SIPES/SIDMA system is comparability to other SIDMA surveys. Are there specific comparisons planned for this survey?
8. Sampling design and rationale (experimental design)	
a. Type and number of survey instruments	Mail, phone, internet, or focus groups for data collection? Will a single survey be administered twice (before and after)? Or separate surveys for different target audiences?
b. Survey methodology	Typically the survey methodology is integrated with the step by step narrative of element 6.
c. Target audience is appropriate as identified in WMP or through the watershed planning process	Target audiences are justified through the watershed management plan or the planning process. For implementation projects, the more specific the better.
d. Description of the demographics of the sample(s)	What are the characteristics of the target audience you will survey? What separates them from other populations?
e. Population and sample size	For each Target group include the total population (individuals or households as appropriate), the number of responses you need and the number of contacts you will make.
f. Rationale for the design	Reference SIPES/SIDMA and the rationale for any deviations.
g. Anonymity is maintained	The process for maintaining anonymity is described - how will individual identifying information be segregated from the responses.
9. Special training or certification	
a. Identifies any project personnel with pertinent specialized training or certifications	A short narrative of past experience and training of the key social monitoring personnel.
b. Identifies any specialized training or certification needs and how they will be met	Training needs for the social monitoring aspect of the project should include a description of the training, identify who will be trained and included in the time line (number 6 above).

10. Project QA/QC assessment and response procedures	
a. Data Collection	Criteria for accepting such things as partially completed responses, stray marks and marks between two choices. Who will make these judgments?
b. Secondary Data	Secondary data refers to data collected outside the current project. Common sources of secondary data for social science include censuses, surveys, organizational records and data collected through qualitative methodologies or qualitative research. What steps will be taken to ensure the quality and appropriate use of secondary data?
c. Data Entry	Process should include someone not doing data entry checking entered data against raw surveys for example; randomly check one of every 10 surveys for accuracy, if more than 5% difference is found the other 9 are also checked.
11. Statistical analysis	
Describes the statistical analysis and methodology that will be used	Reference to the SIDMA data analysis is acceptable. Include any additional analysis that will be used including methodology and intent of the analysis. Excel© Pivot Tables or other means of cross tabulation should be considered.
12. Data and document management and reporting procedures	
a. Briefly summarizes report format and content	SIDMA produces summary reports, include others if planned.
b. Identifies location and storage time for project information including records stored electronically	Reference the storage of the survey instrument and data in SIDMA as well as the required retention of the project file per the grant contract (typically 5 years post grant for NPS projects).
13. The Survey Instrument(s)	
a. Includes clear instructions	The instructions are included on the front page of the survey instrument (preferred) or in the cover memo.
b. Includes all required sections and questions	Described in SIDMA survey builder instructions.
c. Includes identified/appropriate pollutants/sources/causes from the Watershed Plan/planning process	The survey is focused on known pollutants/sources/causes from 303(d) listings, TMDLs, Watershed Management Plans and State/Local data and analysis.
d. Custom questions are appropriate and tied to the Watershed Plan/planning process	Custom questions are tied to demonstrated local needs.
e. Anonymity is maintained	Questions will not jeopardize the anonymity of the respondents.
14. Notification	
a. Draft letters, post cards, flyers, e-mails, and web postings are included	If these have not been developed the QAPP should state they will be submitted and approved prior to distribution.
b. Distribution methods are described and are appropriate for audience	How will the target audience be made aware of the survey?